

Iris Ceramica Group @ DUBAI DESIGN WEEK

5-10 November 2024

Dubai Design District | DD3 Street 4

BUILDING 2 – UNIT 02

The Iris Ceramica Group *Sinfonia* is playing in Dubai too, for the Design Week from 5 to 10 November 2024.

The original concept designed for Cersaie 2024 continues to resound even after the trade fair, continuing its narration in another world Design capital.

In Dubai, the crossroads of style, new trends and traditions and an increasingly strategic place of international business, for the Design week, **Iris Ceramica Group brings its metaphoric Orchestra of instruments, people and technologies to the stage.**

The ICG Orchestra, the metaphor that tells of the harmonious multitude of people in the Group, as well as the technologies developed to reengineer ceramics, becomes an authentic, digital and interactive orchestra.

The group of digital instruments were already on show during the week at Cersaie, in a theatre tour of the showrooms of the Group's Brands – from Fiandre to Iris Ceramica, FMG and Ariostea – now lands in Dubai, where it will be on show for 5 days in the heart of Dubai's Design District for the Dubai Design Week at **BUILDING 2 – UNIT 02, in the Dubai Design District (D3 Street 4).**

In Dubai, the orchestra metaphor expands its own sense of coherence to represent the cultural melting pot that the Emirates' symbol city has become.

The digital orchestra will play three universally recognised great classical music symphonies:

Beethoven's No. 6

Vivaldi's Four Seasons

Mozart's No. 41

VISITORS CAN ENJOY THE EXPERIENCE OF DIRECTING THE ORCHESTRA IN THE ROLE OF A CONDUCTOR.

The instruments **react to the movement of the Conductor's hands**, to give more emphasis to the wind or string instruments, change the effect, from classical to electronic, interpreting the same music track in a completely personal way.

Another example of how each one is unique and unrepeatable and, with their own sensitivity and talents, can help make a difference for the Group.

A choir will also be joining the orchestra on tour: the **DUBAI SINGERS.**

For the past 50 years, the Dubai Singers have been very popular thanks to their ability to skilfully interpret both classical and contemporary music. The choir is also a heterogeneous and harmonious group of singers of all ages and nationalities: their open minds and sense of welcome have a lot in common with the metaphor of the ICG Orchestra.

The singers will perform outside the Iris Ceramica Group pop-up space with a repertoire prepared specifically for the occasion, engaging the passers-by in a brief singing performance.

On the same days, a group of **students from Dubai's most prestigious design schools and universities** will have the chance to experiment with their voices, guided by the choir leader.

The participants will recreate a famous track taken from an iconic soundtrack, interpreting different vocal "instruments" led by a dynamic conductor. After an initial work on sound, rhythm and tempo, the parts will be synchronised, ending with a special vocal performance.

The aim is to transmit a sense of team work, both as individuals and as a fundamental part of a Group, just like in an orchestra.

Calendar:**From 5 to 10 November 2024**

10am – 1pm: Mozart's No. 41

1pm – 5.30pm: Beethoven's No. 6

5.30pm - 7.30pm: Dubai Singers Performance (5-6-7 November only)

7.30pm – 10pm: Vivaldi's Four Seasons

Location:

Dubai Design District

D3 Street 4

BUILDING 2 – UNIT 02

More info:

Sinfonia at Dubai: [irisceramicagroup.com/en/sinfonia-dubai/](https://www.irisceramicagroup.com/en/sinfonia-dubai/)

Sinfonia at the last trade fair Cersaie: <https://www.irisceramicagroup.com/en/sinfonia/>

Register here to play the role of a Conductor: <https://irisceramicagroup.appe20.cloud/en/dubai/>

IRIS CERAMICA GROUP – COMPANY PROFILE

Sustainability, innovation and excellent quality for pioneering ceramic surfaces: Iris Ceramica Group is a global reference for the development of natural surfaces and slabs in technical ceramics used to create innovative solutions for the design, architecture and high-end furnishing sector.

With over 60 years of business experience, the Group is present in over one hundred countries, with a very clear **mission: to re-engineer ceramics to improve interaction between humans and the environment.**

The Group's Brands are some of the most prestigious names in the architecture and design field, including Ariostea, Fiandre, FMG Fabbrica Marmi e Graniti, Iris Ceramica, Porcelaingres, SapienStone, StonePeak Ceramics, and other brands with a high potential for innovation, including Active Surfaces®, Hypertouch®, Design Your Slabs, Attract®, Ceramica 4D and Moonlight.

[irisceramicagroup.com](https://www.irisceramicagroup.com)

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