

**AT THE FUORISALONE 2023 IRIS CERAMICA GROUP PRESENTS:**

**“LOCAL CULTURES IN GLOBAL SETTINGS”, THE INTERNATIONAL CONTEST FOR  
THE ARCHITECTURE AND DESIGN WORLD**

*During the Fuorisalone 2023, Iris Ceramica Group will be presenting a round table at its Showroom in Milan to launch the Contest “Local Cultures in Global Settings” curated by UAE Modern. The format was designed to celebrate local culture in a globalised world. The appointment, on 20 April at 6 pm CEST, and streamed live, is the first in a series of talks involving not only Milan but also the cities of London and Dubai. And Dubai is not only a thematic focus but also the final destination of the international contest, for which the winners will be announced during the Dubai Design Week.*

Always sensitive to sustainability, innovation and excellent quality, **Iris Ceramica Group** is promoting the **international contest “Local Cultures in Global Settings”**, curated by **UAE Modern**, fostering knowledge of a multitude of unique roots and identities, choosing **Dubai as a symbolic place of global discourse**.

How does multiculturalism influence the context and how, in turn, are individual cultural identities influenced by the context? Can design generate new meanings, separating the threads that once wove individual cultures and reassembling them in a process incorporating needs, knowledge and new technologies? Invited to be part of the project connecting Milan, London and Dubai in a cultural journey among people, institutions and businesses, the speakers will share their results and discuss the challenges, constraints and opportunities arising from an **inclusive approach that allows the local and the global to feed off each other**.

The programme will engage the world of architecture, design and education as well as the local partners of Iris Ceramica Group in the UAE.

**The steps of the contest: Milan – London - Dubai**

The first appointment will be held during the Fuorisalone on 20 April at 6 pm at the Iris Ceramica Group showroom in via Santa Margherita 4, and will be streamed live. Attending the event are Abeer Seikaly, architect, artist and cultural curator, Khalid Alshafar, founder and director of the firm Khalid Shafar, and Lidewij Edelkoort, Trend forecaster. The panel will be introduced by Nicola Leonardi, editorial director of The Plan, followed by Monica Mazzolani and moderated by Massimo Imparato, co-curators of UAE Modern. The panel guests, who in their work tackle the challenge of reconciling craftsmanship, process digitalisation and the circular use of resources, will be sharing their experiences in a talk that will also be the opportunity to present the international contest.

The meeting in Milan will be followed by other steps in the initiative: during the week running from 21 to 25 May, a panel discussion and workshop will be held at the Canadian University Dubai entitled **“Materials semantics in design applications”**; on 28 June, the appointment in London will coincide with the opening of the Perspective UK form at Church House Westminster in partnership with the magazine The Plan; the final event of the contest will be held in November during the Dubai Design Week; the exhibition of prize-winning works will set the scene for the announcement of the winners, accompanied by a round table.

And indeed Dubai is the centre of the Contest; in this context, over two hundred communities contribute to forging an new globalised identity, a place that is a symbol *par excellence* of a global setting that challenges the stereotype of a city without context and, with a melting pot of over 200 nationalities that have settled in the territory - an inclusive ecosystem of innovation celebrated at the Expo - offers opportunities for promoting a discourse that emphasises the common roots of a multi-faceted universe.

## The Contest “Local Cultures in Global Settings”

The participants in the “Local Cultures in Global Settings” contest are invited to design a work consisting of a geometric or figurative pattern using the natural ceramic surfaces of Iris Ceramica Group. The artwork will be created using the Group’s patented “**Design Your Slabs**” printing solution used to create any image or illustration on its surfaces. Supporting the initiative are also Iris Ceramica Group’s local partners in the UAE.

The submitted design proposals may be of two types: for **interiors**, and **architectural envelopes**. The Contest, with free participation, is open to all architecture, art and design professionals who have graduated since 2013. The deadline for submission of the designs is **31 July 2023**.

**Roberto Burle Marx** was chosen as a reference figure, for his ability to abstract local cultural values, drawing inspiration, into memorable images. In a time of uncertainty over the future, the aim of the project is to save that which is most dear to us: **our roots and the ties with the world we have inherited and that we would like to hand on to the generations to come**.

With this important initiative, Iris Ceramica Group aims to share experiences of projects focusing on the 17 SDGs of the UN Agenda 2030, offering constructive dialogue among professionals, scholars and institutional organisations working in sustainability and the passage to the circular economy. The Group has been working in the Persian Gulf since the early 1990s, and with its brands has contributed to the creation of successful architecture stories in the United Arab Emirates.

Global Media Partner is the international architecture magazine The Plan.

### **Talk 20 April 6 pm**

Iris Ceramica Group Showroom

Via Santa Margherita 4 Milan

Register at the link: <https://milano.iris-events.cloud/>

### **For more information on the Contest,**

read the call at the link: <https://prize.irisceramicagroup.com/>

### **Press Office Iris Ceramica Group**

comunicazione@iris-group.it

### **Iris Ceramica Group**

A global reference – with its brands Ariostea, Fiandre, FMG, Granitech, Iris Ceramica, Porcelaingres, SapienStone, StonePeak - for the design and development of high-end natural ceramic surfaces intended for innovative solutions and architecture and furnishing projects. The Group has over 1500 employees worldwide and production sites in Italy, Germany and the United States. Driven constantly to sustainable innovation and excellent quality, it has always led the field in the ceramics industry.

### **UAE Modern**

Uae Modern is a cultural hub in which designers, scholars, professionals and institutions working towards the ecological transition share experiences aiming to achieve the 17 SDGs of the UN Agenda 2030. UAE Modern has curated many international events and conferences for the Dubai Design Week, including “Conservation and Reuse of Modern Architecture - Experiences and Perspective”, “People Planet Profits - Trials of a Sustainable Future”, and “Nature Based Generations”.