Iris Ceramica Group@Maison&Objet
Paris, 16-20 January 2025
HALL 7 - Stand K163 - L164

IRIS CERAMICA GROUP SHOWCASES THE TECHNICAL PROPERTIES OF CERAMICS.
At Maison&Objet, the sophisticated beauty of ceramic surfaces blends with applied technological innovation, in an exhibition space just waiting to be explored.

Moonlight, Hypertouch®, Attract® and the Full-Body surfaces bear witness to the Group's commitment to re-engineering ceramics to improve interaction between humans and the environment.

From 16 to 20 January, Iris Ceramica Group returns to Maison&Objet – the design and interior trade fair in Paris – directly engaging visitors with an exhibition space showcasing the latest technological innovations applied to ceramic surfaces. "Sur/Reality" – the theme inspiring this year's trade fair – calls on us to think about the connection between the physical and digital world, and the Iris Ceramica Group stand (HALL 7 - Stand K163 - L164) offers an interpretation in line with this concept, with an installation that blends technological solutions with ceramics, enhancing their expressive potential.

The central space is reserved for the latest technologies developed by the Iris Ceramica Group R&D team: **Moonlight**, the back-lit slab, creates a warm, intimate atmosphere with its translucent effects, uniformly diffusing the light applied to the back of the ceramic slab.

At the fair, Moonlight is activated by the touch surfaces that react to the movement of the hand. In fact, simply by touching the ceramic slab, **Hypertouch®** - the technological solution that connects these surfaces to the home automation system – activates the concealed sensors that switch lights on and off and control shutters and audio-video systems.

Alongside these innovative solutions, the Group offers a series of technological "paintings" for visitors to see the latest finishes developed first-hand: the sophisticated **Jewel** and the naturally 3D **Full-Body** materials.
Among the other solutions on show, **Attract®*** is used to test dry magnetic laying by playing with Sapienstone **4D Ceramic** surfaces devoted to the interior design world.

The practical and aesthetic potential of these materials open up to the unlimited heritage of creativity, with the **Design Your Slabs** customised printing solution, presented in the exhibition space with a decoration with great colour depth, for an extremely realistic wow effect.

At the event in Paris, Iris Ceramica Group also confirms its distinctive skill in innovating materials and applications, offering infinite expressive possibilities for designers and architects.

More info:

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 developed 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   instantly.
Available in formats up to 300x150 cm, the backlit surfaces are designed for individual or continuous indoor coverings and to cover particularly precious furnishing elements.

Design Your Slabs (DYS)
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.**

Hypertouch®
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 is 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.

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.**
*Magnetic laying system licensed by MagFace

4D Ceramics
The **Iris Ceramica Group full-body technology has been further developed, bringing life to a technologically advanced surface** with no rivals on the market. Iris Ceramica Group has taken ceramics to a new dimension: 4D.
As in nature, the 4D Ceramic surface is stratified, and becomes granitic. Solid as a rock, composed of natural minerals, using a pioneering production process, in 12- and 20-mm thickness it withholds all its history and the elements from which life originates: water, fire and earth. To the eye, the result is a **ceramic surface that maintains the same surface decoration throughout its thickness**, recreating natural grains, colour shades, geometric patterns and totally eliminating any distinction between the surface and the edge.
Among the Iris Ceramica Group brands, **Sapienstone** is able to best translate the expressive potential of the new ceramic dimension, blazing a new trail for talking about furnishings.

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