One Matter, Many Stories.
IRIS CERAMICA GROUP'S DESIGN NIGHTS: FOUR EVENINGS ACROSS THE GROUP'S SHOWROOMS, CONCEIVED AS HOMES OF IDENTITY

From 21 to 24 September, Iris Ceramica Group welcomes the design community into its exhibition spaces. More than a simple visit, it is a true experience immersed in the material itself and in the many nuances of the Group's identity.

One Matter, Many Stories. One Group and multiple interpretations of a single identity expressed through ceramic material. From 21 to 24 September, Iris Ceramica Group presents itself to the world of design and architecture in its most tangible, emotional, and authentic form: through its showrooms, places that the Group regards as a true home. By its very nature, a **home** is identity taking shape and becoming space. Its colours, forms, materials, plays of light, and even its scent transform a physical environment into a personal expression. Living becomes an act of storytelling, an immersive narrative of style and values; the home preserves its own history while simultaneously opening itself to the future, in constant and coherent evolution. Through this lens, the **showrooms**, the Group's homes, **embody an identity built upon coherent stories, artistic sensibility, aesthetic care, innovation, refined taste, and unexpected connections.**

On the occasion of the four **Design Nights**, Iris Ceramica Group invites the design community to discover and, in a sense, experience these homes of identity, opening the doors of its Fiorano Modenese and Castellarano showrooms for four days of events and immersive journeys into ceramic matter. **Touch, sight, taste, and smell: a multiplicity of senses is engaged in a journey that transforms exhibition spaces into a true experience of identity.**

Matter is the common thread that guides the design narrative throughout the showrooms. Two new **Color Blocks** from the **Reloaded – Diesel Living with Iris Ceramica** project join those unveiled during Milan Design Week, completing a material palette of disruptive, contemporary surfaces aligned with the language of fashion. New nature-inspired surfaces expand the Group's range of marbles and stones, dressing spaces in seamless material continuity, from wall coverings to interior design. Particularly innovative are the new **Dover White** surfaces by Fiandre, created through the unprecedented material-based **IRIDIA** technology: a balanced and sensitive synthesis of the most advanced manufacturing technologies developed by Iris Ceramica Group, orchestrated by craftsmanship that enhances their potential without ostentation, transforming innovation into emotion. An exclusive surface capable of expressing depth, movement, and authenticity with extraordinary naturalness. Alongside the marbles emerges **Negresco**, the sophisticated new stone by Sapienstone, and **Portland**, Ariostea's naturally coloured stone, also presented in a highly textured version achieved through an unusual interplay of overlapping textures. The **Weave** decoration creates a dense pattern of interlaced regular forms across the surface, evoking the timeless aesthetic of classic *rattan*.

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AGENDA AND PRODUCT PRESENTATIONS

21 September – Reloaded | Iris Ceramica & FMG Showroom, Fiorano Modenese
Diesel Living with Iris Ceramica

If the exclusive preview of the first two Color Blocks from the *Reloaded* project by Diesel Living with Iris Ceramica, unveiled in the windows of the ICG Gallery in Milan during Fuorisalone, represented the **Backstage**, a first glimpse into the renewed collaboration between the two brands, then the opening evening of the September Design Nights brings the entire project **On the Stage**, with ceramic matter taking centre stage. At the heart of the experience are the **four new Color Blocks**, which shape the showroom environments and create an exhibition journey designed to be truly lived, as it is entirely focused on the living area of the home. An invitation to explore, pause, observe, and experience space through its materiality. A warm lobby introduces visitors to the journey, offering a first taste of the mood shared throughout the environments: an inviting lounge, a generous conversation area, and an open, convivial kitchen. Every space has been meticulously conceived, from colour combinations to design details, guiding visitors through a tour that encourages them to slow down, interact, and absorb the energy of the surroundings.

Like **Color Blocks 1 and 2**, presented during Fuorisalone 2026, **Color Blocks 3 and 4 (Red w/White and Blue w/Silver)** combine majolica tiles, large-format slabs, and small-format surfaces, drawing on Iris Ceramica Group's expertise and leading technologies to express the *disruptive* spirit of the fashion brand. Glazed surfaces, intentionally distorted majolica patterns, slabs inspired by unconventional marbles and stones (**Giallo Siena, Travertino Obsidian, Explosion Blue**), and custom-designed surfaces created through **DYS – Design Your Slabs** all contribute to the narrative. Alongside the worn-rug aesthetic of **DYS Distressed Rug** and the scratched finishes of **DYS Scratched Gradient**, the new **DYS Acid Flowers** surfaces stand out for their magnetic and disorienting visual impact, where black and white dissolve into and contaminate one another. Alongside Reloaded, the showroom introduces a **new exhibition concept focused on the application of surfaces rather than their simple display**, creating realistic living, hospitality, and contract settings. These environments are entirely crafted through a thoughtful combination of some of the most iconic and recognisable materials from the Group's brands. In the Iris Ceramica and FMG moodboard area, **Full Body^3** surfaces and **Bottega d'Arte Terracotta** dialogue with **Breccia Rosa 4D**, large-format onyxes, and the pastel shades of **Terrapura**.

As the sun sets, the showroom is bathed in Diesel red for a special party where every element celebrates the strength of a collaboration between design and fashion that, over the last ten years, has remained contemporary, surprising, and truly *disruptive*.

22 September – Reframe | Sapienstone Mater, Castellarano
A Taste of Matter

Matter comes alive and becomes even more perceptible within SapienStone's Mater space, where ceramic slabs are presented in their purest form and highest expression, openly displayed for visitors to see and touch. The space frames and hosts an experience that delights the palate, opens the eyes to beauty, and encourages visitors to actively engage through a **live cooking food experience**, from appetisers served directly on ceramic surfaces onwards. Ceramic, transformed into countertops, kitchen and worktops, tables, and furnishings, becomes a **participatory material**, embodying both extraordinary beauty and maximum functionality in perfect harmony with residential and hospitality environments.

The experience continues through the showroom with a **gallery of surfaces arranged in a chromatic crescendo that recreates a vertical material palette**, where **Negresco** takes centre stage with its deep and sophisticated tones. The new **360x120 cm surface in 12 mm thickness** is presented here in an exclusive preview.

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23 September – Recode | Fiandre & Porcelaingres Showroom, Castellarano
One Matter

The circular piazza onto which the FAB showrooms (Fiandre and Porcelaingres) overlook embraces the identity of Iris Ceramica Group, bringing together in a single, welcoming gesture a story composed of many voices united by one material. A Group made up of diverse perspectives, sensibilities, and interpretations, all connected by a shared vision grounded in the pursuit of beauty, the enhancement of functionality, and a strong spirit of innovation.

The evening programme echoes the colour of the iris flower and is designed to encourage interaction through immersive experiences. Particularly engaging is the sensory discovery of the **exclusive Iris Ceramica Group fragrance**, developed in collaboration with **Campomarzio70**, which interprets and amplifies the **Group's olfactory identity.**

Inside, the Fiandre showroom focuses on **6 mm ceramic surfaces for architecture and large-scale projects**, featuring **Dover White**, inspired by natural marble with a refined and elegant aesthetic and distinguished by both its design and its innovative **material-based technology**. Sophisticated living settings are complemented by a new inspirational Moodboard area, where materials interact to create a palette of colours, veining effects, solid shades, and precious marbles.

24 September – Reconnect | Ariostea Showroom, Castellarano
Dinner Experience

The Design Nights conclude with an exclusive dinner in an intimate, almost private atmosphere set within the prestigious Ariostea showroom. Curated by **Chef Riccardo Muscillo** of *Ristorante Il Cigno*, the evening represents the final chapter of the four-day experiential journey. It is conceived as an opportunity to share stories and experiences, create new opportunities, strengthen partnerships, and build relationships, bringing the exhibition space to life in a meaningful way.

The Ariostea showroom also presents the new Moodboard exhibition concept, where environments are designed through an effective blend of iconic and evocative surfaces. Alongside these settings are the latest product innovations: **Fior di Viola** in **6 mm thickness** and the new format of **Portland**, both conceived for the world of architecture, interior design, and specification projects. Portland is also introduced with a **new finish that gives the surface a distinctly three-dimensional and highly tactile character**. The **Weave** decoration, inspired by the woven texture of rattan with its threads and geometric interlacings, surprises visitors with its refined versatility.

The **Design Nights by Iris Ceramica Group** guide visitors on an immersive journey into the Group's distinctive world. **The showrooms become open spaces** that welcome guests, inviting them to pause and share stories, interact and discover, experience the material firsthand, and ultimately, feel completely at home.

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About IRIS CERAMICA GROUP FRAGRANCE, the Group's Olfactory Identity
A new sensory experience joins the visual and tactile dimension of ceramics: an olfactory identity designed to strengthen the dialogue between material, space, and emotion.

For Iris Ceramica Group, the pursuit of new forms of expression has always been an integral part of its innovation journey. Continuously committed to redefining the role of ceramics within contemporary architecture and design, the Group has chosen to explore a new sensory dimension by enriching its brand language with a distinctive olfactory identity. While sight captures attention, scent has the power to evoke emotions, awaken memories, and create associations that endure over time.
This vision has taken shape through a collaboration with **Campomarzio 70**, one of Italy's leading names in the art of perfumery, resulting in the new **Iris Ceramica Group Fragrance**: not simply a perfume, but **an immaterial extension of the Group's identity, conceived to enrich spaces and deepen the emotional connection with those who experience them.**
At first glance, ceramic surfaces and fragrances may appear to belong to different worlds. In reality, they share a common purpose: shaping the perception of spaces and influencing the way people experience them. Materials, colours, textures, and light affect the emotional sphere just as scents and olfactory impressions do. Both contribute to the creation of an experience, transforming a space into something memorable.
Orange blossom, neroli, iris, and almond are the key notes that compose the fragrance, each inspired by the Group's materials. Orange blossom and neroli evoke the Mediterranean, Italian tradition, and cultural heritage, representing the legacy that the Group translates into its red-body ceramic surfaces.
The iris flower expresses a distinctive element of the Group's identity: **4D Ceramics**, the technology that allows design to run throughout the slab, from the surface deep into the body of the material itself. Almond introduces a richer sensory note inspired by **Full Body^3** surfaces, authentic and unique thanks to the presence of granules and fragments embedded within the material.
With the creation of its own olfactory identity, Iris Ceramica Group adds a new dimension to its brand language. While ceramics continue to embody its physical expression, the fragrance becomes its immaterial counterpart: an element capable of accompanying spaces, evoking emotions, and building a relationship that extends beyond what can be seen or touched. In an era in which design is increasingly oriented towards creating multisensory experiences, the olfactory identity becomes a new storytelling tool for Iris Ceramica Group. An invisible language that complements materiality, amplifies its meaning, and contributes to leaving a lasting impression in the memory of everyone who comes into contact with the brand.

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