

Iris Ceramica Group @ Clerkenwell Design Week
19-20-21 May 2026

IRIS CERAMICA GROUP UNVEILS “RELOADED: DIESEL LIVING WITH IRIS CERAMICA” AND INTRODUCES ITS NEW FRAGRANCE AT CLERKENWELL DESIGN WEEK 2026

Iris Ceramica Group arrives at Clerkenwell Design Week 2026 with an immersive project where material, technology and sensoriality come together to create experiences designed to leave a lasting mark.

The spotlight is on “**Reloaded: Diesel Living with Iris Ceramica**”, launching on **Tuesday 19** and **Thursday 21 May**, marking the tenth anniversary of the collaboration. This new chapter introduces a more direct and contemporary language, where aesthetic research meets technological innovation in a collection of ceramic surfaces ranging from large slabs to smaller formats.

Diesel’s **disruptive** attitude is expressed through bold, layered aesthetics and a distinctly “**pop**” palette of colours and textures. Here, ceramics become a powerful expressive medium, **blending design and fashion** through Iris Ceramica’s advanced technological expertise. First unveiled during Milan Design Week, “Reloaded” is presented through **two colour blocks**, material mood boards that merge large slab technology with traditional ceramics to create highly structured, visually striking compositions.

Developed under the creative direction of **Glenn Martens in collaboration with Controvento**, the project reinforces the project’s identity with a contemporary edge, celebrating craftsmanship and a playful, energetic approach that defines Diesel Living.

Alongside this, **Sapienstone**, the Iris Ceramica Group brand specializing in exclusive large-format porcelain surfaces, introduces **Travessa, Breccia Rosa 4D** and **Muschelkalk**, three distinct surfaces united by a shared vision: transforming material into narrative. Inspired by natural stones and enhanced through advanced technologies, they balance aesthetics and performance, turning surfaces into architectural elements that shape space with depth, continuity and character.

Clerkenwell Design Week also marks the debut of **Iris Ceramica Group Fragrance**, developed in collaboration with **Campomarzio70** and presented on **Wednesday 20 May**, in the presence of the brand’s olfactory partner. Built around the **iris** — a noble and symbolic element — the fragrance **translates the Group’s identity** into an **evolving olfactory composition**, moving from luminous top notes to a radiant floral heart and a warm, enveloping base. The result is a refined balance between nature and innovation, where the art of ceramics meets the poetry of perfumery in a distinctly **Made in Italy** narrative.

That same evening, the experience extends into a **guided workshop developed with Campomarzio70**. Designed as an **immersive journey**, it invites guests to explore the fragrance through four olfactory stations, where scent, material mood boards and tactile elements interact to trigger perception, memory and imagination. The experience is further enriched by the visual contribution of **artist Lorenza Liguori**, whose digital work interprets the transformation of matter into a fluid and engaging narrative.

On **Thursday 21 May**, the experience reaches a further moment of synthesis, as visitors are invited to join a workshop led by the ICG team while continuing to explore the Diesel Living with Iris Ceramica collection, creating a direct dialogue between material, design and experience.

Agenda

Tuesday 19 May, 6:00–9:00pm

“Reloaded: Diesel Living with Iris Ceramica”

Be among the first to experience the UK launch of the new collection. An immersive evening where every detail — from material to cuisine — reflects Diesel’s bold and disruptive spirit.

Wednesday 20 May, 6:00–10:00pm

“Iris Ceramica Group Fragrance Launch Experience with Campomarzio70”

Step into a sensorial journey unveiling Iris Ceramica Group’s new fragrance, created in exclusive partnership with Campomarzio70. A curated evening where scent, texture and colour come together in a refined, multi-sensory experience.

Thursday 21 May, 6:00–9:00pm

“Reloaded: Diesel Living with Iris Ceramica & Fragrance Experience”

A closing evening where design and sensoriality converge. Discover the “Reloaded” collections and take part in an intimate fragrance workshop led by the ICG team — a final immersive experience where material, scent and creativity meet.

Reloaded: Diesel Living with Iris Ceramica

Product details:

DISTRESSED RUG is inspired by antique carpets, reinterpreting classical decorative elements rooted in Persian tradition. Culture and time are etched into the surface like stone, creating a space that is both distinctive and serene, enhanced by its natural tones. As time wears surfaces away, fragments are removed along the way, making change itself an integral part of the design.

ACID MAJOLICA is an elegant, versatile ceramic surface available in a range of colors. Inspired by traditional Portuguese majolica, it is reinterpreted with Diesel’s distinctive edge. The pattern is deliberately distorted - “on acid” - for a bold, contemporary effect.

COLORBLOCK 1

DYS Distressed Rug Brown

270x120 cm

Acid Majolica, Pearl Glaze, Bronze Metal,

Silver Metal

15x15 cm, thickness: 10mm

D-Giallo Siena, Polished

300x150, 150x150, 150x75, 120x120, 120x60 cm, thickness: 8mm

D-Beola, Natural and Antislip
120x120, 120x60 cm, thickness: 8 e 20 mm

D-Giallo Ambra, Glossy
D-Bianco Neve, Glossy
10x10 cm, thickness:10mm

COLORBLOCK 2

DYS Distressed Rug Grey

270x120cm

Acid Majolica Pearl Glaze
15x15cm, thickness:10mm

D-Travertino Obsidian, Natural Lux
300x150, 150x150, 150x75cm, thickness: 6mm
Travertino Obsidian, Natural
120x120, 120x60cm, thickness: 8 e 20mm

D-Rapolano Perla, Natural and Antislip
120x120, 120x60 cm, thickness: 8 e 20mm

D-Bianco Neve, Glossy
10x10cm, thickness:10mm

D-Rosso Magma, Glossy
10x10cm, thickness:10mm

D-Nero Velluto, Glossy
10x10cm, thickness: 10mm

About Diesel Living

www.diesel.com/living
[@dieselliving](#)

About Iris Ceramica Group

Iris Ceramica Group is a world benchmark in the development and production of high-end natural ceramic materials for innovative solutions and architecture, design and furnishing projects. With over 60 years of business experience, the Group works in over one hundred countries, with a very clear vocation: to re-engineer ceramics to improve the interaction between people and the environment they live in thanks to this natural material, one of the most noble and high-performing in the world. Iris Ceramica Group has its headquarters in Fiorano Modenese, with production sites in Italy, between the provinces of Modena and Reggio Emilia, in addition to two production sites abroad, in Germany and the United States. Among its brands, in 2021 **Iris Ceramica** was included in the Register of historical Italian brands, confirming the value of its heritage and bearing witness to over 60 years of Italian manufacturing excellence. Its surfaces come from the blend of **technological innovation** and **traditional craft know-how**. The brand has signed several major partnerships, including **Diesel Living with Iris Ceramica**: a project that began in 2015 blending Diesel's design and Iris Ceramica's expertise to rewrite the plot of contemporary living through its surfaces, creating a unique and highly identifiable narrative universe.

About DYS – Design Your Slabs

Design Your Slabs is Iris Ceramica Group's innovative technology that offers the possibility to customise ceramic surfaces with any image or illustration. With **Design Your Slabs** there are no limits to the imagination, and the most creative ideas take shape, right down to the finest detail, to produce unique ceramic surfaces. The surface becomes a blank canvas on which technology and creativity are combined according to the designer's flair, bringing life to authentic **ceramic art works**.

About Campomarzio70

Campomarzio70 is a leading reference in the world of artistic perfumery, both in Italy and internationally. Founded in Rome in 2004, with a family tradition dating back to 1926, the company is dedicated to the distribution of niche fragrances and high-end cosmetic products. Through the promotion of independent brands and excellence-driven sensory projects, Campomarzio70 has established itself as a key player in shaping and spreading contemporary olfactory culture, distinguished by a cross-disciplinary approach and a series of pioneering initiatives. Today, Campomarzio70 seamlessly combines tradition and innovation, with a strong presence across boutiques and shop-in-shops in major Italian cities and leading tourist destinations, alongside collaborations with some of the most prestigious maisons in perfumery and design. Its mission is to guide individuals on a journey of self-discovery through fragrance — understood as a personal language, an aesthetic experience, and a true form of art.

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