

SUPERSURFACESPACE MOSCOW

Iris Gallery for Contemporary Design

MANIFESTO by Andrea Boschetti_Metrogramma

“I’d like it to be a simple and at the same time complex space; a space that eludes the eyes but that is fully fixed in the mind; as refined as ceramic surfaces but as brutal as concrete...in short, we want to design a theatrical illusion that is true in itself. A place that engages the city, that is seen as a community space”. Andrea Boschetti _ presentation of the project.

SuperSurfaceSpace is before all else a constantly changing showroom dedicated to the cultural promotion of architecture and contemporary design in the city of Moscow, designed by Metrogramma for the IRIS GROUP (FMG, Fiandre, Iris Ceramica);

The SuperSurfaceSpace in Moscow is the second space of the IRIS GROUP after the SpazioFMG gallery in Milan; these spaces are designed not just to display products but also to promote innovative design and others will be located in various international metropolises where the Modena-based ceramics group is market leader. Locations designed to host displays, exhibitions, events, workshops but also – and above all – spaces designed to become feelers and receptors of urban debate, points of reference in the cities where architecture, design, new ideas and technological innovation all interconnect.

The general concept of the project commissioned by the IRIS GROUP was created by Metrogramma Milano that has designed and completed the first SUPERSURFACESPACE in the city of Moscow; the Buromoscow architecture studio has been appointed to handle the programme and artistic content for the 2015 schedule of events at SuperSurfaceSpace Moscow.

IDENTITY IMAGE

In defining the identity image for the new IRIS GROUP showrooms around the world, Metrogramma’s idea is to showcase the corporate capacities – existing products as well as concepts – in spaces that can host cultural research and communication initiatives. The idea of constructing spaces closely connected to cities in a range of countries – and with a recognisable architectural image – means coming up with a whole new business marketing model and, more to the point, realising the importance of an innovative approach to our market entrance.

The spaces are always located in strategic urban locations, like cultural or creative districts. They are always easily accessible and always on pedestrian thoroughfares, a bit like “neighbourhood stores”. The architectural concept references theatre productions, the consummate transformation of spaces. The colour black, stage props, coloured lights, projections are the key elements of these places. Urban stages fitted out for cultural and artistic



performances.

This is how the IRIS GROUP intends to establish itself as an industrial holding capable of providing concrete responses to the increasingly frequent demand for innovative and custom architecture and design products. To put it in a nutshell, **SuperSurfaceSpace** aims at securing not only the people interested in traditional floor and wall ceramics, but also those who are attracted by the idea of product development, an evolved kind of artisan product. Young architects, researchers and schools, universities – the professionals of the future – at the top end.

ARCHITECTURE

In terms of architecture, **SuperSurfaceSpace Moscow** is the first stage prop to be constructed in this identity image project for the IRIS GROUP showrooms. Located on the ground floor of a historical building in the cultural district of Park Kultury, Moscow just a few dozen metres from the Yandex complex, SuperSurfaceSpace is a very simple, 25 m by 8 m, black space. It looks rather brutal but the extremely refined detailing is matched with the radical nature of the bare-boned stage prop. A real urban stage designed specifically to change configuration, a multipurpose, flexible space open to an infinite number of uses.

With this project, Metrogramma is continuing its research into the relationships between solids and voids, heavy and light, hanging and leaning. It is an obvious, unhidden tribute to those opinion leaders always involved in ongoing research, like Yona Friedman, Giò Ponti.

Three rectangular, reinforced steel platforms, the tops covered with large ceramic surfaces (flagship of the IRIS GROUP corporate production) form the world's biggest known display stand, which on its own can create surprising and constantly changing layouts of the space. Multiplying configurations that are infinitely mirrored in the reflecting surfaces of the short sides of the room to create a long, complex and simple space without end.

The juxtaposed platforms form a single, large surface of more than 20 metres and this can be moved and raised to turn into a majestic constellation of light in the space to meet whatever the event or exhibition calls for. The surface of this podium is not regular, it is sensual, almost like the figure of a prone woman whose forms have been shaped by the intangible powers of the void: sounds, lights, colours, flavours.

SuperSurfaceSpace is in fact a utopia, as befits the radical Metrogramma style.

