ONE MATTER, MANY STORIES: FROM ITALY TO THE REST OF THE WORLD.

Following the Design Nights held at the Fiorano and Castellarano showrooms, matter and its many interpretations now reach the international ICG Galleries, bringing to life a single narrative that travels across Europe.

Following the official launch of the **"*One Matter, Many Stories*"** concept at the Fiorano and Castellarano showrooms last September, **the experiential storytelling around ceramic matter and its many interpretations** now reaches **London, Milan, Paris, Lyon, Berlin, Madrid, Valencia, Barcelona and Marbella**, bringing a consistent narrative to ICG Galleries around the world.

From **October to December**, **"*One Matter, Many Stories*. Where matter becomes a feeling"** tells the story of matter by engaging guests at the international ICG Galleries in a **sensory journey**. Beyond sight and touch, stimulated by the surfaces themselves, every sense comes into play: smell through a guided experience and taste through a bespoke food & beverage offering. A shared story, interpreted through the style and cultural sensibility of each country, but also a clear vision of ceramics as a living material, taking tangible form in the Group's international homes.

The tour began in **London** on **21 October**, where guests at ICG Gallery London took part in "**Dots of Stories**", a playful and creative workshop centred around drawings and endlessly repeating patterns, inviting each participant to express their own imagination and creative flair. Finger food and signature cocktails rounded off the experience, making it truly memorable. Ceramics provided the backdrop and setting for the event, enriching this sensory journey with a new tactile materiality and distinctive iridescence made possible by technological innovation.

The journey then continues in **Spain**, in **Marbella on 12 November, Madrid on 24 November and Barcelona on 26 November and Valencia on 1 December**. Here, the experience **follows the trail of ICG Fragrance, Iris Ceramica Group's olfactory identity**, developed in collaboration with Campomarzio70, which translates the materials and technologies that distinguish the Group into fragrances and essences. 4D Ceramics, Full Body^3, traditional materials, large surfaces and small formats: heritage and innovation take on an intangible yet perceptible olfactory form, enveloping the spaces in which guests are immersed. A guided journey leads visitors through the discovery of each individual ingredient, evoking inspirations and olfactory memories, sometimes conscious and sometimes subconscious. Each participant is invited to leave a message on the **Sensory Cards** inspired by the individual ingredients that make up the fragrance, giving them the opportunity to write a chapter of Iris Ceramica Group's *Many Stories* and become part of the narrative itself. A sensory journey that expands the story of **"*One Matter, Many Stories*"**, opening it up to sharing and transforming matter into an experience to be lived and remembered. The experience is then completed by **Signature Cocktails** that translate the identity of the fragrance into taste.

In the same spirit, the events in **Milan on 19 November, Berlin on 26 November, and the two French events in Paris and Lyon on 9 and 10 December respectively** enrich the olfactory experience with a more personal approach, welcoming guests and making them feel at home. **The fragrance discovery workshop unfolds within a food, tactile and creative journey that is tailored to each city, while ceramic matter and its new interpretations remain the common thread.** Concave and convex, natural and textured, smooth and deep, intense and iridescent surfaces: each material finds its own balance, shaping the narrative of different spaces and environments.

From Italy to the international stage, **"*One Matter, Many Stories*. Where matter becomes a feeling"** evolves into a **global narrative with a local voice**: one concept, many interpretations, infinite stories.

AGENDA:

21/10 ICG Gallery **London**
61-67, Old Street
12/11 ICG Gallery **Marbella**
59, Av. Ricardo Soriano
19/11 ICG Gallery **Milan**
4, via Santa Margherita
24/11 ICG Gallery **Madrid**
6, Paseo de Recoletos, Salamanca
26/11 ICG Gallery **Berlino**
6, Auguststrasse
26/11 ICG Gallery **Barcelona**
662, Avenida diagonal
1/12 ICG Gallery **Valencia**
8, Carrer de Ciscar, L'Eixample
9/12 ICG Gallery **Paris**
39, Rue d'Alésia
10/12 ICG Gallery **Lyon**
2, Place Bellecour

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