DISCOVERING THE NEW ICG LONDON GALLERY

For the Clerkenwell Design Week, the Iris Ceramica Group Showroom shows off its new look, evolving into an immersive, interactive, technological and engaging contemporary art gallery.

The new ICG Gallery in London is much more than a Showroom for high-end natural ceramic surfaces, it is a place where you can tangibly and virtually experience the Group's materials and values.

An immersive space that catches the eye right from the windows: gazes are captured by the digital installations inviting passers-by to become active subjects. It is an invitation to dialogue with the installations, not just look at them. An engagement that suggests you enter the Gallery to find out about the other innovations too.

The interior is a space to be lived. On the ground floor, visitors can see for themselves the benefits of the eco-active Active Surfaces®, for a world marked by health and well-being, in perfect harmony with the environment.

The upper floor is home to the Material Library, a space offering a journey through matter, browsing the textures, sizes and thicknesses, with endless sources of inspiration for designers and design lovers.

The new ICG Gallery in London is much more than an exhibition of surfaces, it is a concrete expression of the values guiding the Group: technological research, attention to beauty, innovative solutions and attention to the environment.

During the three days of the Design Week, the experience is enhanced even further with "Edible Cloud": a guided tour that accompanies visitors on an engaging metaphorical journey of discovery of the production cycle in the world's first green hydrogen-powered ceramics factory. A circular transformation process that starts from nature and returns to it, giving back that which it borrowed, creating a new, sustainable material. Ceramic materials which, for the event, become a fundamental food for humans.

ICG Gallery
61-67, Old Street
London EC1V 9HW

This initiative supports

SUSTAINABLE
DEVELOPMENT **GOALS**

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