



**IRIS
CERAMICA
GROUP**

Alchimia: Tecnologia e Design in Perfetta Armonia

Alchimia è l'innovativa tecnologia sviluppata da @vbh_international, perfettamente integrata con le superfici ceramiche dei brand di Iris Ceramica Group. Un sistema all'avanguardia che unisce estetica e funzionalità, trasformando le superfici in un'esperienza interattiva e multisensoriale.

Il sistema Alchimia si compone di tre elementi principali:

Display Element – Per una comunicazione visiva di alto impatto.

Immersive Sound Element – Un sistema audio integrato per un'esperienza sonora coinvolgente.

Control Element – Un'interfaccia touch intuitiva per la gestione della tecnologia.

Disponibile in versioni semi-custom e full-custom, qui esploriamo tre configurazioni di base, personalizzabili nei materiali e nelle finiture. A seconda delle esigenze del progetto, è possibile integrare display di dimensioni maggiori, sound system più performanti e soluzioni di design su misura, creando ambienti esclusivi e perfettamente in sintonia con il contesto architettonico.

Scopri le infinite possibilità di personalizzazione con Alchimia

Alchimia: Technology and Design in Perfect Harmony

Alchimia is the innovative technology developed by @vbh_international, seamlessly integrated with the ceramic surfaces of Iris Ceramica Group brands. A cutting-edge system that combines aesthetics and functionality, transforming surfaces into an interactive and multisensory experience.

The Alchimia system consists of three main elements:

Display Element – For high-impact visual communication.

Immersive Sound Element – An integrated audio system for an immersive sound experience.

Control Element – An intuitive touch interface for managing the technology.

Available in semi-custom and full-custom versions, we explore three basic configurations, customizable in materials and finishes. Depending on project requirements, it is possible to integrate larger displays, more powerful sound systems, and bespoke design solutions, creating exclusive environments in perfect harmony with the architectural context.

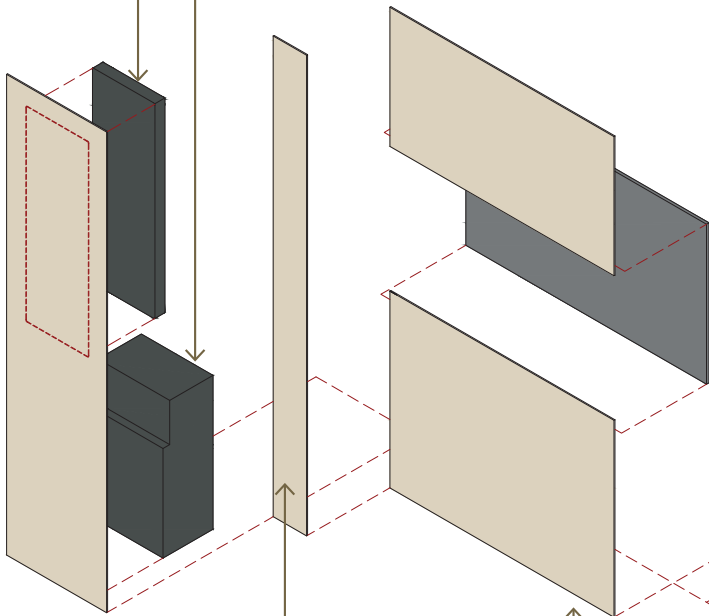
Discover the endless customization possibilities with Alchimia.

STANDARD 01

**IMMERSIVE
SOUND ELEMENT
(ELITE SOUND)**

SPEAKER

SUBWOOFER



TECHNICAL GAP

Optional empty space to prevent the propagation of vibrations from the Sound Element to the Display Element

Spazio vuoto (opzionale) per prevenire la propagazione delle vibrazioni da Display Element a Immersive Sound Element.

**DISPLAY
ELEMENT**

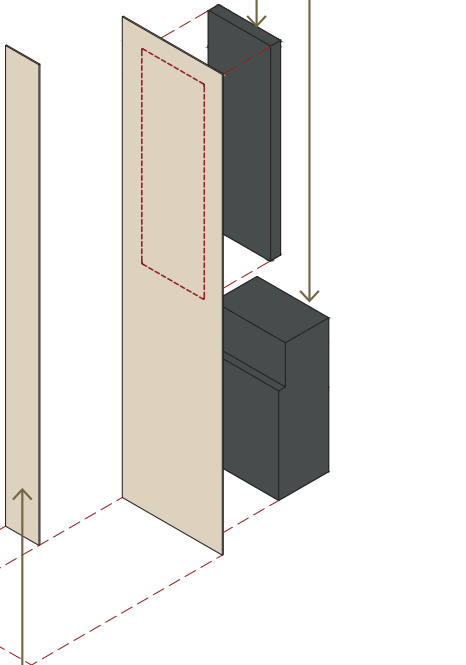
An integrated display that appears on demand.

Display integrato che appare su richiesta.

**IMMERSIVE
SOUND ELEMENT
(ELITE SOUND)**

SPEAKER

SUBWOOFER



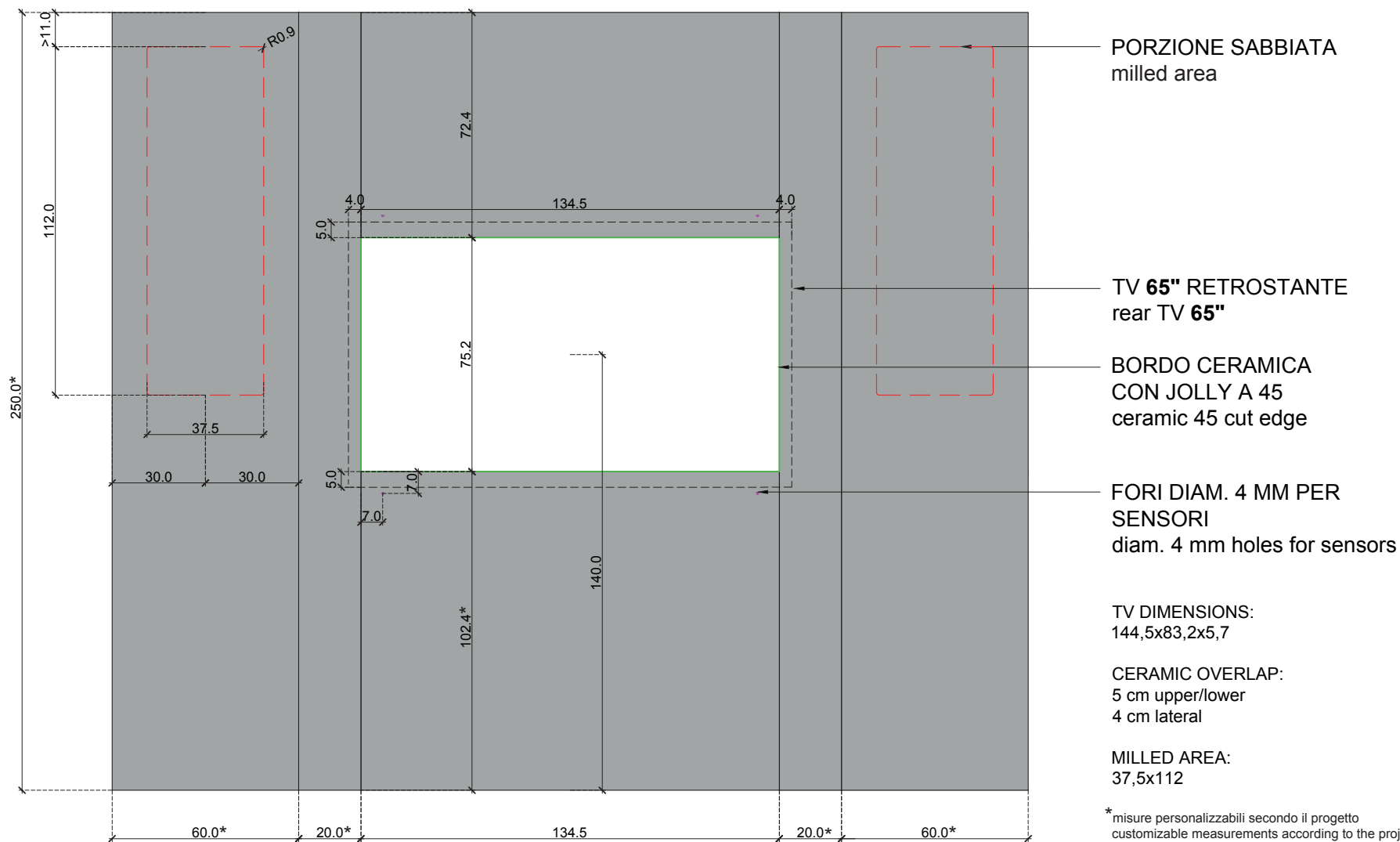
TECHNICAL GAP

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COMPOSTO DA / COMPOSED OF:

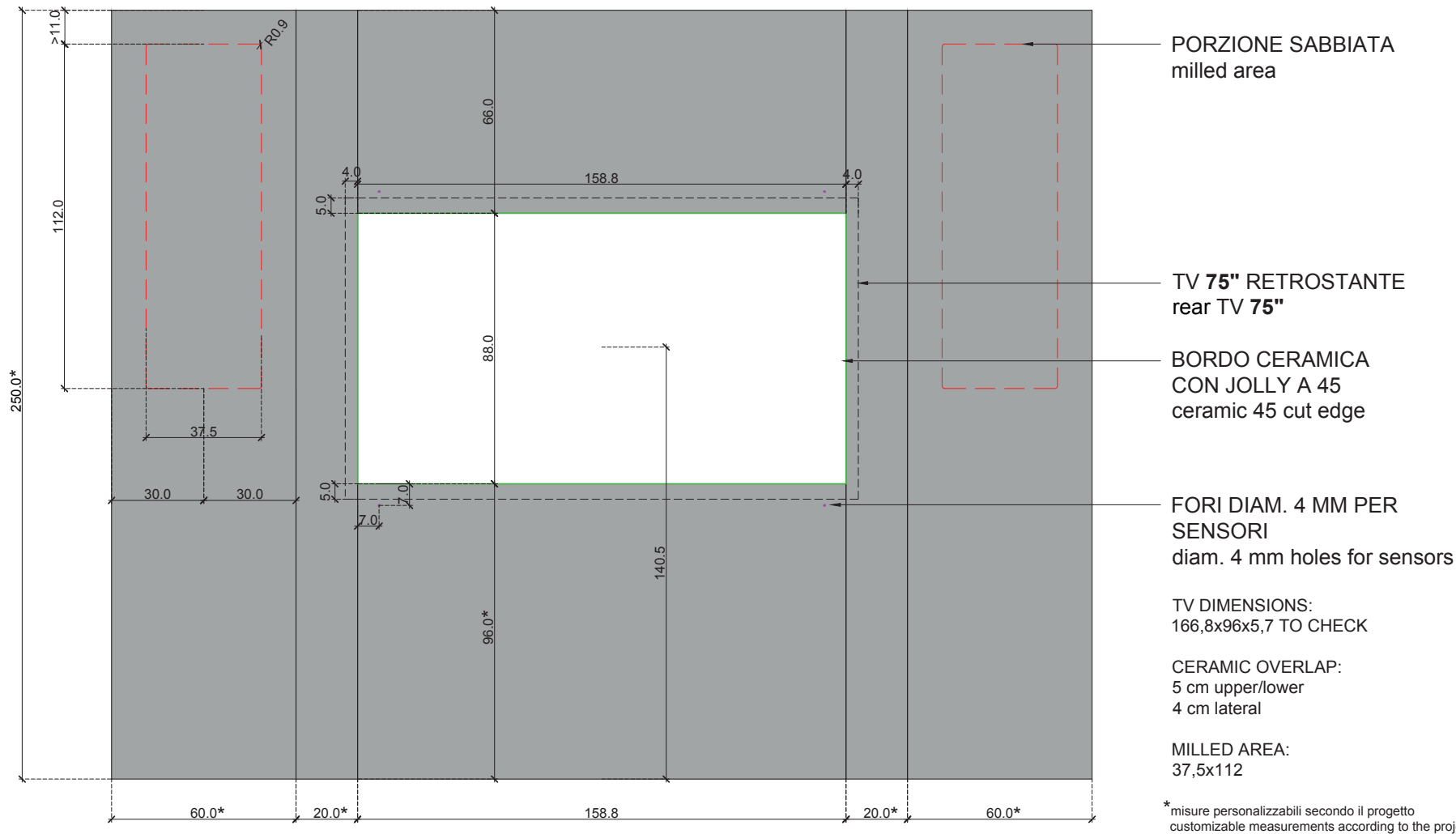
SOUND ELEMENT + DISPLAY ELEMENT
 ELITE SOUND 65" MATTE/GLOSSY



ESEMPIO DI COMPOSIZIONE CON ELITE SOUND E TV 65"
 Example of a setup featuring Elite Sound and a 65-inch TV.

COMPOSTO DA / COMPOSED OF:

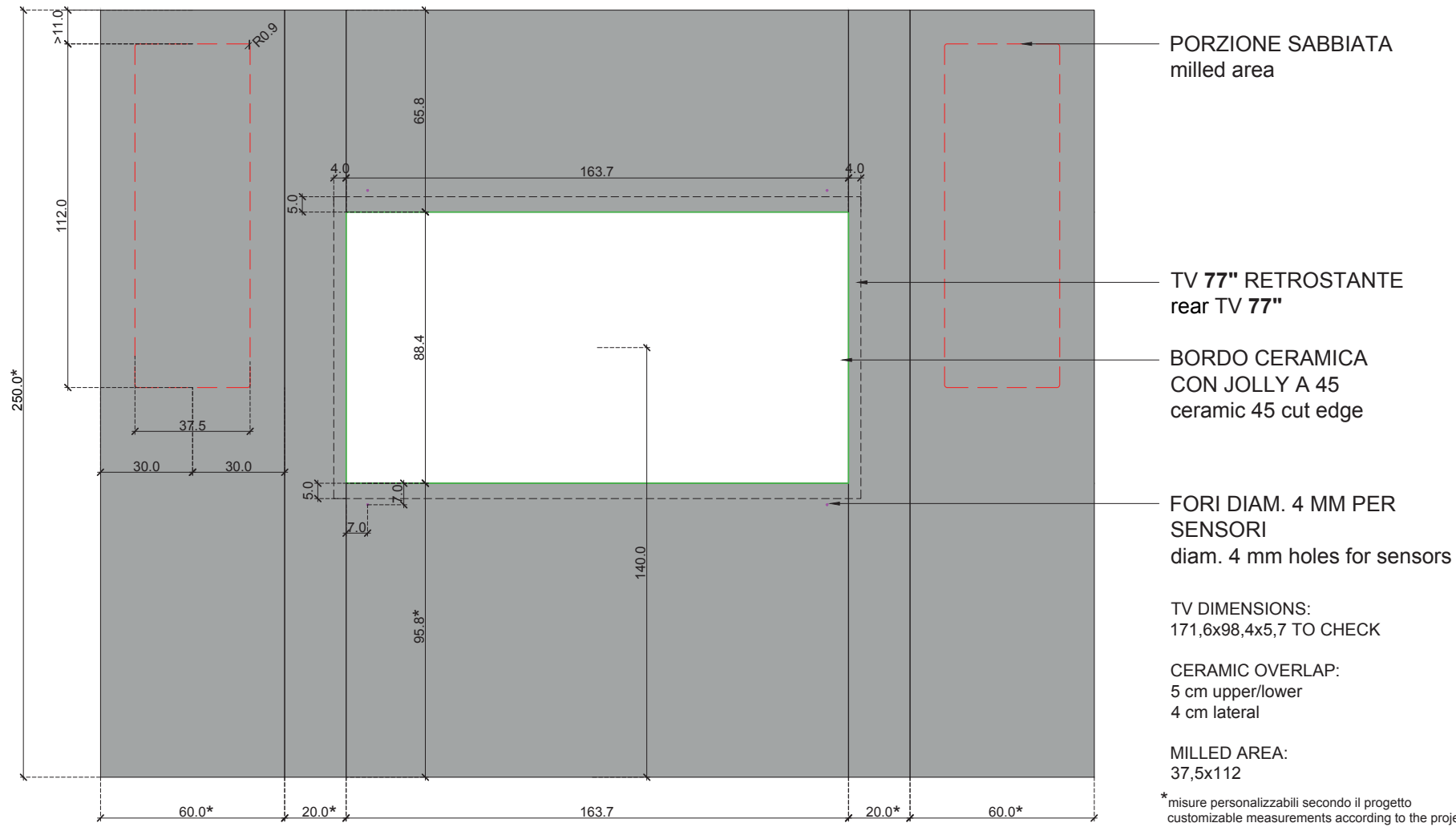
SOUND ELEMENT + DISPLAY ELEMENT
ELITE SOUND 75" GLOSSY



ESEMPIO DI COMPOSIZIONE CON ELITE SOUND E TV 75"
Example of a setup featuring Elite Sound and a 75-inch TV.

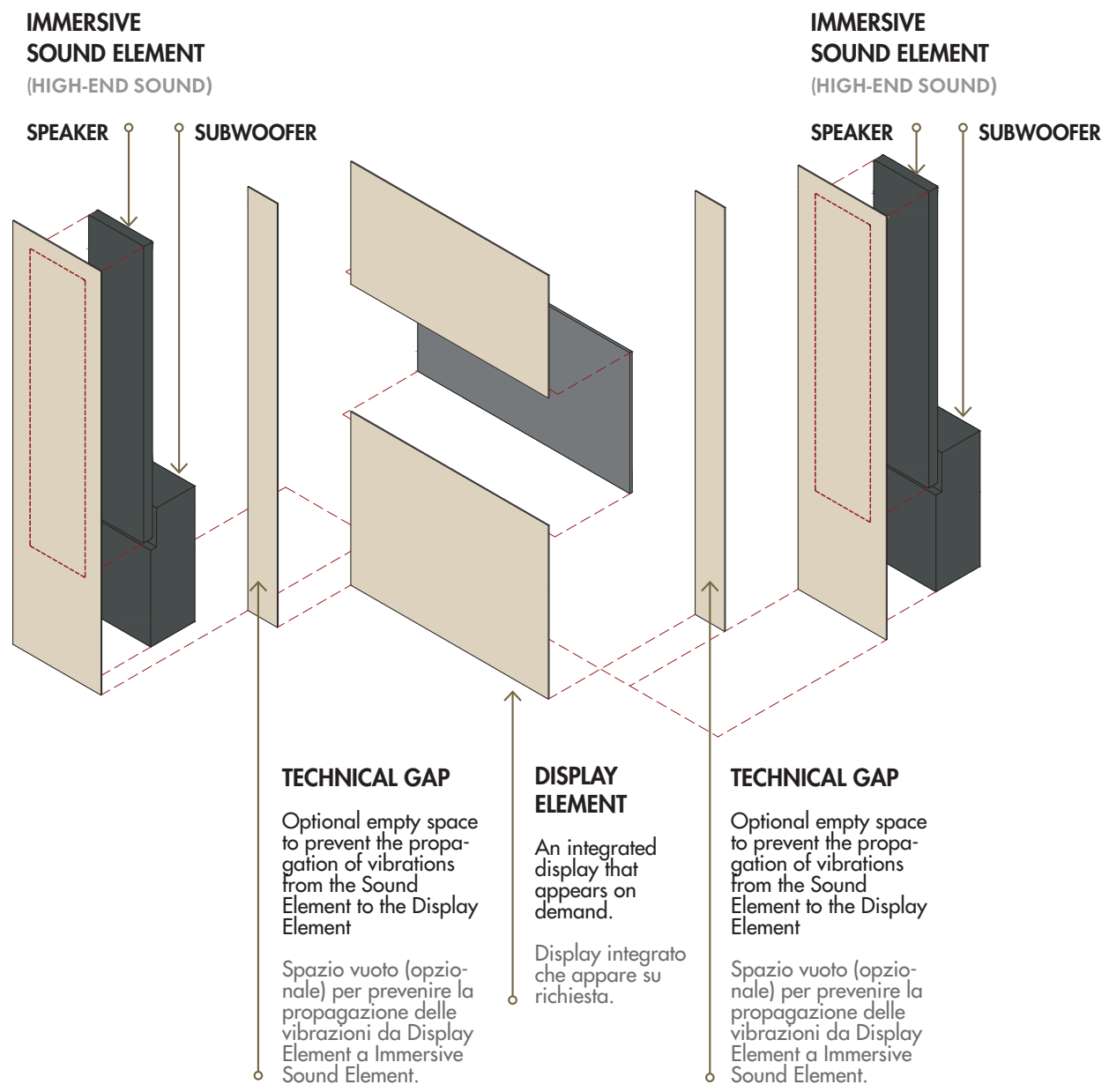
COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT + DISPLAY ELEMENT
ELITE SOUND 77" MATTE



ESEMPIO DI COMPOSIZIONE CON ELITE SOUND E TV 77"
Example of a setup featuring Elite Sound and a 77-inch TV.

STANDARD 02

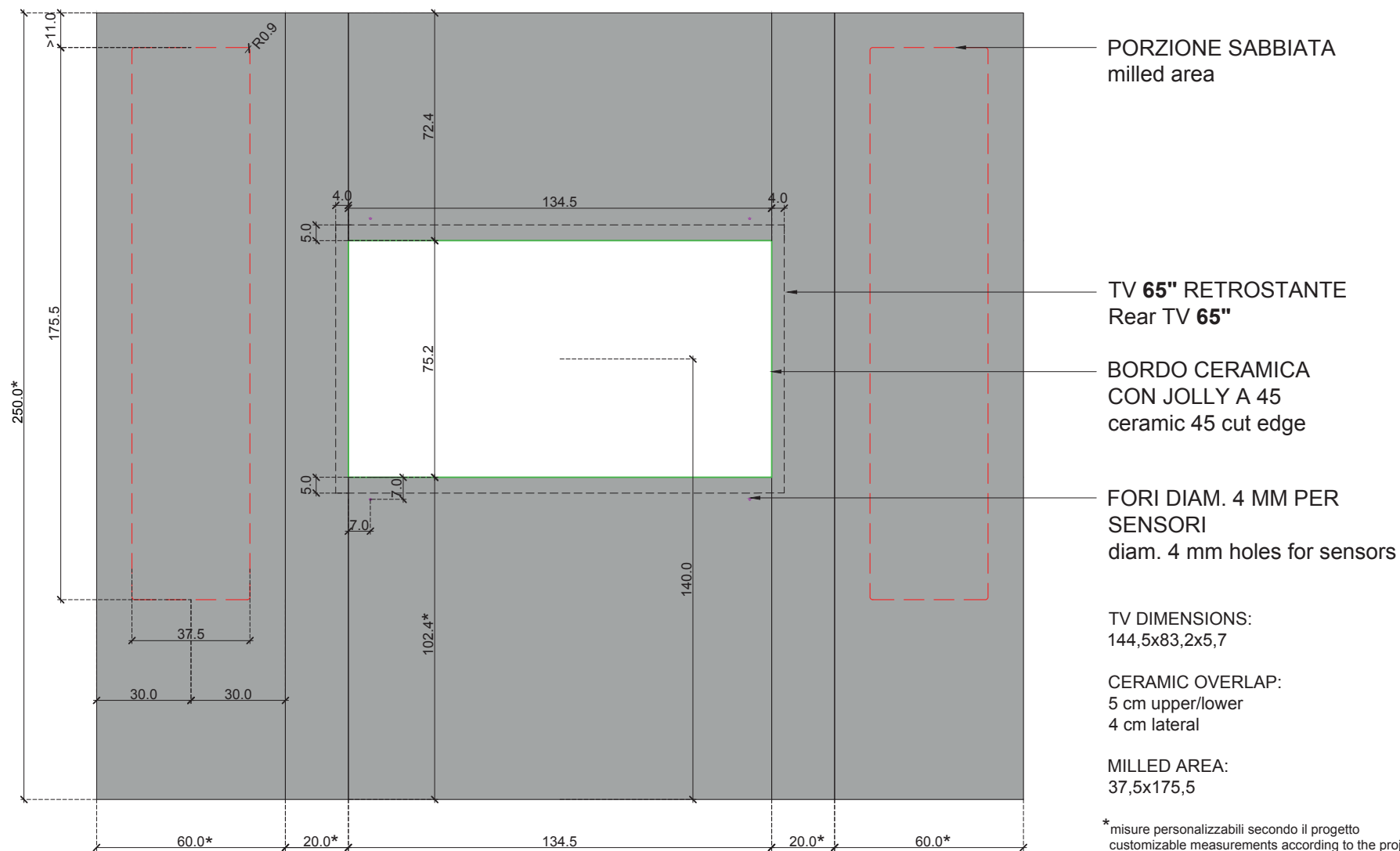


COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
HIGH-END SOUND

+

DISPLAY ELEMENT
65" MATTE/GLOSSY



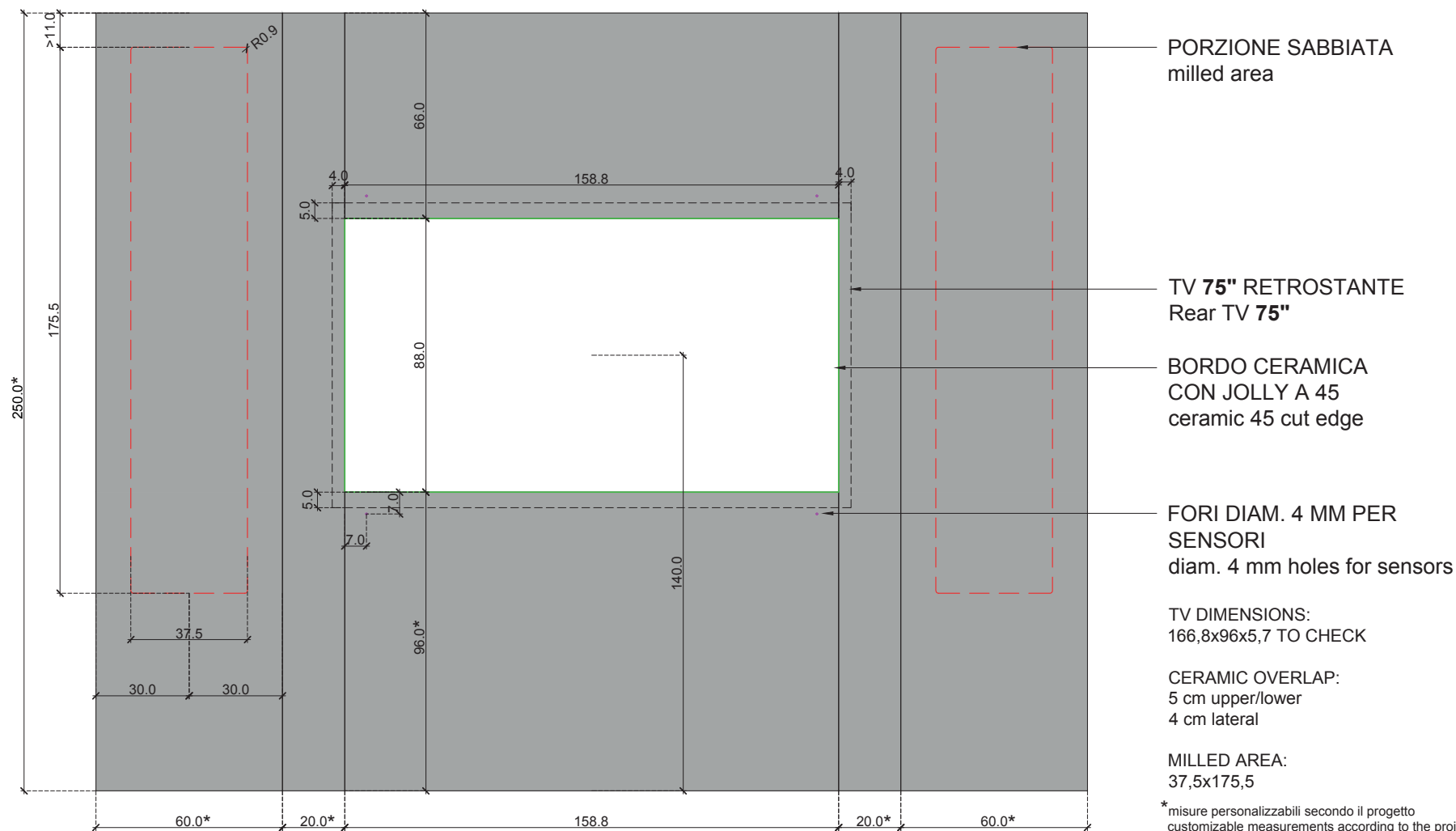
ESEMPIO DI COMPOSIZIONE CON HIGH-END SOUND E TV 65"
Example of a setup featuring High-end Sound and a 65-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
HIGH-END SOUND



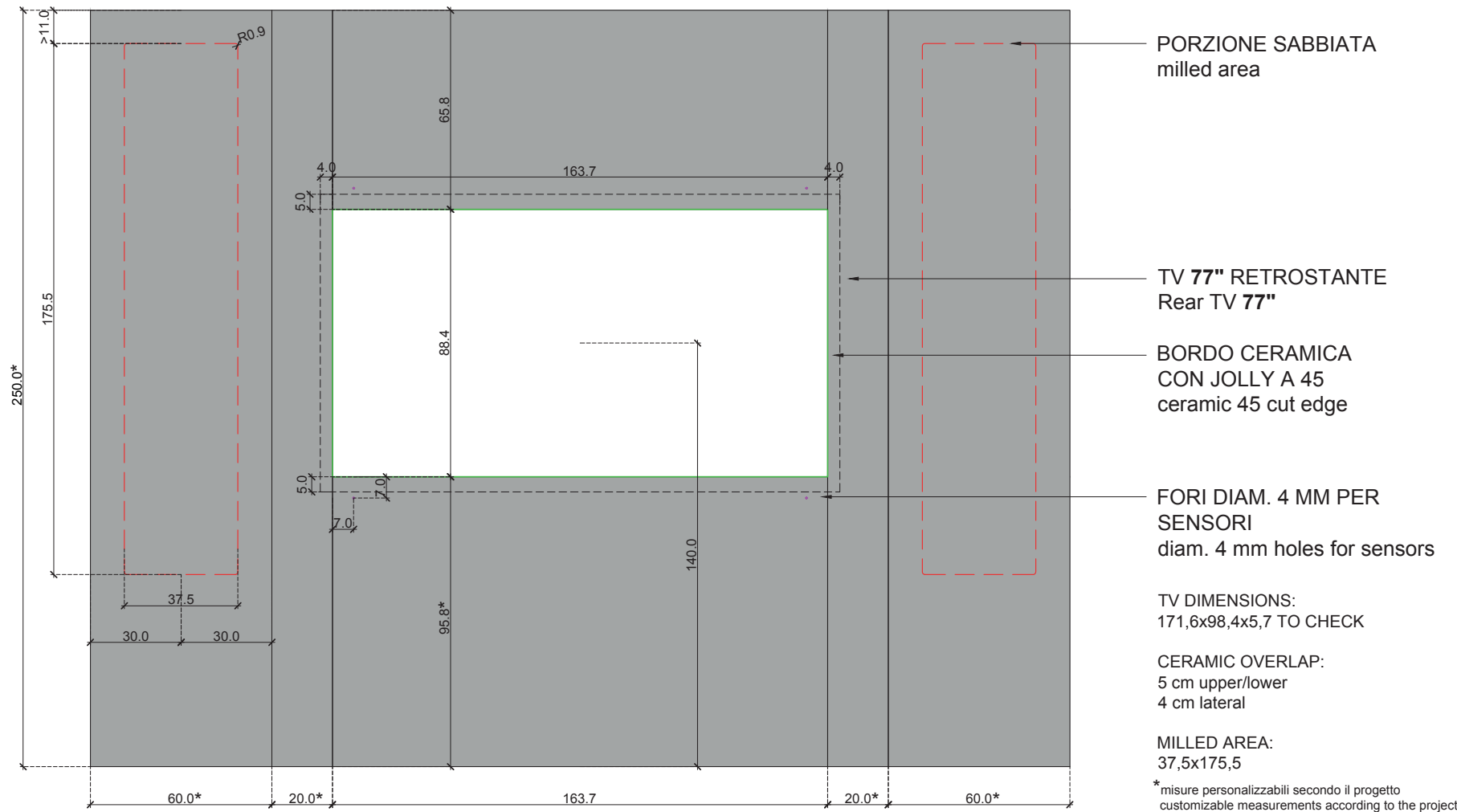
DISPLAY ELEMENT
75" GLOSSY



ESEMPIO DI COMPOSIZIONE CON HIGH-END SOUND E TV 75"
Example of a setup featuring High-end Sound and a 75-inch TV.

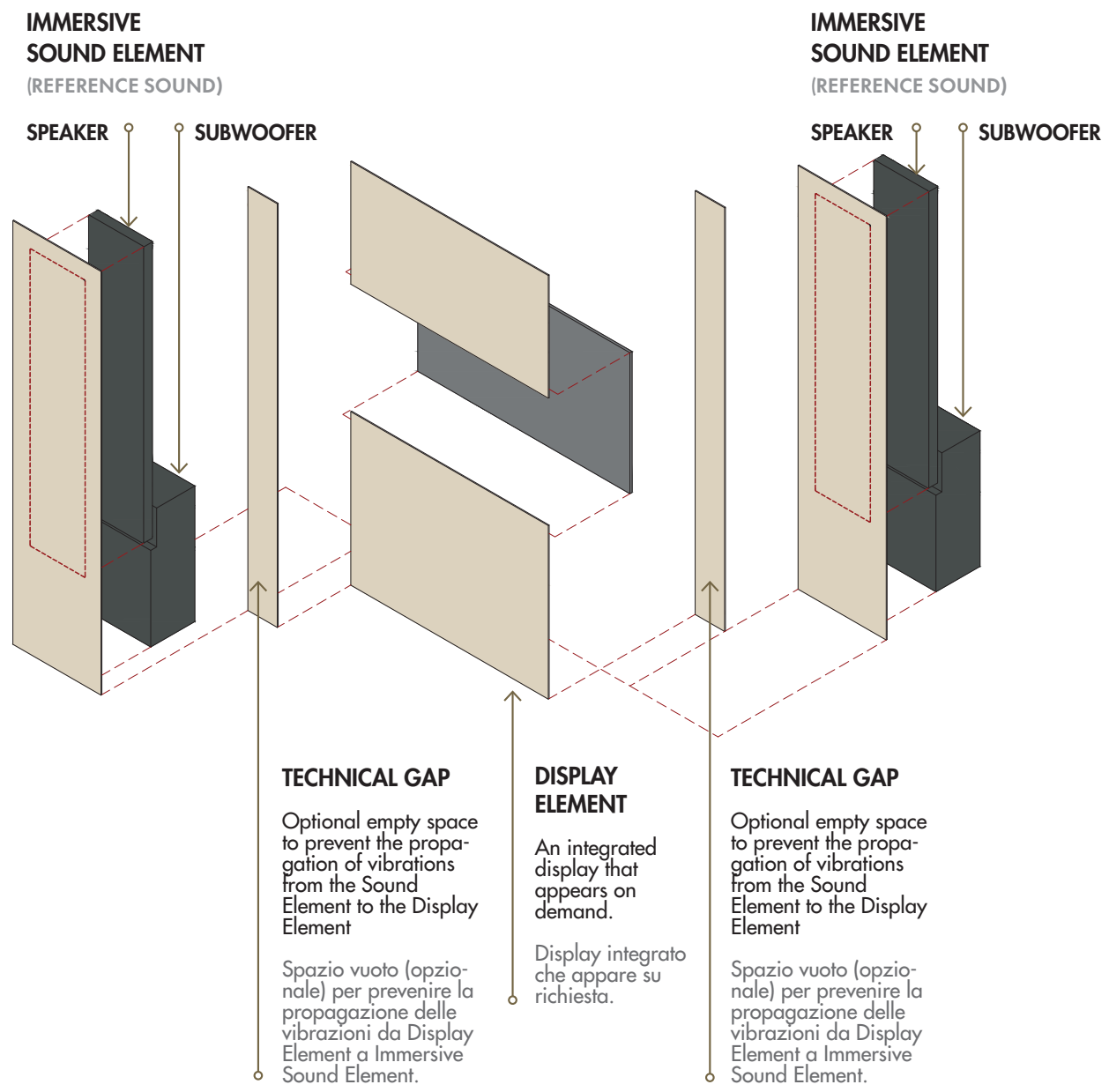
COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT + DISPLAY ELEMENT
HIGH-END SOUND 77" MATTE



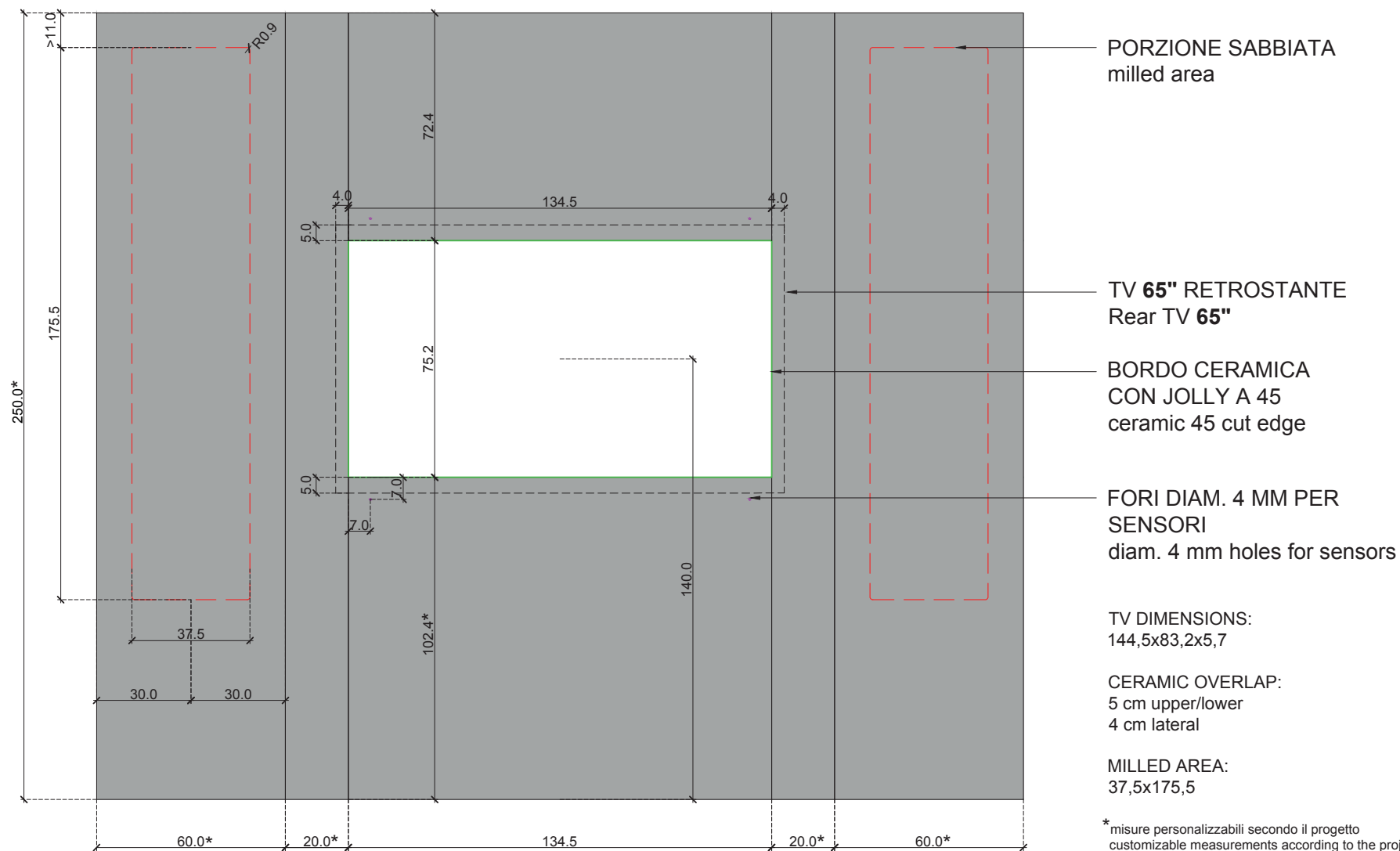
ESEMPIO DI COMPOSIZIONE CON HIGH-END SOUND E TV 77"
Example of a setup featuring High-end Sound and a 77-inch TV.

STANDARD 03



COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT + DISPLAY ELEMENT
 REFERENCE SOUND 65" MATTE/GLOSSY



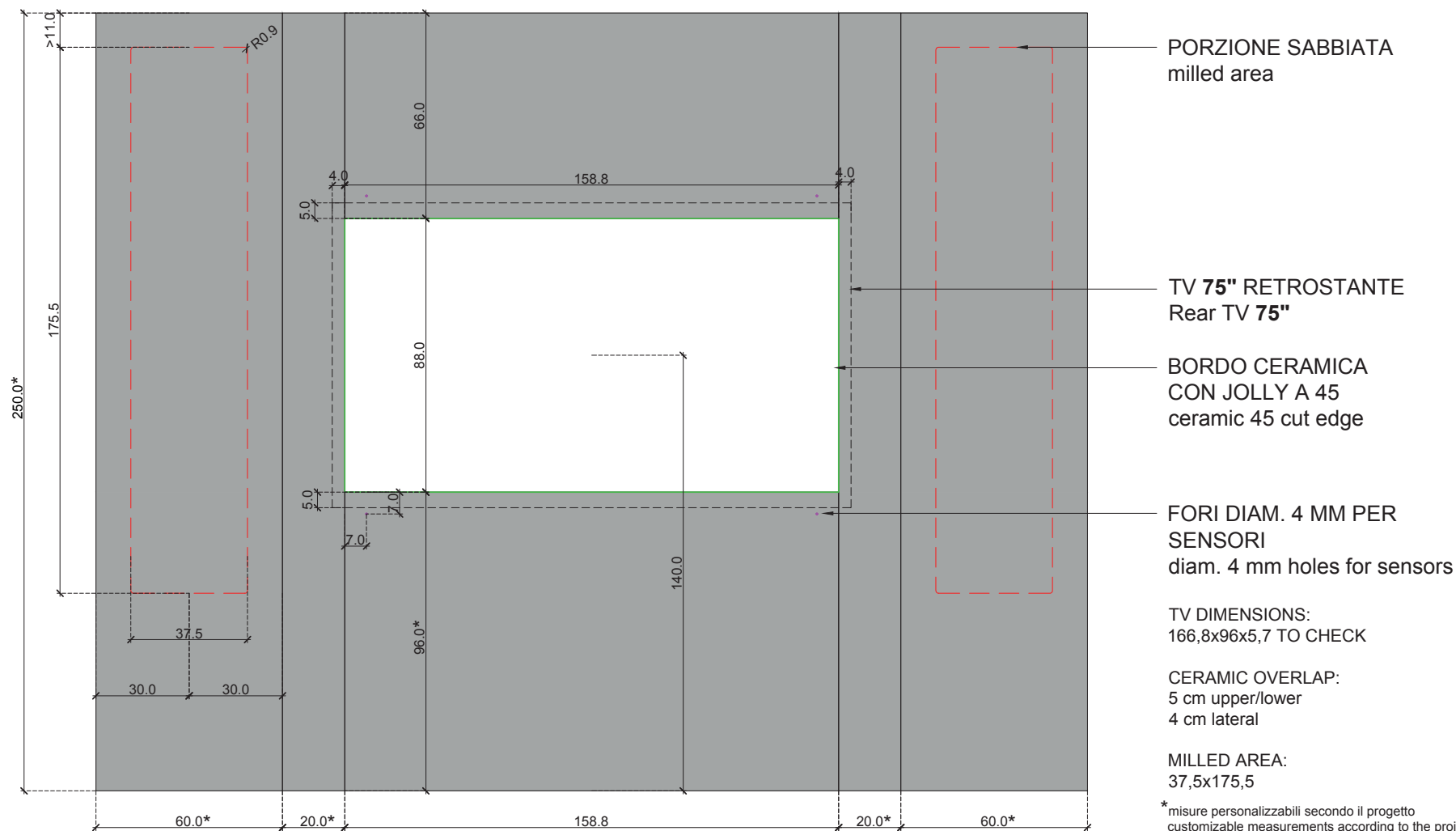
ESEMPIO DI COMPOSIZIONE CON REFERENCE SOUND E TV 65"
 Example of a setup featuring Reference Sound and a 65-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
REFERENCE SOUND



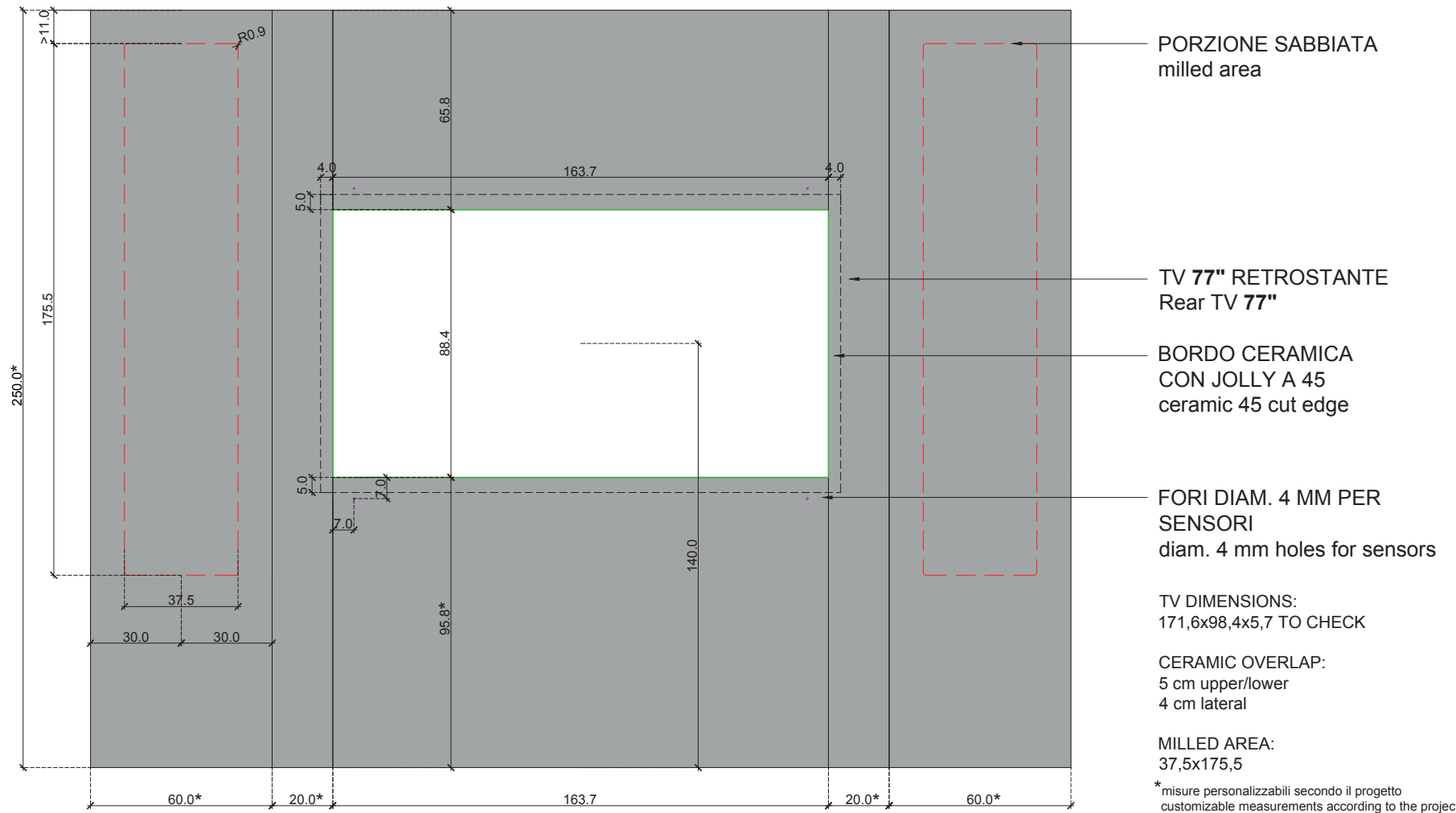
DISPLAY ELEMENT
75" GLOSSY



ESEMPIO DI COMPOSIZIONE CON REFERENCE SOUND E TV 75"
Example of a setup featuring Reference Sound and a 75-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
REFERENCE SOUND + DISPLAY ELEMENT
77" MATTE



ESEMPIO DI COMPOSIZIONE CON REFERENCE SOUND E TV 77"
Example of a setup featuring Reference Sound and a 77-inch TV.

MATERIALI COMPATIBILI, TESTATI AD OGGI
MATERIALS COMPATIBLE WITH THE TECHNOLOGY TESTED SO FAR

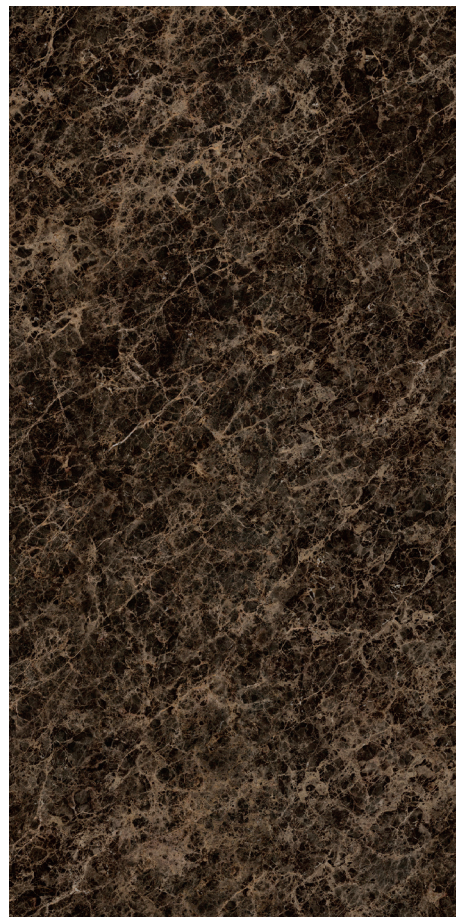
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Blue Tempest



Amazonite



Dark Emperador

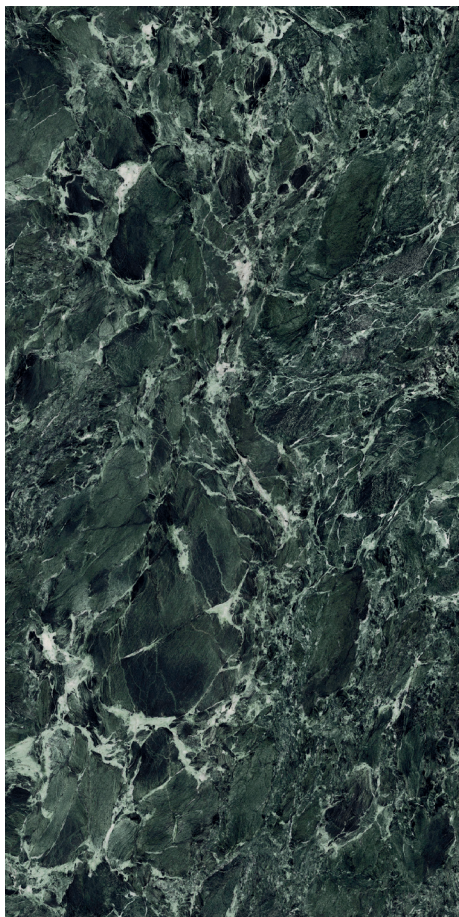


Onice Rosa

6 mm spessore / thickness

MATERIALI COMPATIBILI, TESTATI AD OGGI
MATERIALS COMPATIBLE WITH THE TECHNOLOGY TESTED SO FAR

Alchimia&Iris Ceramica Group



Verde ST. Denis



Tropical Black



Arabescato Orobico

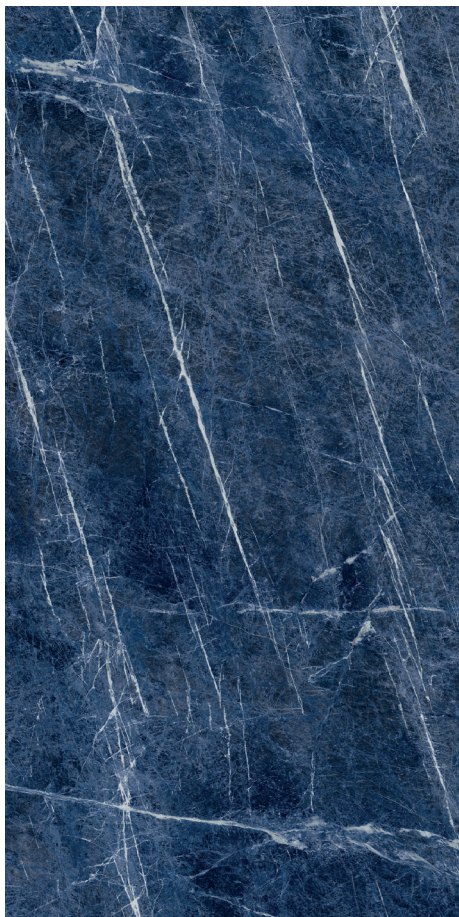


Nero Marquinia

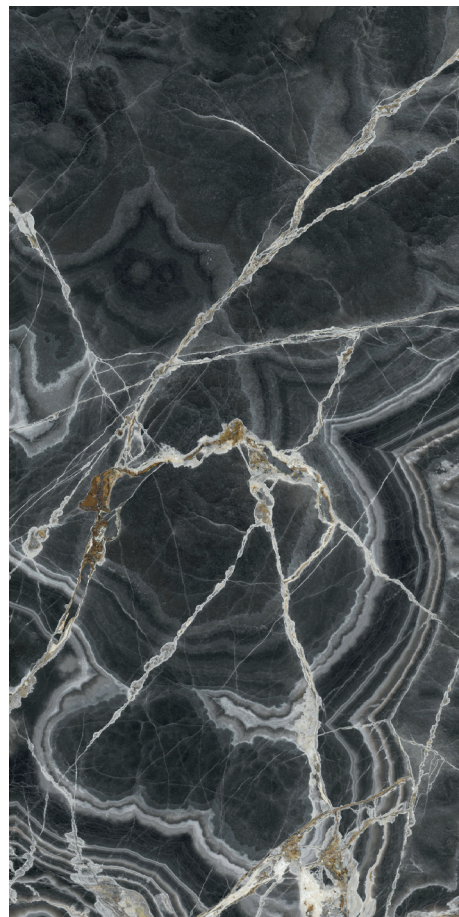
6 mm spessore / thickness

MATERIALI COMPATIBILI, TESTATI AD OGGI
MATERIALS COMPATIBLE WITH THE TECHNOLOGY TESTED SO FAR

Alchimia&Iris Ceramica Group



Sodalite Blu



Onice Nero



Breccia Phoenix



Port Laurent

6 mm spessore / thickness

DISPLAY ELEMENT (ceramics)	4K resolution Display
55"	4K resolution and Alchimia Ai Package and ceramics included
65"	4K resolution and Alchimia Ai Package and ceramics included
75"	4K resolution and Alchimia Ai Package and ceramics included
77"	4K resolution and Alchimia Ai Package and ceramics included
85"	4K resolution and Alchimia Ai Package and ceramics included
98"	4K resolution and Alchimia Ai Package and ceramics included

SOUND ELEMENT	Description
TV SOUND	Flat speaker element, Alchimia Flat Speaker and Amp Centered under Display included
ELITE SOUND	2.1 Alchimia Any Surface SMALL Flat Speaker, 2x Sub 12", Alchimia Amps included (not available in US)
HIGH-END SOUND	2.2 Alchimia Any Surface Medium Flat Speaker, 2x Sub 12" Alchimia Amps included (not available in US)
REFERENCE SOUND STEINWAY LYNGDORF EDITION	2.2 Alchimia Any Surface XL Flat Speaker, 2x Sub 12" Lyngdorf-MP40 2.1 and MXA-8400 8 Ch Amps included

CONFIGURATION	55” matte/glossy	65” matte/glossy	75” glossy	77” matte	85 “ glossy	98 “ glossy
DISPLAY ONLY	50.000 €	55.000 €	60.000 €	60.000 €	70.000 €	80.000 €
TV SOUND	57.500 €	62.500 €	67.500 €	67.500 €	77.500 €	87.500 €
ELITE SOUND	124.500 €	129.500 €	134.500 €	134.500 €	144.500 €	154.500 €
HIGH-END SOUND	134.500 €	139.500 €	144.500 €	144.500 €	154.500 €	164.500 €
REFERENCE SOUND	144.500 €	149.500 €	154.500 €	154.500 €	164.500 €	174.500 €

CERAMIC OVERLAP	upper/lower	lateral
55”	5 cm	4 cm
65”	5 cm	4 cm
75”	5 cm	4 cm
77”	5 cm	4 cm
85”	5 cm	4 cm
98”	5 cm	4 cm

SOUND MEMBRANE	dimensions	milled area	wooden panel hole
TV SOUND	X	X	X
ELITE SOUND	39,5 x 114 x 6,4 cm	37,5 x 112 cm rounded corners r= 9 mm	37,5 x 112 cm
HIGH-END SOUND	39,5 x 178,5 x 6,4 cm	37,5 x 175,5 cm rounded corners r= 9 mm	37,5 x 175,5 cm
REFERENCE SOUND	39,5 x 178,5 x 6,4 cm	37,5 x 175,5 cm rounded corners r= 9 mm	37,5 x 175,5 cm

REQUIRED WALL DEPTH	dimensions
TV SOUND	15/25 cm
ELITE SOUND	40 cm
HIGH-END SOUND	40 cm
REFERENCE SOUND	40 cm