

**Iris Ceramica Group presents “SINFONIA”,
the original concept developed for Cersaie 2024.**

The exhibition space becomes a *Foyer* hosting the “theatre of innovations” developed by the Group; the brands’ showrooms also become *Theatres* where the *ICG Orchestra* plays. A metaphor of many meanings that bring together - in a cloud of words - the whole world of people, technologies and brands that together make the Group.

Sinfonia. (= Symphony)

Literally, a chord of sound that brings life to a harmonious form for orchestra, in perfect balance between the parts it is composed of. A musical composition of different movements created for an orchestra: a group of separate elements, each with its own voice and identity, expressed through a score in which each instrument has its own space and, at the same time, relates harmoniously with the group. It is a perfect balance between silence and sound, between a quick and a slow tempo, between a whisper and a loud voice, exploring a wide range of different experiences and emotions.

From this idea comes the **Iris Ceramica Group** concept for Cersaie 2024: a **Group of many elements that play the same, clearly defined score**, creating a symphony of voices together.

A human, technological and material metaphor that interprets different narrative planes. *Instruments* in the same orchestra are the people who make the Group “one of a kind”, unique and special, but *Instruments* are also the innovative technologies applied to the ceramics developed by the company which, together, play a new symphony.

A clear *mission* is the guide for conducting the orchestra – re-engineering ceramics to improve quality of life in relation to the environment – and the resulting symphony is equally clear. ***The Orchestra* of the Group’s people and technologies offers a collective performance, playing the instruments that identify each one.**

Foyer.

The setting for this narration is the exhibition space designed for Cersaie 2024, where Iris Ceramica Group concretely takes the stage with its orchestra of people and technologies. **Booth A188 – B189 (Hall 26)** is an authentic theatre *Foyer* – the place where historically people came together to meet and discover – in fact here, every technology has its own space where it can show itself off, both individually and in relation to the others.

As soon as visitors enter the Foyer, they can enter **4 sound rooms, each devoted to one of the innovative technologies developed by the Group’s R&D team:**

1. **MOONLIGHT**, the back-lit ceramic slab is the new technology previewed at Cersaie 2024. Moonlight highlights a unique property of ceramics: the ability to uniformly diffuse light. A soft, welcoming light, delicate as moonlight, emerges from the translucent ceramic slab, amplifying the beauty of the surface decoration even in the dark. **At Cersaie, the room devoted to the new Moonlight technology is a place where visitors are immersed in a symphony of light, backlighting the planets.**

2. **HYPERTOUCHE®** By re-engineering material, the intelligent ceramic slab reacts in contact with the human hand, enabling and controlling automation devices. One example of how human engineering can transform matter. **At Cersaie, the room devoted to Hypertouch technology is a place in which humans and science work together for a truly connecting experience.**

3. ATTRACT The magnetic dry laying solution developed by the Business Unit Granitech is presented in the form of an interactive game with both a modern and traditional flavour. Visitors are invited to discover the hidden side of the technology in a surprise game that reveals lucky words and sounds. **At Cersaie, the room devoted to the Attract technology is a place where visitors can try their luck: a guessing game based on memory, where everyone can find a part of themselves.**

4. DESIGN YOUR SLABS Ceramic surface customisation technology based on printed decorative elements continues to be perfected. Research is making headway in previously unexplored three-dimensional figures and colour performance. In perfect synergy with the materials, printing creates movement and texture on the surface that, emphasised with gold details, reproduces an amazing sense of depth, for a guaranteed “wow-effect”.

At Cersaie, the room devoted to the DYS technology is an apparently boundless place where ceramics become an ultra-high-definition printed art.

Every technology has a divine sound on its own, but when it joins together with the others, that's where the real magic can be seen: a *Symphony*. Science and technology are understood as instruments used to re-engineer material, while the human presence focuses on the process both as an instrument in its own right and as the conductor of the orchestra. Iris Ceramica Group's people compose the Symphony with their own voice. Everyone is important in making the Group play its own complete symphony.

Teatri. (= Theatres)

ICG Orchestra.

The programme of events at Cersaie 2024 also includes a tour among the Brand's **theatres** in the Iris Ceramica and FMG, Ariostea and Fiandre premises in Fiorano Modenese and Castellarano.

A spectacular digital orchestra that the visitors can conduct with their own movement – becoming conductors for a night – makes up the **ICG Orchestra** that will play a number of classical symphonies: Beethoven's No. 6, Mozart's No. 13 and Vivaldi's Four Seasons.

With *Sinfonia*, Iris Ceramica Group showcases the concrete results achieved with the innovating, pioneering DNA that the Group has always been renowned for: the technologies, developed with a view to re-engineering ceramics, pave new ways that blend science and human engineering, forming a choir of shared values and vision.

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Insights on the presented technologies:

MOONLIGHT

Backlit ceramics

Iris Ceramica Group has – literally – highlighted another unique property of ceramics: the ability to uniformly diffuse light. A soft, welcoming light, delicate as moonlight, emerges from the translucent ceramic slab, amplifying the beauty of the surface decoration even in the dark.

The Iris Ceramica Group R&D team has come up with a composition of particularly refined natural raw materials to produce an ultra-thin (6 mm) ceramic slab that is more sensitive to light sources. Coupled to a special LED panel on the back, the large surfaces with the natural beauty of marble, granite and onyx manufactured by the Group's brands, brighten up the night indoors, making you feel at home immediately.

The unique backlighting solution developed by Iris Ceramica Group is the result of extensive research, seeking to continuously improve the production process and ultra-high definition of the surfaces, making them authentic works of art.

Available in formats up to 300x150cm, the backlit surfaces are designed for individual or continuous indoor coverings and to cover particularly precious furnishing elements.

Moonlight is the technology that pays homage to and enhances the Group's identity: innovation and excellent quality, along with sustainability, are the Group's founding values which guide its technological research process. Ceramics are studied and observed under a new light: a high-performing, noble material that can even light up in the dark.

HYPERTOUC[®]

Hypertouch is the innovative **capacitive surface** that enhances design functions beyond the imagination. Equipped with a concealed technology, by lightly touching the **Hypertouch** surface, an integrated system of home-automation sensors can be activated to switch lighting and audio-video systems on and off, control doors and windows and set the room temperature.

Hypertouch exalts the design and continuity of the material, eliminating unsightly cover plates and external switches.

DESIGN YOUR SLABS

Design Your Slabs is the innovative technology that offers the possibility to customise ceramic surfaces with any image or illustration.

With **Design Your Slabs** there are no limits to the imagination and the most creative ideas take shape, right down to the finest detail, to produce unique ceramic surfaces.

The surface becomes a blank canvas on which technology and creativity are combined according to the designer's flair, bringing life to authentic **ceramic art works**.

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.

**Magnetic laying system licensed by MagFace*