

"Edible Clouds": a multi-sensory experience combining creativity, sustainability and the culinary arts.

On 20 June, ICG Gallery Berlin will be hosting "Edible Clouds": a sensory journey that metaphorically traces the "Cloud to Cloud" circular production process of the H2 Factory, the world's first ceramics factory powered by green hydrogen.

After the great success in London, the "Edible Clouds" format comes to Berlin, and on 20 June will enliven the ICG Gallery for a completely original and exclusive event.

"Edible Clouds" is a metaphorical sensory journey that directly engages visitors, helping them to discover the production cycle of Iris Ceramica Group's innovative H2 Factory, which will be powered by green hydrogen.

This pioneering project for the world's first green hydrogen-powered ceramics factory is a circular process model originating from – and returning to – nature, giving back what it has borrowed and bringing life to a new, sustainable material.

"Cloud to Cloud" is the concept that describes the H2 Factory: captured in a cloud, water becomes a primary resource, and in the form of rain is turned into hydrogen by an electrolyser powered by solar electricity. In the form of steam, the hydrogen powering the production plant will become water once again, recreating the clouds it was originally taken from.

The "Edible Clouds" sensory experience metaphorically traces the "Cloud to Cloud" circular production process: it has four interactive stations and ends with ceramics, which, for the workshop, take the shape of bread, a staple food for humans. It all starts with a cloud and the rain water that, through electrolysis, is separated into hydrogen molecules: metaphorically speaking, green edible bubbles floating in the air.

Visitors are invited to knead a mix of flour and water, a symbol of the "recipe" of ceramics, a natural 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 cloud.

The process is circular and perpetual, and conjures up a sense of magic. The metaphor is not only ideal but also real, because at the end of the journey visitors are invited to taste the products they have made with their own hands.

Thursday 20 June from 6 to 9 pm
ICG Gallery Berlin
Auguststrasse 6 - 10117 Berlin