



Milan, 15-21 April 2024

Iris Ceramica Group@Fuorisalone 2024

AT THE FUORISALONE, IRIS CERAMICA GROUP GIVES VOICE TO THE EXPERIENCE OF CERAMICS AS A POETIC MATERIAL: A JOURNEY OF WONDER BETWEEN THE REAL AND THE VIRTUAL.

In Piazza dei Mercanti, the natural and eclectic poetics of ceramics are interpreted by Zaha Hadid Design with the installation "Poesis Materiae".

*In Via Santa Margherita 4, ceramics become a real and virtual sensory experience: an immersive journey through the **three floors of the new ICG Gallery**.*

POESIS MATERIAE: ZAHA HADID DESIGN CREATES THE NEW IRIS CERAMICA GROUP INSTALLATION IN PIAZZA DEI MERCANTI.

The installation focuses on the fluid forms of ceramics, emphasizing its strength and subtle beauty for an aware design culture.

Zaha Hadid Design has interpreted Iris Ceramica Group's natural ceramic elements to create an **installation which brings matter to the centre stage** by expressing strength and versatility in a unique and unmistakable design. The installation ideally entails the sense of movement of water waves - it showcases a modern alternative to conventional ways to see ceramic by merging traditional procedures of standardisation with the **non-orthogonal, fluid lines** of the design.

Aligning with "Materia Natura" – the theme of Fuorisalone 2024 which supports a more aware design culture and promotes sustainability as guiding principle and fundamental value in any creative process - the design by ZHD highlights the large potential of ceramic as a medium for fluid and sinuous designs.

The concept ideally describes a landscape, featuring a series of paths informed – **a celebration of ingenuity, spontaneity and, above all, durability and sustainability of ceramics.**

*The experience continues just a stone's throw away from Piazza dei Mercanti, in via Santa Margherita 4, at the Iris Ceramica Group Showroom which, for the occasion, presents its new look and takes on the new name of **ICG Gallery Milan**.*

THE NEW ICG GALLERY MILANO, VIA SANTA MARGHERITA 4.

The Iris Ceramica Group showroom, completely restyled, unveils its new concept.

#UnlockTheExperience is the key to discovering the Gallery's three floors.

Real and virtual: the Iris Ceramica Group exhibition space in Milan is a "phygital" - physical and digital - experience. Way ahead of the classic display of materials, the completely restyled showroom expresses all the artistic and technological soul of Iris Ceramica Group.

The new name, ICG Gallery, embodies the heart of the company, which focuses on **research** - to develop innovative technological solutions - and creativity, able to bring life to noble surfaces with the highest **artistic value**. **A Gallery where the values that the Group stands for take on shape, colour and consistency:** a space in which visitors can immerse themselves up to the fourth dimension.

The ground floor entrance is an open square, designed as a welcoming space for meeting and sharing. The soft, delicate colours offer a discreet backdrop yet with a well-defined identity. The setting embraces and delicately narrates the Group's universe of values through the **materials, video-walls and the augmented reality of ICG Play**, which tells of the 4 properties of Active Surfaces®: technological innovation, sustainability, beauty and excellent quality, the Group's key values can be found consistently in all three floors of the Gallery.



In the same room, a bespoke corner allows visitors to interact with the ceramic materials, mixing and matching them using the Material Library creating an inspirational mood board.

On the first floor, the surfaces applied recreate authentic living, kitchen and bathroom settings for the residential and contract world. 4D Ceramics is the star of the settings, with its decorations crossing the whole ceramic body, for a sophisticated, natural look.

On the ground floor, the full-body area, the "Diesel Living with Iris Ceramica" project and a work space for architects and designers with all the latest coverings, leading to the caveau that protects the most precious haute-couture ceramic surfaces: the "Bottega d'Arte" jewels.

The eco-active Active Surfaces®, Hypertouch smart slabs, the Material Library, the 4D Ceramics, the interior design applications and the "Bottega d'Arte" red-body materials: everything speaks of the Iris Ceramica Group Mission: **to reengineer ceramics to improve human-environment interaction.**

Entering the ICG Gallery Milano is more than just a visit, it is an authentic journey.

During the Fuorisalone week, the interior square at the ICG Gallery Milano becomes the stage for a series of meetings and events discussing design topics with a view to sustainability, the pillar of the Group's founding values.

Events calendar:

15 April - 18.30

(Re)Generation Stories - "Hospitality Ecosystem: how dialogue develops between Client, Real Estate and Design, in relation to the assets, demands and functions"

Private event by invitation.

17 April - 18.00

"Poesis Materiae, for a new poetics of matter" a talk with Federica Minozzi and Zaha Hadid Design

Private event by invitation.

ICG Gallery opening hours

15-19 April: 10.00-21.00

20 April: 10.00-18.00

Cocktail with DJ: 15-19 April, 19.30-21.00

Press Office:

Francesca Cuoghi

fcuoghi@icgmail.com

Maria Grazia Pacchioni

mpacchioni@icgmail.com