

The Humans Behind

Iris Ceramica Group interprets the Fuorisalone theme “*Be the Project*” by bringing the Person, who with their human dimension becomes a creator of uniqueness, to centre stage. In the ICG Gallery, the new *Diesel Living with Iris Ceramica* surfaces on show in the main window offer a highly characterised representation of the project, and for the occasion set the scene for a *Live Podcast* on the topic of the event. Beyond the showroom - where new Sapienstone products are also on show - the concept translates into a *special initiative* in partnership with the associations involved in the charity project Quarto Fuoco® - run by Fondazione Iris Ceramica Group ETS - and the Chef Davide Oldani.

c/o ICG Gallery Milan

Via Santa Margherita, 4

Iris Ceramica Group will once again bring its distinctive presence in the design world to MDW2026 with its **ICG Gallery**, in Via Santa Margherita, in the beating heart of the city.

Inspired by “*Be the Project*” - the theme of this edition of the Fuorisalone - Iris Ceramica Group presents the concept “**The Humans Behind**”: a storytelling project made of a palette of materials and narrations. At the heart of the story lies the protagonist, **the Person who with their identity becomes the authentic creator of uniqueness**, whether an inspired vision, an object, a work or a design element.

It is an invitation to observe the tangible by looking through it to recognise the traces of the one who brought it to life. In fact, **in addition to the traditional display of new ceramic surfaces, in the window we find the creative soul** and inspiration that first imagined it and thereafter concretely made it.

From this comes “**Reloaded: Diesel Living with Iris Ceramica**”, previewed for the very first time at the ICG Gallery for the Fuorisalone. A project that has linked the visions of the two brands, expressing a strong, uncompromising identity with a contemporary attitude. This vision has led to **two new colour blocks: mood-boards composed of large slabs and conventional small red clay coverings**. Natural inspirations like marble and stone blend with polished and textured surfaces, creating dynamic compositions in which ceramics become a pure expressive language.

The new surfaces starring in the main window at Via Santa Margherita 4 set the scene for 4 episodes of a **Live Podcast** on the topic of “The Humans Behind”. From haute cuisine to design and on the fashion world, 4 special guests explore the creative world and the human dimension that inspires them “on tiptoes” in a personal interview.

This inspiration also emerges in the brand **Sapienstone's** new "haute couture" surfaces, on show at the ICG Gallery. The new 12mm thick large slabs - **Travessa, Muschelkalk and Breccia Rosa 4D** - represent a natural and refined beauty that dialogues with fashion, shaping the surrounding environment.

The narration of the “The Humans Behind” concept also continues beyond the Iris Ceramica Group showroom, focusing on artistic ceramics that bring stories to become a means of personal expression, and in this sense, **a quintessential material for educational purposes and a tool that fosters inclusion**. These are the foundations of the **Quarto Fuoco® project, designed and run by Fondazione Iris Ceramica Group**, with the active involvement of **Save the Children** with its Punti Luce in Milan, Naples and Palermo, **Anffas** in Sassuolo and Lucca, along with other associations throughout the country.

During the Design Week, the Foundation's charity design project stars in a **unique collaboration with the world of gastronomic excellence**.

During two exclusive evenings, **Quarto Fuoco® becomes an integral part of the experience at the Olmo and D'O restaurants run by the award-winning chef Davide Oldani**, creating a **choral narration that speaks of humanity, passion and inspiration**. For the first time, the dishes served will also be special and

unique in their decoration. The people from the Quarto Fuoco® association **have interpreted four iconic dishes of Chef Oldani's menu, translating them into shapes and colours with origami, flowers and small candelabras.**

Material, storytelling and common values. Iris Ceramica Group brings to the Fuorisalone the idea that each of us can "Be the Project", expressing our authenticity through ceramics as an art form.

irisceramicagroup.com

Press Office Iris Ceramica Group

Francesca Cuoghi fcuoghi@icgmail.com

Maria Grazia Pacchioni mpacchioni@icgmail.com

About Iris Ceramica Group

Iris Ceramica Group is a world benchmark in the development and production of high-end natural ceramic materials for innovative solutions and architecture, design and furnishing projects. With over 60 years of business experience, the Group works in over one hundred countries, with a very clear vocation: to re-engineer ceramics to improve the interaction between people and the environment they live in thanks to this natural material, one of the most noble and high-performing in the world. Iris Ceramica Group has its headquarters in Fiorano Modenese, with production sites in Italy, between the provinces of Modena and Reggio Emilia, in addition to two production sites abroad, in Germany and the United States.

About Quarto Fuoco®

The **Quarto Fuoco®** project, designed and run by **Fondazione Iris Ceramica Group**, sees the active involvement of **Save the Children** with its 'Punti Luce' in **Milan, Naples, and Palermo, Anffas of Sassuolo and Lucca**, as well as other associations operating across the country, such as **Coopattiva, Fondazione Pangea Onlus, Maestri di Strada** in Naples, and **Lucky Friends of Lamezia Terme**. The social value of the project has already won several awards, including the **Corporate Heritage Awards** in 2022, and was selected as a representative example of "Design for Social", and thus included in the prestigious **ADI Design Index 2025**. www.quartofuoco.it