



Iris Ceramica Group@
Clerkenwell Design Week
London, 23-25 May 2023

ICG Gallery
61-67, Old Street
London EC1V 9HW

#UnlockTheExperience:
discovering the new ICG London Gallery

For the Clerkenwell Design Week, the Iris Ceramica Group Showroom shows off its new look, evolving into ICG Gallery: like a contemporary art gallery, it becomes immersive, interactive, technological and engaging.

The new ICG Gallery in London is much more than a Showroom for high-end natural ceramic surfaces, it is a place where you can tangibly and virtually experience the Group's materials and values. Visiting the new Gallery is the perfect opportunity for taking a sensory journey, a continuous mix of the real and the virtual, discovering different architectural interpretations and points of view each time. **The new ICG Gallery in London is much more than an exhibition of surfaces, it is a concrete expression of the values guiding the Group: innovation for pioneering solutions, attention to detail for excellent quality, a sustainable soul.**

EXTERIORS

The exteriors are already an immersive experience: the movement of the passers-by is a **stroll through a virtual rain that turns into environmentally-friendly energy**. A digital representation reminiscent of water that produces green hydrogen, the energy resource that will be used to power the new **H2 Factory**. Passers-by are invited to dialogue with the installations, not just look at them. An engagement that suggests to enter the Gallery to find out about the other innovations too.

LEVEL 0

Phyigital experience

The interior is a space to be lived. On the ground floor, visitors cross **a world created with augmented reality**, discovering for themselves the benefits of the eco-active **Active Surfaces®**, for a world marked by health and well-being, in perfect harmony with the environment. The visitors' active experience then continues, using a **simple, user-friendly App** and its video projection on ceramic surfaces, entering another dimension, virtual yet absolutely real, where ceramic materials show off all their superior eco-active properties.

LEVEL +1

Material Gallery

The upper floor is home to the Material Library, a space offering a journey through matter, browsing the textures, formats and thicknesses, with endless sources of inspiration for designers and design lovers. Play with the surfaces, creating moodboards, combinations, compositions and experimenting new forms of application. The materials literally *attract*: Visitors can test the **magnetic laying function "ATTRACT. Smart Living goes magnetic"**, the latest innovative solution developed by the Group.

LEVEL – 1

Comfort Lounge

An emotional focus also for the level -1, which revolves around a sophisticated, welcoming lounge. A space to stop in and wander around, among the seating areas and an open-space kitchen. A careful study of the area, enriched by continuous, decorative inspirations. On level -1 we enter into the **depth of technological research**, the Group's distinguishing feature. An intimate space highlighting the design applications, the touch surfaces for home automation, tailor-made furnishings and smart solutions for green architecture.

EDIBLE CLOUDS

Sensory experience

During the three days of the CDW, the experience is enhanced even further with "Edible Clouds": a guided tour that accompanies visitors on an engaging metaphorical journey of discovery of the production cycle that will use green hydrogen. A circular transformation process that starts from nature and returns to it, giving back that which it borrowed, creating a new, sustainable material. Natural ceramic materials which, for the event, become a basic food for humans.

The sensory experience path traces the circular production process of the H2 Factory, "Cloud to Cloud", consisting of 4 interactive stations.

It all starts with a cloud – a dew catcher - and its rain water that, as in the process of electrolysis, separates it into hydrogen molecules: metaphorically speaking, green edible bubbles floating in the air.

Visitors are invited to knead and shape a primary mixture of water and flour, as if it was ceramic material made of earth and water. The bread is then steamed in a steamer, using a form of clean energy produced by the steam which, returning to the atmosphere, helps to recreate the initial dew catcher cloud.

The process is circular, perpetual, almost magical.

The metaphor is not only ideal but also real, because at the end of the journey the visitors can taste the finished product.

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