

Iris Ceramica Group @ Clerkenwell Design Week  
20-21-22 May 2025

**METAMORPHOSIS – THE UNSEEN IS THE REAL STORY: A CAPTIVATING JOURNEY THROUGH PERCEPTION AND TRANSFORMATION AT THE ICG GALLERY**

For Clerkenwell Design Week 2025, Iris Ceramica Group invites guests on a multisensory journey inside its London ICG Gallery, where appearances go beyond the surface. Ceramic materials are transformed: this isn't magic, but cutting-edge technology applied to ceramic material.

The **butterfly**, a metaphor for the **aesthetic quality of ceramics**, becomes the emblem of transformation through its generative process. With “*Metamorphosis – The Unseen Is the Real Story*”, Iris Ceramica Group **encourages reflection on perception and transformation**, blending materiality with digital video art.

Inside the Clerkenwell showroom, this metamorphosis unfolds through an **immersive culinary** experience divided into four sensory “stations”: eyes, ears, heart, and alchemy. Food becomes more than nourishment—it's a playful experience for the senses. It stimulates the eyes, plays with textures and sounds, uncovers hidden emotions, and envelops guests in the magic of transformation, guided by the hands of an alchemist-chef.

Following its successful debut at Milan's Fuorisalone, **the ICG Gallery will present *Alchimia & Iris Ceramica Group* to the UK market for the first time**. Developed by VBH, this cutting-edge technology is fully compatible with the Group's ceramic surfaces and redefines **interior design**. The innovation allows ceramic slabs to seamlessly conceal and reveal screens and audio-video systems, transforming the surface into a monitor and sound diffuser. At first glance invisible, this integrated solution brings to life a ceramic material in constant metamorphosis—ready to unveil entirely new dimensions of experience.

Enhancing this innovation is a series of evocative **video installations** created by international visual artist **Lorenza Liguori**, who crafts abstract yet tangible dreamscapes. Her work fuses diverse materials, colors, substances, and forms into immersive 3D objects, often featuring human faces and figures to remind viewers of the connection between imagined and real worlds.

In addition to this new technology, the ICG Gallery will also present its latest ceramic surfaces and innovations. Alongside *Alchimia & Iris Ceramica Group*, visitors will discover **Moonlight**: the ultra-thin, backlit ceramic slab introduced at Cersaie 2024. Inspired by the aesthetics of marble, granite, and onyx, this naturally translucent material—enhanced by refined raw materials and paired with a special **LED panel—emits a gentle, moon-like glow that elevates any interior space with elegance and warmth**.

## AGENDA:

### Tuesday, 20 May

#### 6:00–9:00 PM AIA UK Excellence Awards Insights Night

Winners of the *AIA UK Excellence in Design Award* will meet the Clerkenwell Design Week audience, personally presenting their prestigious projects. During this open event, the winner of the *ICG Award* will also be announced and celebrated.

### Wednesday, 21 May

#### 6:00–9:00 PM Metamorphosis – The Unseen Is the Real Story

An immersive culinary experience

#### 7:00 PM Official launch of Alchimia & Iris Ceramica Group, with:

*Federica Minozzi*, CEO, Iris Ceramica Group

*Jeroen van den Hurk*, CEO, Alchimia

*Lorenza Liguori*, visual artist

### Thursday, 22 May

#### 6:00–9:00 PM Tech, 3D Video & Music

Explore the ICG Gallery and discover new technological applications in ceramics, including *Alchimia* & *Iris Ceramica Group* and *Moonlight*. Immerse yourself in five exclusive 3D digital artworks by Lorenza Liguori, accompanied by live music performances.

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## About THE DIGITAL CANVASES BY LORENZA LIGUORI

Lorenza Liguori reinterprets the concept of *Metamorphosis* through five digital canvases projected throughout the ICG Gallery during Clerkenwell Design Week:

1. **Golden Stone** – The core of the alchemical process, symbolising absolute transformation and the pursuit of the Philosopher's Stone. More than myth, it represents the hidden key to knowledge and spiritual immortality.
  2. **Silver Moon** – A sacred union between sun and moon, embodying cosmic balance: light and shadow, masculine and feminine, spirit and matter.
  3. **Tree of Life** – A secret map of the universe, bridging earth and sky. This symbolic tree illustrates the alchemical journey of the soul through inner transformation.
  4. **Liquid Soul** – Water as the origin of life and mirror of the soul. A fluid metaphor for change and renewal, water carves stone and reflects hidden truths.
  5. **Crystal Energy** – Crystals as catalysts of transformation. Their silent magic organizes chaos into harmony, refining the raw into the sublime.
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### **ABOUT ALCHIMIA & IRIS CERAMICA GROUP**

An ancient art of transformation, a seemingly magical process that redefines materials. With Alchimia, a wall or furnishing covering becomes an invisible display, seamlessly blending into the surrounding design - until the moment it comes to life. Through an exclusive collaboration with Iris Ceramica Group, Alchimia's cutting-edge technology has been flawlessly integrated with the Group's ceramic surfaces. This unique synergy conceals screens and audio-video systems beneath a continuous ceramic surface, allowing them to appear and disappear on command. The result? Surfaces that transform into displays and speakers, transmitting both visuals and sound while preserving the elegance of ceramics. This metamorphosis bridges two worlds—where high-end technology meets timeless design. Without compromising their original beauty, ceramic surfaces evolve, adapting effortlessly to their environment. The transformation is silent yet ever-present, a seamless integration that remains completely accessible and easy to inspect. Alchimia embodies the essence of alchemy—an authentic transformation of matter. In partnership with Iris Ceramica Group, we turn ceramic surfaces into something extraordinary, where design meets innovation in its most refined form.

*\*Alchimia is a technology developed by VBH and seamlessly integrated with the ceramic surfaces of Iris Ceramica Group.*

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### **ABOUT LORENZA LIGUORI – VISUAL ARTIST**

Trained in Graphic Design at RUFA (Rome University of Fine Arts) and specialized in Visual Communication at Birmingham City University, UK, Lorenza began her career in the streetwear fashion industry. Her passion for 3D graphics, developed in the UK, led her to fully express her creativity through surreal, immersive landscapes. Using materials, textures, and colors, she constructs dreamlike, yet realistic, environments—often including human elements to maintain a tangible connection to the viewer's world. Her work spans digital campaigns to full brand identities, always evolving through virtual materials, light, and experimental techniques.

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### **ABOUT IRIS CERAMICA GROUP**

Innovation, sustainability, and exceptional quality are the core values of Iris Ceramica Group, a global leader in the design and production of high-tech ceramic surfaces for architecture, interiors, and high-end design. The Group also pioneers new solutions combining ceramics with advanced technology to create cutting-edge applications. Founded in 1961, the company employs 1,500 people worldwide with six production plants located in Italy, Germany, and the United States. With a strong legacy of environmental responsibility and innovation, Iris Ceramica Group includes renowned brands such as Ariostea, Fiandre, FMG Fabbrica Marmi e Graniti, Iris Ceramica, Porcelaingres, Sapienstone, and StonePeak Ceramics.

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