



IRIS CERAMICA GROUP
REENGINEERING CERAMICS FOR THE BETTER

Iris Ceramica Group@Fuorisalone 2025
Milan, 7 – 13 april

ICG Gallery Milano
Via Santa Margherita, 4
Palazzo Reale
Piazza del Duomo, 12 Milan

METAMORPHOSIS

Alchemy, sound lights, digital canvases, interactive videos.

Iris Ceramica Group interprets the Fuorisalone 2025 theme “Connected Worlds” in a multi-sensory narration where everything seems something else, where boundaries fade and perceptions are distorted.

Lights become musical instruments and surfaces appear and disappear, changing their skin. But this is not magic: it is pioneering technology applied to ceramics. The boundary between reality and illusion fades as technological innovation showcases the surrounding world in a new light.

Through digital installations, luminous video-mapping and synchronised sounds, visitors enter a new dimension in which space is transformed, time dissolves and matter takes on a new identity.

The butterfly, a representation of the aesthetic quality of ceramics, through its generative process becomes an **emblem of metamorphosis itself**.

LOCATIONS

At **Palazzo Reale**, in the exhibition *“Art Déco. Il trionfo della modernità”* – for which Iris Ceramica Group is Main Sponsor – an interactive light-and-sound installation will entertain visitors, enriching the museum displays with an original concept: a ***Symphony*** in perfect **deco style, yet played with contemporary technology**, where anyone can conduct the orchestra.

In the **ICG Gallery (Via Santa Margherita, 4)**, ***Alchimia*** & Iris Ceramica Group is the star of the installation: a preview of the new technological solution that changes the perception of indoor design will be presented at the Iris Ceramica Group showroom where the effect of surprise is amplified by some highly engaging **video installations** by the international artist **Lorenza Liguori**.

DIGITAL CANVASES by Lorenza Liguori

Lorenza Liguori has interpreted Iris Ceramica Group's concept for Fuorisalone 2025, Metamorphosis, transforming it into **five digital canvases** that will be revealed one per day, **from Tuesday to Saturday** during Milan Design Week, at the ICG Gallery.

1. **Golden Stone** is the cornerstone of alchemy, the symbol of absolute transformation, the search for the Philosopher's Stone. Not merely a legendary substance able to turn matter into gold, but the hidden secret of knowledge, the key to spiritual immortality.

2. **Silver Moon** represents the bond between Sun and Moon, that sacred union embodying the cosmic balance between light and shadow, male and female, spirit and matter. The silver moon is embraced by the golden warmth of the sun, their shapes blend in a continuous exchange of energy: the Sun brings fire and life, the Moon distempers with its fluid silver.



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3. **Tree of Life** is the secret map of the universe, the axis that joins earth and sky, matter and spirit. The Tree of Life becomes a symbol of alchemical evolution, a path of ascension where every branch represents a step towards interior transformation. Its roots lie in the physical world, while its crown reaches the divine, tracing the journey of the soul.

4. **Liquid Soul** places water at the centre of life, a reflection of the soul. This liquid element becomes a symbol of metamorphosis, able to adapt, purify and transform. Like a silent alchemist, water sculpts stone and reflects the hidden truth. The work describes a journey into the depths of being, in an eternal cycle of life and rebirth.

5. **Crystal Energy** crystals are catalysts of change: they filter chaos and define the frequencies of existence, turning the rough into the sublime. Crystal energy is the celebration of their hidden power, an ode to the silent magic of the Earth that becomes a gate to higher dimensions.

About ALCHIMIA & IRIS CERAMICA GROUP

An ancient art of transformation, a seemingly magical process that redefines materials. With Alchimia, a **wall or furnishing covering becomes an invisible display, seamlessly blending into the surrounding design** - until the moment it comes to life.

Through an exclusive collaboration with Iris Ceramica Group, Alchimia's cutting-edge technology has been flawlessly integrated with the Group's ceramic surfaces. This unique synergy conceals screens and audio-video systems beneath a continuous ceramic surface, allowing them to appear and disappear on command. The result? Surfaces that transform into displays and speakers, transmitting both visuals and sound while preserving the elegance of ceramics.

This metamorphosis bridges two worlds—where high-end technology meets timeless design. Without compromising their original beauty, ceramic surfaces evolve, adapting effortlessly to their environment. The transformation is silent yet ever-present, a seamless integration that remains completely accessible and easy to inspect.

Alchimia embodies the essence of alchemy—an authentic transformation of matter. In partnership with Iris Ceramica Group, we turn ceramic surfaces into something extraordinary, where design meets innovation in its most refined form.

**Alchimia is a technology developed by VBH and seamlessly integrated with the ceramic surfaces of Iris Ceramica Group.*

About Lorenza Liguori

She studied Graphic Design at RUFA (Rome University of Fine Arts) and Visual Communication at Birmingham City University, UK. After graduating she started working for fashion companies focused on the streetwear sector. Meanwhile she has developed a strong passion for 3D graphics, which began during her studies and internship in Birmingham UK.

In fact, in 3D graphics she found the best way to express her creative aesthetic. In her works, objects with often indefinite shapes come to life in an imaginary universe, in which landscapes become contexts to host small creatures from other worlds. The fusion of colors, substance and form is the main key to obtain a three-dimensional object that can live and survive in the space in which it's generated. Often even forms of our world, such as faces and people are used to remind us that there is always a connection between our dimension and this universe in which it seems that everything is possible.

About Iris Ceramica Group

Innovation, sustainability and excellent quality are the founding values of Iris Ceramica Group, which designs, develops and produces high-tech slabs and surfaces in technical ceramics for the high-end architecture, furnishing and design world. Iris Ceramica Group also designs and engineers innovative solutions combining ceramics with technology to supply unique, cutting-edge applications.



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Founded in 1961, the Group has 1500 employees worldwide and 6 production sites, in Italy - in the provinces of Modena and Reggio Emilia - Germany and the United States. The Company has always been driven by a strong pioneering spirit and a constant attention to environmental sustainability, acting as a trailblazer in the ceramic world. Its renowned brands include Ariostea, Fiandre, FMG Fabbrica Marmi e Graniti, Iris Ceramica, Porcelaingres, Sapienstone and StonePeak Ceramics.

Press Office - Iris Ceramica Group

Maria Grazia Pacchioni

mpacchioni@icgmail.com