

Disseny Hub Barcelona
22 may – 6 september 2026

IRIS CERAMICA GROUP PARTNER OF THE EXHIBITION **“SENY I RAUXA. NOTICIA DE LA ARQUITECTURA CATALANA”**

In the year of Barcelona 2026 – World Capital of Architecture, the Company joins the museum narrative, helping shape the exhibition space through its sophisticated ceramic surfaces and technological innovations.

Iris Ceramica Group is the **official partner of the exhibition “Seny i Rauxa. Noticia de la arquitectura catalana”, taking place from May 22 to September 6, 2026 at the Disseny Hub Barcelona (DHub).** The exhibition — featuring around four hundred works including sketches, drawings, models, photographs, artworks, and design pieces — offers a broad and evocative journey through **Catalan architecture**, highlighting its richness, diversity, and historical continuity. The exhibition is especially significant both for its cultural meaning and for the crucial role Barcelona plays in 2026 as the **UNESCO-UIA World Capital of Architecture**.

Curated by **Carme Ribas, Victoria Garriga, and Joan Roig**, leading figures in the contemporary architectural scene, the exhibition retraces architectural history and aesthetic sensibilities starting from 1875, with the founding of the School of Architecture, up to the present day, following an uninterrupted thread that spans generations, languages, and historical moments. A continuous line balancing measure and boldness, rigor and instinct: what Catalan culture translates into the concepts of *seny* and *rauxa*. Through a thematic rather than chronological narrative, architecture emerges not only as a technical discipline, but also as an expression of cultural identity with an international dimension. What emerges is a reading of Catalan **architectural heritage as a living organism in constant transformation**.

Culture and art, architecture and design are also at the core of Iris Ceramica Group’s creative sensibility and design approach. Through its **high-end ceramic surfaces** for architecture and interior design, the Group participates in the “Seny i Rauxa” exhibition as a Partner, **continuing its established path of open and welcoming dialogue with the worlds of architecture and culture**.

An **international benchmark** for aesthetic refinement, outstanding quality, and technological research applied to surfaces, **Iris Ceramica Group is an integral part of the exhibition narrative**, helping enrich the space with beauty and functionality. This approach fully reflects the concept of **beautility**, understood as the founding value of ceramics, where aesthetics and performance merge inseparably.

The entrance to the exhibition appears to visitors as a visually striking portal, becoming iconic in its own right. Ceramic surfaces created in a special shade of red frame the entrance and personalize it with a unique character. The distinctive aesthetics of these slabs were custom-made thanks to Iris Ceramica Group’s **DYS – Design Your Slabs technology**. This innovative technological solution allows surfaces to be customized with any design or artwork, giving concrete form to creative freedom and to the widest range of aesthetic tastes and requirements.



Inside the exhibition, the displayed works are placed on various architectural elements custom-designed to shape the exhibition route. Conceived as true stages, these structures are made entirely of ceramic, selected in the elegant and statuary **Dark Marquina surface, in a 12 mm thickness**. Ceramic brings the exhibited works to center stage without overpowering them while simultaneously becoming an expressive form itself. The **polished finish** further enhances the exhibition effect, reflecting light onto the protagonists of the exhibition.

Measure and boldness, rigor and creativity. The complementary opposites that define the entire exhibition are also expressed in the architectural exhibition design, and Iris Ceramica Group ceramics prove to be an eclectic material capable of interpreting ideas, values, identities, and meanings.

A material of art for art.

A form of design for architecture.

Photocredits: Disseny Hub Barcelona (DHub) / Edu Pedrocchi

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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.

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