

## CERAMICS STAND UP TO NEW CHALLENGES AT THE FUORISALONE 2023

Iris Ceramica Group's commitment to shaping a better future continues.

The Fuorisalone 2023 will talk of the new challenges ahead in a series of talks held at the showroom in Milan and in the nearby Piazza dei Mercanti, a freely usable installation interprets new eco-sustainable urban devices.

During the Milan Design Week, Iris Ceramica Group brings its showroom in Milan to life with a series of meetings devoted entirely to the world of architecture and its new challenges, with a special focus on the topics of sustainability and responsible design in urban settings, the hospitality fields, the contract sector and large projects.

A packed programme addressing professionals and design lovers, launching a dialogue that starts in Milan and connects to the rest of the world, passing through Dublin and ending in Dubai.

The programme includes **four talks** with exceptional guests, held at the showroom and streamed live for anyone wishing to watch the events remotely.

In addition, in the nearby **Piazza dei Mercanti** passers-by can freely use the installation "**Urban Station. The corner of the future**", a temporary workstation in the heart of Milan: an urban oasis designed to replenish our minds and recharge our energies designed by the firm Asti. It is a continuous seat, formed by the overlapping of different layers of 4D Ceramics, Iris Ceramica Group's pioneering natural surfaces, expressed through the brand SapienStone. In this urban corner of the community, it is possible to stop for even a long time - thanks to the wireless charging stations - and interact with the Hypertouch smart surfaces to switch on the lighting in the evening. The installation will also be eco-active, with Active Surfaces® ceramics, the pioneering natural material with superior properties.

### APPOINTMENTS CALENDAR

Iris Ceramica Group Showroom,  
via Santa Margherita 4

**18 April, 6.30 pm**

**Talk "New eco-sustainable urban devices for use by citizens"**

The "Urban Station" installation stimulates through on the issues of urban architecture and its "eco-sustainable devices for use by citizens" discussed in the meeting with the Vice-Rector of Milan Polytechnic, **Emilio Faroldi**, and the architect **Paolo Asti**.

**19 April, 6.30 pm**

**Presentation "The Architects Series - A documentary on Grafton Architects"**

The first appointment in the 2023 calendar of the docu-series created in partnership with The Plan is devoted to the Dublin-based firm Grafton Architects, whose founders Yvonne Farrell and Shelley McNamara were among the winners of the Pritzker Prize 2020 and who curated the 2018 Architecture Biennale.

The documentary will be presented to an audience and will also be streamed live.

**20 April, 6.30 pm**

**Talk "Local Cultures in Global Settings" curated by UAE Modern**

Workshop discussing the issues of cultural identity in a globalised world, focusing mainly on the artistic context and architectures of Dubai. For the occasion, the International Contest for Architects and Designers entitled "Local Cultures in Global Settings" will be launched.



21 April, 6 pm

Talk "(Re)Generation Stories - Road to Milan-Cortina 2026"

The meeting will be tackling the issue of "Investments in hospitality: business plans and design creativity for relaunching the sector" with:

Dario Leone - Head of Hospitality & Leisure, Hospitality & Leisure - Savills

Matteo Monferini - Head of Development Italy - Artisa

Vittorio Grassi - Fondatore, Vittorio Grassi Architetto & Partners

**Iris Ceramica Group Showroom**  
**via Santa Margherita, 4 - Milan**

Open to the public:

17 April - 23 April 2023

Monday to Friday from 10.00 to 18.00

[www.irisceramicagroup.com/en/icg-fuorisalone-2023/](http://www.irisceramicagroup.com/en/icg-fuorisalone-2023/)

Entry subject to registration at the link: <https://milano.iris-events.cloud/>

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