



## **Iris Ceramica Group @ Clerkenwell Design Week 21<sup>st</sup> - 23<sup>rd</sup> May 2024**

### **BOTTEGA IN BLOOM: ICG GALLERY LONDON BECOMES AN EVOCATIVE ARTISTIC WORKSHOP**

**Iris Ceramica Group is taking part in the Clerkenwell Design Week with its ICG Gallery and with its very own space in The Old Sessions House. For the occasion, the Company presents “Bottega in Bloom”, an original format of events and workshops reflecting on circularity and the role of art in transforming and giving new meaning to waste materials.**

Artistic traditions, craftsmanship and innovation inspire the workshops and installations “Bottega in Bloom”: ICG Gallery London becomes an artistic workshop experimenting the transformation and decoration of materials. Visitors are invited to become craftsmen; using creativity and art, they can give new meaning and value to materials taken from processing wastes.

Evoking perfumes, shapes and colours, ICG Gallery London becomes an authentic “Bottega in Bloom” to rediscover heritage arts and crafts through the recovery of handmade skills and techniques. A rediscovery of artistic expressions aiming to create beauty and give a new life to materials.

The events and workshops organised for the Clerkenwell Design Week pay homage to the Iris Ceramica collection “Bottega d’Arte” – a brand of Iris Ceramica Group – red body surfaces with a hand-crafted flavour, an authentic haute couture of ceramics. The Terracotta surfaces are created exploring traditional production techniques and manual skills to shed new light on handmade beauty.

Guests are invited to become craftsmen of the ‘bottega’, playing with colours, real flowers, ceramic production waste and other materials to create circular artistic installations bringing life to a collective work of art in the ICG Gallery even after the Clerkenwell Design Week.

### **WAXING ATELIER**

#### **Workshop and installation**

**21-23 May from 5.30pm**

The London-based contemporary artist **Lola Lely** will guide visitors to the ICG Gallery through an experiential workshop in which flowers become the medium for experimenting the concept of “suspension in time”. The unexpected end result, the flower crystallised in wax, becomes a gift instilled with new meaning.



With her artistic background, Lola will use flowers recovered from London markets to allow each participant to create “new” floral elements with their very own colours and shapes, using the “wax immersion” technique.

As the artist explains, natural wax offers high-potential narrative and expressive abilities. A product derived from honey and other plants offering infinite circular uses with its versatility and tactile qualities becomes the ideal medium for creating a metaphor with ceramic materials.

The installation of suspended flowers created with waxed fabrics by the artist Lola Lely welcomes the guests during the Clerkenwell Design Week. The artistic works accompany the workshop “Wax Atelier”, creating an ethereal world of colours, perfumes, flowers and wax to turn the Gallery into an authentic art workshop to get lost and find ourselves in, thanks to the imaginative power of art.

## **HACKED SURFACES**

### **Workshop**

**21-23 May from 5.30pm**

Once again, circularity and the infinite possibilities for reusing materials are the central focus of this workshop in which ceramic production wastes are reinterpreted to create an artistic installation in progress.

On the first floor of the ICG Gallery London, guests can reinterpret production wastes using the “terrazzo”, “ikebana” and “repair” techniques to create a collective work that will be completed only at the end of the festival. It will remain on show at the Gallery for the whole Clerkenwell Design Week.

### **ICG Gallery**

#### **Exhibition Space**

For the Clerkenwell Design Week, ICG Gallery London is renewed once again, bringing some of the Group’s most interesting new materials to the British capital.

Pastel colours, glazed surfaces, unconventional weaves and patterns: for the occasion, the Gallery will be hosting these new surfaces on all three floors.

## **THE OLD SESSIONS HOUSE, Room 4**

At the same time, in the heart of Clerkenwell, in room 4 of The Old Sessions House, Iris Ceramica Group tells its story by reinterpreting the “Bottega in Bloom” concept: the values and artistic potential of traditional craft workshops are celebrated through the bright colours and tactile qualities of the “Bottega d’Arte” collection.

Creating an evocative, immersive setting typical of the traditional craft workshop, the ancient ceramic glazing process is reinterpreted in a new key: different floral elements will be immersed in wax to create an artistic installation made of overlapping shapes and tactile qualities.



IRIS  
CERAMICA  
GROUP

**ICG Gallery London**

Old Street 61-67, EC1V 9HW

9.30am – 9.00pm

**The Old Sessions House**

**Room 4,**

23 Clerkenwell Grn, EC1R 0NA, London

Tuesday 10am-6pm

Wednesday 10am-9pm

Thursday 10am-5pm

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**Iris Ceramica Group**

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