



Reloaded: Diesel Living with Iris Ceramica

Now in its tenth year, the partnership between Diesel and Iris Ceramica comes to UK after its launch at Fuorisalone 2026 with renewed creative energy. With the project **“Reloaded: Diesel Living with Iris Ceramica”**, the partnership evolves in a new chapter of aesthetic research blending with technological innovation in a more direct and contemporary language, bringing life to a new collection of ceramic surfaces including large slabs and small formats.

Diesel’s disruptive attitude clearly emerges in a strong design that translates into a palette of more layered, “pop” colours and textures, in which ceramics become a means of expression able to blend design and fashion thanks to Iris Ceramica’s technological know-how.

Previewed at the Fuorisalone, **“Reloaded” comes in two colourblocks**: textured mood-boards combining the large slab production technology with conventional ceramics, creating a composition of highly structured pop surfaces. The DYS – Design Your Slabs – technology further amplifies their creative potential, making each composition unique and personal.

The new proposals, designed under the **creative direction of Glenn Martens** in collaboration with Controvento, are part of the whole Diesel Living with Iris Ceramica project, enhancing the expressive language with an even more contemporary identity, celebrating craftsmanship and playful creativity infused with Diesel Living’s signature pop energy. Materials and techniques merge seamlessly to create bold, original, and immersive designs.

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.



Technical Details:

<u>Colorblock 1</u>	<u>Coloblock 2</u>
DYS Distressed Rug Brown 270x120 cm	DYS Distressed Rug Grey 270x120cm
Acid Majolica , Pearl Glaze, Bronze Metal, Silver Metal 15x15 cm, thickness:10mm	Acid Majolica Pearl Glaze 15x15cm, thickness:10mm
D-Giallo Siena , Polished 300x150, 150x150, 150x75, 120x120, 120x60 cm, thickness: 8mm	D-Travertino Obsidian , Natural Lux 300x150, 150x150, 150x75cm, thickness:6mm Travertino Obsidian , Natural 120x120, 120x60cm, thickness: 8 e 20mm
D-Beola , Natural and Antislip 120x120, 120x60 cm, thickness: 8 e 20 mm	D-Rapolano Perla , Natural and Antislip 120x120, 120x60 cm, thickness:8 e 20mm
D-Giallo Ambra , Glossy D-Bianco Neve , Glossy 10x10 cm, thickness:10mm	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](https://www.instagram.com/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 a number of 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 identity 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**.

Press Office Diesel Living
press@diesel.com

Press Office Iris Ceramica Group
Maria Grazia Pacchioni: mpacchioni@icgmail.com