

Iris Ceramica Group is extending its presence in Spain, opening two new ICG Galleries in Valencia and Marbella

Iris Ceramica Group has announced a major expansion of its network of ICG Galleries in Spain, in two new locations in Valencia and Marbella, in addition to the consolidated showrooms in Barcelona and Madrid. The new ICG Gallery in **Valencia will be inaugurated on 22 October**, in the prestigious Gran Via – the beating heart of international design where the most famous brands in the sector display their creations – and in **Marbella on 20 November**, in the city's exclusive main street, the place to be for architecture and design on the Costa del Sol.

ICG Gallery is designed to be much more than just a showroom of high-end natural ceramic surfaces, it is a place where you can tangibly and virtually experience the Group's materials and values. In this sense, the ICG Galleries do much more than simply display surfaces: they are the concrete expression of the **values** guiding the Group: **sustainability**, **innovation** for pioneering solutions, and attention to detail to guarantee excellent **quality**. The ICG Gallery concept embodies the heart of the company, which focuses on **research** - to develop innovative technological solutions - and creativity, able to bring life to noble ceramic surfaces with the highest **artistic value**. A dynamic space, where the values promoted by the Group take on shape, colour and consistency.

With these showrooms, Iris Ceramica Group will strengthen its presence in the Spanish market, one of Europe's most dynamic and receptive in terms of the innovation of the ceramic surfaces sector.

Valencia, Spain's third largest city and the capital of Mediterranean design, is a strategic position. The choice of the Gran Via underlines the desire to dialogue with a platform of demanding professionals with a love for beauty, technology and excellence. **Marbella**, set in the heart of the Costa del Sol, is a byword for architectural elegance and a sophisticated lifestyle. The new ICG Gallery will be inaugurated in the city's main street, a hot spot attracting architects, interior designers and an international clientèle seeking innovative solutions for prestigious residential and commercial projects.

The new Spanish ICG Galleries fully embody the concept of **beautility**, the symbolic neologism used by the Group to express the ideal union of aesthetic beauty and functional use. This distinctive approach is reflected in every detail in the exhibition spaces, where hi-tech ceramic surfaces are the start of a complete sensory experience, blending **pioneering technological performance with beauty of the highest artistic value**.

From Milan to London, Berlin and Paris, now also in Valencia and Marbella and soon too in Dubai, the concept coherently expresses the renowned identity of Iris Ceramica Group which, with its ceramic materials and technological solutions, expresses its mission: **re-engineering ceramics to improve interaction between humans and the environment**. Every ICG Gallery showcases the technologies developed by the Group: Hypertouch®, DYS, Attract®, Moonlight, Active Surfaces® and the Full-body and 4D Ceramics surfaces, applied to the extensive range of high-tech natural surfaces. Among the Spanish ICG Galleries, the one in Marbella also presents **Alchimia**, an invisible technology applied to the ceramic surfaces of the Group's Brands and used to conceal a high-definition audio-video system within the ceramic slabs; the ideal solution for the high-end projects attracting significant attention in this area.

Iris Ceramica Group Technologies

Active Surfaces®

Since 2009, **Active Surfaces®** technology has been combining **design, science and creativity** to bring life to surfaces marked not only by innovation, sustainability and beauty, but which also embody a very profound value: **to serve humans while fully respecting the environment.**

Eco-active Active Surfaces® have four properties:

Antibacterial and antiviral - Anti-pollution - Anti-odour - Self-cleaning

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 control the room temperature.

Hypertouch® exalts the design and continuity of the material, eliminating unsightly cover plates and external switches.

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**.

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*

MOONLIGHT

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. 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 immediately.

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 the thickness**, so recreating natural grains, colour shades, geometric patterns, totally eliminating any distinction between the surface and the edge.

Alchimia & Iris Ceramica Group

Alchimia & Iris Ceramica Group is a totally invisible technology that has been made compatible with the ceramic surfaces of the Group's Brands. This unique combination conceals screens and audio-video systems behind a continuous ceramic surface, appearing and disappearing on command. The ceramic surface therefore has a screen and becomes a speaker able to transmit sound. In this sense, 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 domestic devices to blend perfectly into the space. This transformation is always a living yet silent process, as the system is completely adaptive and easy to inspect.

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

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