**ARIOSTEA OFFERS AN ARTISTIC REPRESENTATION OF ITS INNOVATIVE CHARACTER IN ‘THE ART OF BEING A *GROUP*’ , THE IRIS CERAMICA GROUP CONCEPT FOR CERSAIE 2023**

***With the video installations Domestic Landscape and Undream by the artist Sabrina Ratté in the Castellarano showroom, Ariostea explores the architecture and innovation of the Future***

Iris Ceramica Group will be taking part in the 40th edition of Cersaie with ‘The Art of Being a *Group*’, an engaging, collective presentation in which each of its brands will have the chance to express their unique, distinctive character, with separate yet complementary identities that share the same entrepreneurial vision: **re-engineering ceramics to improve the interaction between humans and the environment**. To illustrate the variety of faces and founding values that make up the Group, **sustainability, beauty, excellent quality and innovation**, a direct, moving, universal language has been chosen: art.

In the Castellarano showroom, directly connected to the exhibition centre, Ariostea has chosen to illustrate the theme in ‘The Art of Being *Innovative*’, featuring works by **Sabrina Ratté**. Using a mix of analogue technologies and 3D animation techniques, the Canadian artist has created two video installations to explore the architecture and innovation of the Future. **Domestic Landscape**portrays a space, mid-way betweenarchitecture and landscape, between interior and exterior, transmitting a sense of hypnosis, inviting the observer to wander through a continually evolving architecture; **Undream**,poised between the abstract and the figurative, represents an imaginary future, leading the spectator through an isolated landscape, topped by a monumental structure in which the architecture moves around and interacts with the landscape. Swept away by this movement, the observer finds themself suspended in a land between the built environment and the natural world.

As regards new products, Cersaie will see the launch of Ariostea’s three new marble-effect surfaces **Travertino Titanio**, **Travertino Romano** and **Travertino Silver**, in both the Ultra and traditional versions, as well as the stone-like texture of **Ultra Pietre Portland**, and the **Twin.s** collection. The new products will be on display in the showroom, which has been renovated on a project by Studio Area-17 Architecture & Interior. ​​The project has redefined the spaces, establishing a synergy between the working, exhibition, socialisation and welcome areas. Looking onto the central *Garden,* featuring a distinctive architecture formed by a series of panels created using the Ultra slabs, is the building that houses the showroom, redesigned as a multifunctional space with an “arena” that becomes the cradle of the brand’s values and technological innovations. Next to it, the *Studio* building has been redeveloped, blending hospitality and display into a hybrid concept: in a setting reminiscent of both a private home and a traditional office, visitors can enjoy spending some time finding out more about the materials in an informal manner. Next to this is the *Theatre*, covered with a ventilated façade and with a double volume throughout: conceived as a hangar, this versatile, dynamic space has been designed not only to host performances and installations,

but also as a mood board and to offer a backdrop for an inspiring journey through exclusive solutions and combinations in Ariostea high-tech ceramics.

*The project The Art of Being was devised by Iris Ceramica Group, with the support of the international artistic consulting agency Machas.*