

**“THE MAGICAL JOURNEY - Revealing our Alchemical Soul”:
THE MAGICAL JOURNEY THROUGH CERAMICS PRESENTED BY IRIS CERAMICA GROUP
AT CERSAIE 2025.**

**An alchemical transformation inside the material turns ceramics into “gold”:
a metaphor telling of the Group’s cultural approach and commitment to recognising the noble
and precious value of ceramics.**

In Iris Ceramica Group’s vision, ceramics are a living matter embodying both beauty and function, aesthetics and technique, marvel and superior performance.

Ceramics are therefore understood as **beautility, never ceasing to amaze with their ability to blend beauty and function**. A material that has always accompanied humans throughout history, becoming both a useful tool and an art form used to express emotions, ideas and meanings. In this sense, Iris Ceramica Group’s vision – *Re-engineering ceramics for the Better* – sounds like a declaration of intent that **interprets ceramics, giving them a new form and greater meaning through technological innovation**.

This interpretation raises the very perception of ceramics, highlighting their greatest value: ceramics are precious, like gold in human hands. Through innovation, their transformation takes on new meaning: an ancient process able to turn ceramics into gold; all in all, a **symbolically alchemical process**. A “magic formula” **that allows this precious material to be blend in, decomposing and recomposing to “upturn” reality**.

This is what happens in the **exhibition space** designed by Iris Ceramica Group for Cersaie 2025 (Hall 26 Booth A188-B189), presented as an emblem of the entire alchemical journey **Magnum Opus** (=Great Work). A step-by-step journey where ceramics are the means for experiencing the magical journey of transformation: a **journey through experience**.

This transformation occurs through the *tunnel of metamorphosis*, where matter dissolves, passing through the *magic door* which, like a metaphysical portal, leads into the *space of perceptions*, where design turns reality into a perfect balance that plays on perspectives.

All this is made possible by the “ceramic skin”, the installations, the applied technology and the digital morphing created by the visual artist **Lorenza Liguori**. This immersive experience ends with **Alchimia&Iris Ceramica Group** in which the ceramic surface blends in and is then revealed by a sophisticated technology developed specifically to be applied to the slabs of the Iris Ceramica Group brands.

From the Bologna trade fair to the company premises in Fiorano Modenese and Castellarano, for Cersaie 2025 Iris Ceramica Group has designed a **multi-site event that follows the symbolic steps of this magical transformation**.

It starts at the Fiandre site in Castellarano - **Monday 22 September**, with the first step of the transformation: **Breaking**, that moment that sets off all process of growth and change.

It continues on Tuesday **23 September** at the Iris Ceramica and FMG site in Fiorano Modenese with the second phase of this magical journey of transformation, **Glowing**: the act of purification that offers a change of perspective, developing it and moving away from traditional concepts.

This transformative journey is completed on Wednesday **24 September** with the act of **Revealing** – to which the Ariostea showroom in Castellarano is devoted: the moment of awareness in which we

become aware of the process and the change we are protagonists of, seeing a new way of perceiving and interpreting matter and, more generally, reality.

With its ability to innovate material, Iris Ceramica Group is an **ambassador of a sophisticated narration of ceramics**, creating an event that is an authentic experience, a journey that changes ceramics and, at the same time, transforms the observer. It is an alchemical process that turns ceramics into gold, and, along with it, raises the human perception of 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.

**Alchimia is a technology developed by VBH and made compatible with the Iris Ceramica Group ceramic surfaces.*

About Lorenza Liguori - Visual Artist

Having trained in Graphic Design at RUFA (Rome University of Fine Arts) and specialising in Visual Communication at Birmingham City University, UK, she first put her creativity to use in the fashion world, working for companies in the streetwear sector. At the same time, her passion for 3D graphics, developed in the UK, drove her to specialise in this field, where she had the chance to express herself to the full, working in worlds that were both abstract and realistic at the same time. Indefinite forms materialise in imaginary universes through the use of different materials, colours, substances and shapes that blend to create three-dimensional objects. Sometimes, even the presence of real forms, faces and people, remind us that there is always a connection between our dimension and the imagined world. Through this research, the artist aims to share her microcosm with the aim of immersing the spectator into her imagination. The artist's production runs from digital contents for advertising campaigns to Brand Image&Identity design. Her work continues to evolve, exploring new techniques and experimenting with virtual materials, light and texture to create surreal and immersive environments.

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.

Founded in 1961, the Group has 1500 employees worldwide and 6 production sites, in Italy - between 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.

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