

Alchimia by VBH & Iris Ceramica Group Announce Global Partnership to Redefine Luxury Interior Design

Milan, 10th April 2025 – **Alchimia, the pioneering luxury tech line by VBH, and Iris Ceramica Group**, global leader in high-end ceramic surfaces, proudly announce their strategic partnership. Together, they introduce a groundbreaking solution that fuses advanced technology with timeless superior ceramic beauty, elevating the future of luxury interiors.

A Fusion of Aesthetics and Technology

At the heart of this partnership there is a revolutionary concept: **Alchimia & Iris Ceramica Group**, an advanced solution that makes technology completely invisible, fully integrating audio-video systems within natural ceramic surfaces. , ICG ceramics undergo a metamorphosis, adapting to the surrounding setting and connecting two worlds: maintaining all their original beauty, they conceal a technological application that allows devices to blend perfectly into the space. The result is an environment where design and functionality exist in perfect balance becoming beauty and elevating luxury interiors to unparalleled experience.

Shaping Immersive Environments

The partnership combines Alchimia's pioneering approach to integrated technology with Iris Ceramica Group's mastery of ceramic craftsmanship and innovation. From private residences to yachts and exclusive commercial areas, **Alchimia & Iris Ceramica Group** creates spaces that come alive when needed—quietly elevating every experience.

A Shared Vision

"True innovation happens when design and technology evolve together. Our partnership with Iris Ceramica Group represents a shared vision—where surfaces are no longer just static elements, but active participants in shaping immersive environments. This collaboration allows us to redefine the boundaries of interior design, offering seamless, elegant solutions for those who demand both beauty and intelligence in their spaces." — **Jeroen van den Hurk, CEO Alchimia**

"For Iris Ceramica Group, ceramics are a noble material with infinite technical qualities, shaped and transformed in our search for new solutions and applications. Our mission, "Reengineering ceramics for the Better", is based on unique technological solutions that open new horizons for ceramics, including smart surfaces for home automation systems, backlit slabs, eco-active ceramics and many other innovations aiming to improve interaction between humans and the environment. Alchimia fits perfectly and coherently with this project, underlining the *beautility* of ceramics. The cooperation with VBH has allowed us to integrate an exclusive technology into our high-end surfaces, exploring the new properties of this flexible material and offering us the chance to create one-of-a-kind solution for the interior design world. Through the Alchimia technological solution, the innovative approach for which Iris Ceramica Group

is renowned finds a perfect partner in the VBH team, and we are thrilled to collaborate on this important partnership.” — **Federica Minozzi, CEO Iris Ceramica Group**

About Alchimia

Developed by VBH, Alchimia is a pioneering technology that redefines the way design and technology interact. With an emphasis on seamless integration, Alchimia enables luxury interiors to embrace advanced solutions without compromising aesthetics.

About Iris Ceramica Group

Innovation, sustainability and excellent quality are the founding values of Iris Ceramica Group, which designs, develops and produces natural 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. 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.

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.

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