

URBAN STATION

The corner of the future

designed by Asti Architetti with Iris Ceramica Group

An eco-sustainable and technologically innovative project for the city: this is how the installation designed by Asti Architetti, created with the ceramic surfaces and smart solutions of Iris Ceramica Group, appears at the Fuori Salone 2023, in the centre of Milan.

Set against the **Brera Design District**, Asti Architetti and Iris Ceramica Group present a **temporary workstation** in the heart of Milan: a corner of the future, an **urban oasis designed to replenish our minds and recharge our energies**. **Piazza dei Mercanti**, a cornerstone of Milan's urban history, becomes the stage of a project that aims to bring added value to urban furnishings: **continuous seating that can be freely used to work and rest, in direct contact with an olive tree, the signature style of Asti Architetti**.

The project draws an **"urban bench" formed by the overlapping of different layers of 4D Ceramics**, the pioneering natural ceramic surfaces created with Iris Ceramica Group's full-body technology, expressed through the brand SapienStone. In this corner of the future, it will be 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 "Urban Station" also contributes to improving the environment, with the natural Active Surfaces® used on the upper layers, which have special anti-pollution, antibacterial and antiviral properties.

The "Urban Station" installation stimulates thought on the themes of urban architecture and **"eco-sustainable devices for use by citizens"** which will be discussed on **Tuesday 18 April at 6.30 pm** in a meeting attended by the Vice-Rector of Milan Polytechnic, **Emilio Faroldi**, and the architect **Paolo Asti**, at the Iris Ceramica Group Showroom in **via Santa Margherita 4**.

The initiative is part of a rich programme of events that will be hosted by Iris Ceramica Group in its showroom where, for the whole duration of the FuoriSalone, some exceptional meetings will take place, investigating the present and future scenario of architecture, from Italy to Dublin and on to the Middle East. Attendance of the meetings is subject to registration.

Iris Ceramica Group has been a global reference for the development of high-end ceramic surfaces intended for innovative solutions and design and architecture projects for over 60 years. The Group works with a very clear vocation: to re-engineer the its unique beauty and performance of this natural material, creating pioneering solutions. Operating in over one hundred countries, the Group has around 1500 employees worldwide. Its headquarters are in Fiorano Modenese and it has production sites in Italy, Germany and the United States. The Group's brands include some of the most important names in international panorama, including Ariostea, Fiandre Architectural Surfaces, FMG Fabbrica Marmi e Graniti, Iris Ceramica, Porcelaingres, StonePeak Ceramics and SapienStone.

Iris Ceramica Group is an ambassador of a new culture of ceramics as a noble, high-performing material that improves the interaction between humans and the environment.

www.irisceramicagroup.com

Paolo Asti was born in Milan on 4 September 1963, and graduated in Architecture at Milan Polytechnic in 1990. In 2004 he founded the firm "Asti Architetti" in Milan, today in via Sant'Orsola 8. The firm's activities run from residential to tertiary to commercial sectors, focusing on the field of integrated architectural design with a special interest in buildings understood in their entirety, and with a view to the requalification of entire historical buildings constructed between the 1930s and 1960s in the heart of Milan. His main projects include: Edison 1, Fabio Filzi 29, Torino Palla Lupetta, Foro Buonaparte 16, Moscova 58-47 and Cordusio 1 (Starbucks d'Italia). The most recent: Largo Augusto 1, Liberty Tower, hotel UNA, Alserio 10, Moscova 33 and the restyling of the Velasca Tower, including the square, still in progress. Paolo Asti is the real estate architect of private clients, from banks to insurance undertakings, as well as large real estate operators who see investments in the city as great business opportunities, but is above all an attentive, sensitive professional who deals with the renovation and re-functionalisation of historical buildings, seeking to interpret the town planning laws in force and the current living needs in the best possible way.

www.astiarchitetti.it

Press Office Iris Ceramica Group

Maria Grazia Pacchioni

mpacchioni@iris-group.it

Press Office Asti Architetti

Map Design Communication

Patrizia Ledda

p.ledda@mapdesign.it
