

### The Art of Being *a Group*.

At Cersaie 2023, art is the narrative language chosen by Iris Ceramica Group to express itself.

Attractive, Emotional, Innovative and Architectural are the souls of the Group, separate yet complementary, expressed through contemporary art works from around the world.

The stage on which the Group tells its artistic tale is the Planet-Friendly Booth: the whole exhibition structure and the ceramic slabs will be completely reused at the end of the trade fair.

By definition, art is the ability of human activity to shape a thought.

Art is therefore true substance; it is poetry and imagination that show themselves and become authentic and recognisable. Artistic language is able to tell a story by talking directly to the emotions, and in this sense becomes a universal language.

With this spirit, Iris Ceramica Group has chosen to present itself at the international ceramics event with an exhibition that is both poetic and concrete: **a contemporary art gallery to explore, observe, touch, arrange and rearrange.**

A unique narration made of the many faces of the Group's Brands, all sharing a clear business vision: **re-engineering ceramics to improve interaction between humans and the environment.**

This vision comes from a partnership with Henoto in the Iris Ceramica Group **Planet-Friendly exhibition space** for Cersaie 2023 through the **large mural "Blooming Bonds"** created exclusively for the Group by the international artist **Becha**. This contemporary work stands out for its elegant and delicate style, representing a landscape animated by human and natural figures that seem to float in a kind of dance. The drawing was made on large ceramic slabs - thanks to the technology **Design Your Slabs** - applied to the walls using a **magnetic support**, and **narrates the Group's founding values in the form of pictures: sustainability, beauty, excellent quality and innovation.**

The master of digital art, Vesna Pešić, alias **Becha**, harmonises images and figures in a contemporary, cohesive vision, bringing life to composite illustrations that can be interpreted in many ways, creating an overall rich and lively painting. With its global resonance, her work takes collage to a completely new dimension. Becha interpreted Iris Ceramica Group's values, business vision and sustainable soul, with a video installation and a **sinuous and elegant 18x3m collage that visitors can interact with**. Using the **revolutionary system Attract** that uses **magnets to lay the Brands' ceramic slabs**, some elements of the mural can be removed and replaced by other elements in a "library" of textures open to visitors, who can create their own customised works.

*"I see many analogies between the collage technique and the Iris Ceramica Group Attract technology. For me, the value of creating a collage is always that special moment in which the whole experience is altered by changing just a single element. In this way, the guests are not mere spectators of art but, in a certain sense, co-creators of the work." – Becha*

## The Art of Being *Attractive*

### Beauty and sustainability in one word

Following the guiding thread of the concept **The Art of Being, Attractive** is the central theme narrated by the Group's exhibition space, playing on the dual meaning of the adjective which, on one hand, refers to the appearance and beauty of the slabs, while on the other it indicates the name of the system: **Attract**.

**Attract is a pioneering magnetic dry laying system developed by the business unit Granitech.** The system consists of slabs that are made magnetic, ready to be laid to create a continuous surface, without the use of glues or supporting structures. The removal of each slab is also quick, easy and circular, without the need for demolition.

**The materials can therefore be used infinitely, and the magnetic base can be reused over and over again, cut and re-assembled without losing any of its effectiveness.**

**Attract is a patented technology that opens new horizons for ceramics while respecting circularity principles.** It is an outstanding, concrete example of the power of **aware design**, in line with Iris Ceramica Group's ESG values.

## Planet-Friendly Booth

**For the first time the whole structure is reused, nothing is destroyed and everything is transformed.**

The whole exhibition space at Cersaie is also absolutely circular and innovative. Indeed, the booth's entire architectural design represents a challenge won: **to create a temporary, circular and 100% reusable exhibition space.** The goal was achieved together with **Henoto** - the international company specialised in sustainable trade fair set-ups – creating a circular booth model. At the end of the trade fair, all the materials used to build the booth, as well as the ceramic slabs, will be reused for other purposes, with an entirely circular approach made possible by the use of the innovative magnetic laying system **Attract**.

## Iris Ceramica Group's brands' showrooms become art galleries

The narration continues in the Group's showrooms, each one artistically expressing its own identity:

**Emotional** is the representative quality of Iris Ceramica and FMG,

**Innovative** the distinctive character of Ariostea,

**Architectural** the soul of Fiandre and Porcelaingres.

Each Brand brings to the stage the art of being unique and recognisable, thus contributing with their own face to enhancing the narration using the same language.

The different identities are told through contemporary art works hosted in each showroom, from Fiorano to Castellarano.

**Iris Ceramica and FMG**, exploring expression and creativity, tell of their own **Emotional** character through the works of **James Dawe**, a brilliant example of cross-contamination between collage and digital transformation towards a new, dynamic and constantly evolving concept of beauty. For the entire Cersaie week, the Iris Ceramica and FMG showroom in Fiorano Modenese will host the exhibition **"Innovative Vision"**, becoming a really thrilling space: an art gallery where visitors can admire Dawe's artistic developments and aesthetic interpretations.



**Arioste**, with its **Innovative** spirit, chose the works of the Canadian artist **Sabrina Rattè** to tell its story. At its showroom in Castellarano, the Brand will be projecting the video installations **Domestic Landscape** and **Undream** for a week. Made using a mix of analogue technologies and 3D animation techniques, **Domestic Landscape** portrays a space half-way between architecture and landscape, which through an almost hypnotic form invites the gaze to move around in this continuously evolving architecture.

**Undream** tells of an imaginary future in which spectators are engaged, in a changing space suspended half-way between dream and reality, architecture and nature.

**Fiandre and Procelaingres** interpret the art of being **Architectural** with the works of **Kaz Shirane**, a Japanese artist who explores spaces in a personal way, exploiting the use of mirrors to trigger reflection. In particular, the works on display at the showroom in Castellarano are:

**PRISM WALL**, a semi-circular shaped three-dimensional wall that embraces visitors in a kind of kaleidoscopic world able to show the hidden side of the observer and

**MIRROR OF TRUTH**, a series of spectacular steel works, where mirrors dissolve and fragment the image in a mix of distortion and familiarity.

The Group's strength lies in this choral narration, in which each identity helps to concretely shape a more sustainable future, following the clear and distinctive vision that has made the Group a pioneer: from materials to applications, from production processes to research.

*"The Art of Being" project was developed by Iris Ceramica Group, with the support of Machas, an international artistic consulting agency.*

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