

FROM MILAN TO LONDON: THE ART EXHIBITION "CERAMICS: NEVERENDING ARTWORKS" ON SHOW AT IRIS CERAMICA GROUP'S LONDON FLAGSHIP STORE.

FROM 29 APRIL TO 3 JUNE, THE MOST ICONIC CERAMIC WORKS THAT MARKED THE HISTORY OF "NEW DESIGN"

More than 10 designers on display with over 20 revolutionary artworks, authentic ceramic sculptures, interpreted on May 24-25-26 at the Clerkenwell Design Week, with a live performance by street artist Camilla Falsini.

Following the huge success of the exhibition in Milan, the iconic ceramic art exhibition by Iris Ceramica Group – curated in partnership with Antonia Jannone Disegni di Architettura – reaches London, set in a new showcase in the Group's Flagship Store, in the creative district of Clerkenwell in London.

The selected works by *Aldo Cibic, Andrea Branzi, Ettore Sottsass, George Sowden, Luigi Serafini, Marco Zanini, Martine Bedin, Matteo Thun, Michele De Lucchi, Nathalie Du Pasquier, Peter Shire* represent a benchmark for international contemporary avant-garde movements, stimulating thought on design and creativity, blending perfectly into London's lively artistic scene.

The exhibition is open to the public from **29 April to 3 June, at the Flagship Store in Old Street (61-67)** in Clerkenwell, the heart of the city's thriving creative, experimental and design area, fully in harmony with the open-minded spirit of the Group's London Store. The exhibition aims to be an invitation for debate among artists, design lovers, creative spirits and designers, offering a concrete contribution to thought on the technical and poetic experimentation of ceramics. In this spirit, set against the backdrop of the **Clerkenwell Design Week**, the exhibition also includes a unique and unrepeatable live performance by the street artist **Camilla Falsini**. **On 24-25 May**, the artist will produce an authentic work of art on the Group's ceramic surfaces, inspired by the graphic style, patterns, colours, asymmetries and creativity of the *Memphis* movement authors whose most iconic works are on display. A modern and personal interpretation that re-writes the rules of the artistic movement represented in the "new design" "sculptures" on show. **A work of art among the ceramic works of art actively involving spectators in a live, collective performance.**

The most representative "new design" works include the series *The Indian Memory* by **Ettore Sottsass**, an original experimentation of forms pushed to the limits of technical possibilities, half-way between architecture and sculpture, with a strong emotional component. **Aldo Cibic** is present with his iconic *Italian Landscape*, a composition of hand-finished pieces, perfectly arranged connections of forms and colours.

Andrea Branzi helps to rewrite ceramic design with two surprising works, *Bosco* and *Portale*, a dialogue between the natural and artificial. **Luigi Serafini** tells of a blend of opposing elements with *Nessi*, the perfect mix of geometry and sinuosity, and the white ceramic work *Senza titolo e senza testa*: a uniquely irreverent re-interpretation of ceramics. Alongside these are the fundamental contributions from **Michele De Lucchi**, symbolically essential, **Matteo Thun** with his long-living, coherent vase and the artistic playfulness of **Peter Shire**, **Marco Zanini**, **George Sowden**, **Martine Bedin** and **Nathalie du Pasquier**: each one brings its own three-dimensionality of meanings, worth discovering with our own eyes.

Ceramic processing is an ancient art, that has evolved with mankind and which crosses tradition, weaving through different fields: from culture to art and design.

Iris Ceramica Group has always considered ceramics as art and technology, investing in research and innovation. The Group's aim is the make people's lives easier, more healthy and eco-sustainable, by radically redesigning ceramics. Its surfaces are the result of a pioneering technological process, underpinned by Research and Development activities with international scientific value, supported by European certifications and patents.

Its production comes from a profound culture, a specific industrial know-how and, at the same time, research into solutions for the future. This brings to innovative technologies and solutions including Active Surfaces[®], sustainable materials with eco-active properties, and Hypertouch, smart surfaces that meet the needs of the home automation world.

Iris Ceramica Group Flagship Store

Old Street (61-67) - London

29 April - 3 June 2022

Monday to Friday from 9.30 am to 5.30 pm

Clerkenwell Design Week / 24-26 May 2022

Reservation recommended; please use the following link:

<https://www.irisceramicagroup.com/en/neverendingartworks-london/>