



**IRIS
CERAMICA
GROUP**

Alchimia: Tecnologia e Design in Perfetta Armonia

Alchimia è l'innovativa tecnologia sviluppata da @vbh_international, perfettamente integrata con le superfici ceramiche dei brand di Iris Ceramica Group. Un sistema all'avanguardia che unisce estetica e funzionalità, trasformando le superfici in un'esperienza interattiva e multisensoriale.

Il sistema Alchimia si compone di tre elementi principali:

Display Element – Per una comunicazione visiva di alto impatto.

Immersive Sound Element – Un sistema audio integrato per un'esperienza sonora coinvolgente.

Control Element – Un'interfaccia touch intuitiva per la gestione della tecnologia.

Disponibile in versioni semi-custom e full-custom, qui esploriamo tre configurazioni di base, personalizzabili nei materiali e nelle finiture. A seconda delle esigenze del progetto, è possibile integrare display di dimensioni maggiori, sound system più performanti e soluzioni di design su misura, creando ambienti esclusivi e perfettamente in sintonia con il contesto architettonico.

Scopri le infinite possibilità di personalizzazione con Alchimia

Alchimia: Technology and Design in Perfect Harmony

Alchimia is the innovative technology developed by @vbh_international, seamlessly integrated with the ceramic surfaces of Iris Ceramica Group brands. A cutting-edge system that combines aesthetics and functionality, transforming surfaces into an interactive and multisensory experience.

The Alchimia system consists of three main elements:

Display Element – For high-impact visual communication.

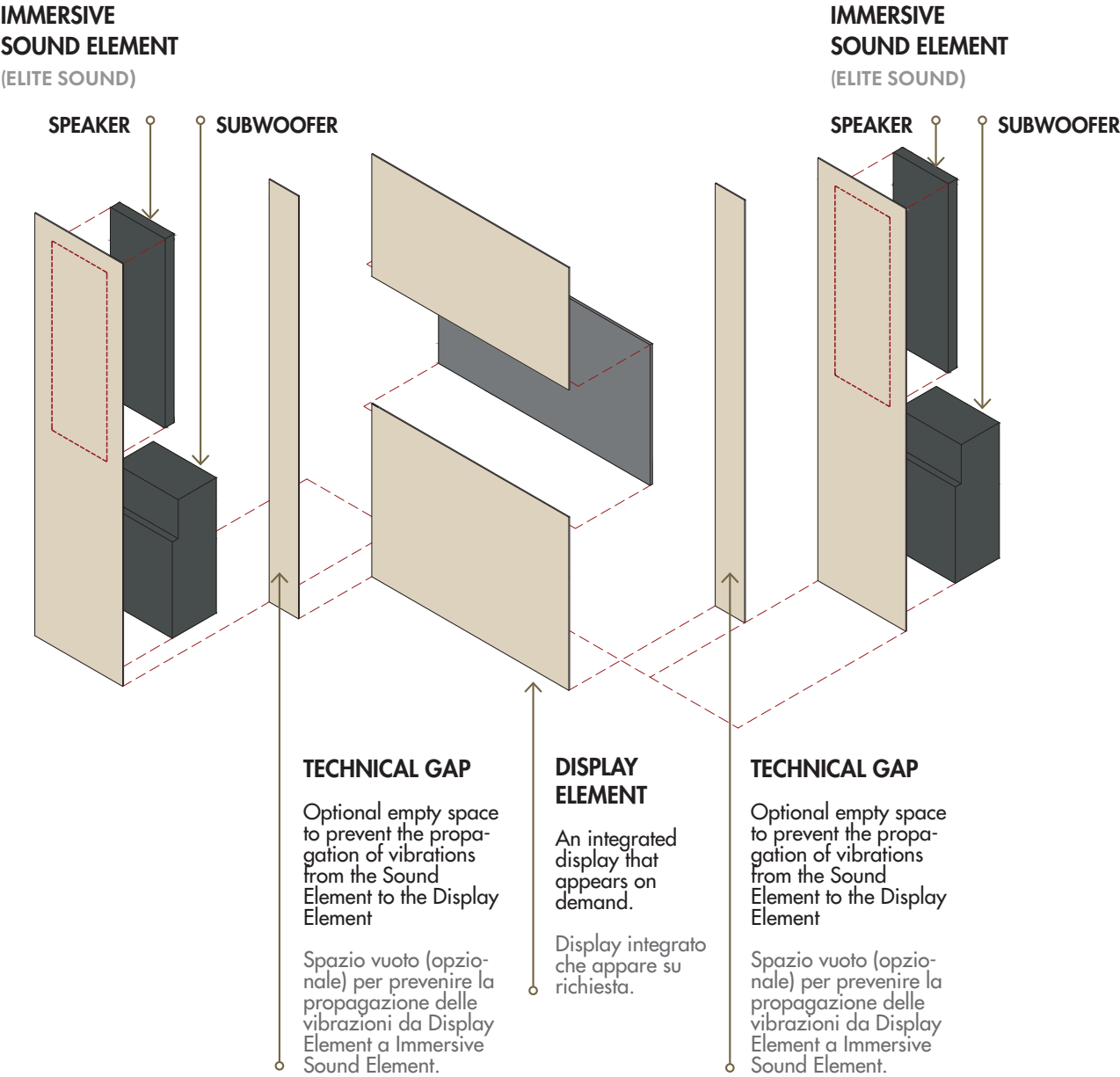
Immersive Sound Element – An integrated audio system for an immersive sound experience.

Control Element – An intuitive touch interface for managing the technology.

Available in semi-custom and full-custom versions, we explore three basic configurations, customizable in materials and finishes. Depending on project requirements, it is possible to integrate larger displays, more powerful sound systems, and bespoke design solutions, creating exclusive environments in perfect harmony with the architectural context.

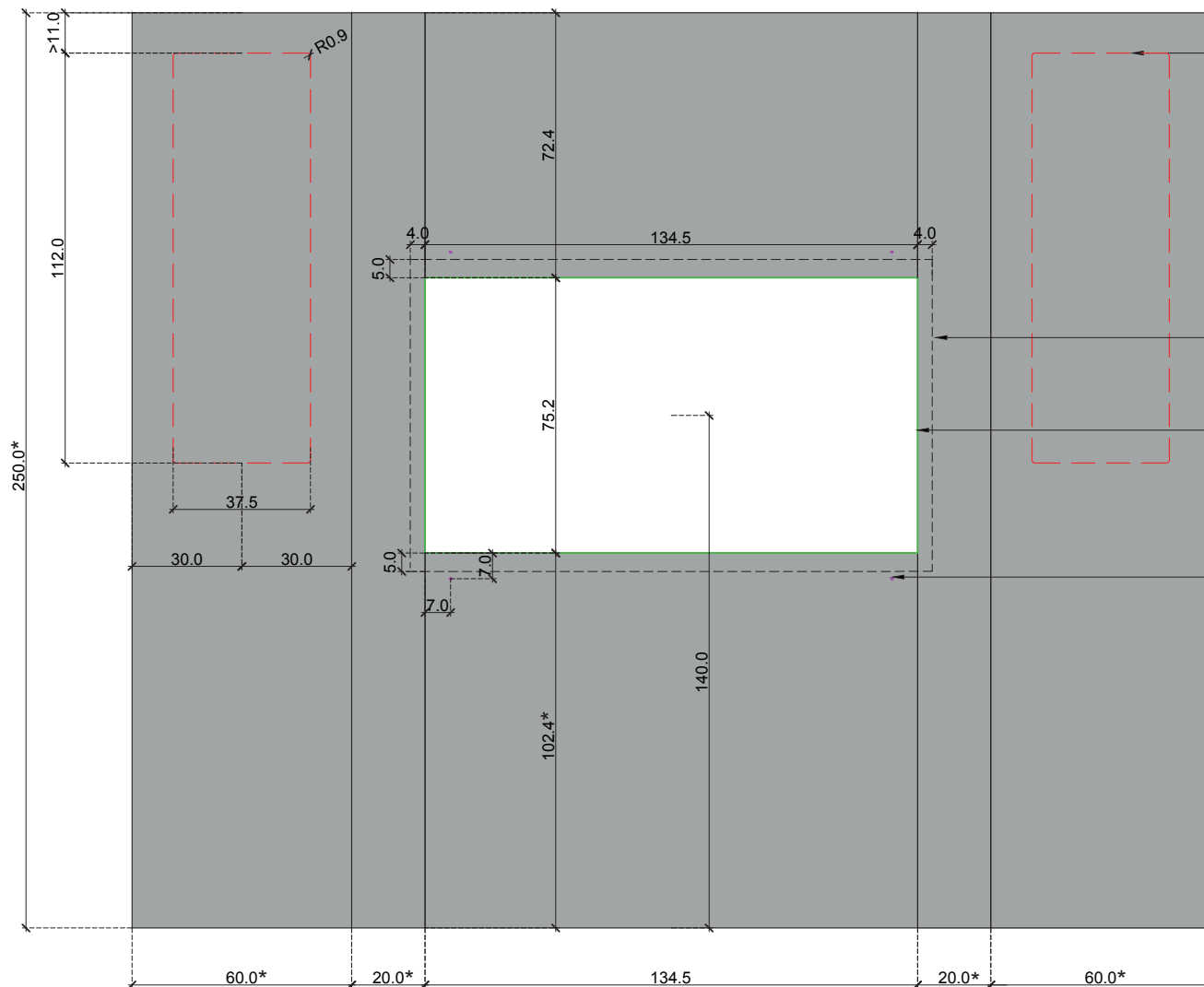
Discover the endless customization possibilities with Alchimia.

STANDARD 01



COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT + DISPLAY ELEMENT
 ELITE SOUND 65" MATTE/GLOSSY



PORZIONE SABBIATA
milled area

TV 65" RETROSTANTE
rear TV 65"

BORDO CERAMICA
CON JOLLY A 45
ceramic 45 cut edge

FORI DIAM. 4 MM PER
SENSORI
diam. 4 mm holes for sensors

TV DIMENSIONS:
144,5x83,2x5,7

CERAMIC OVERLAP:
5 cm upper/lower
4 cm lateral

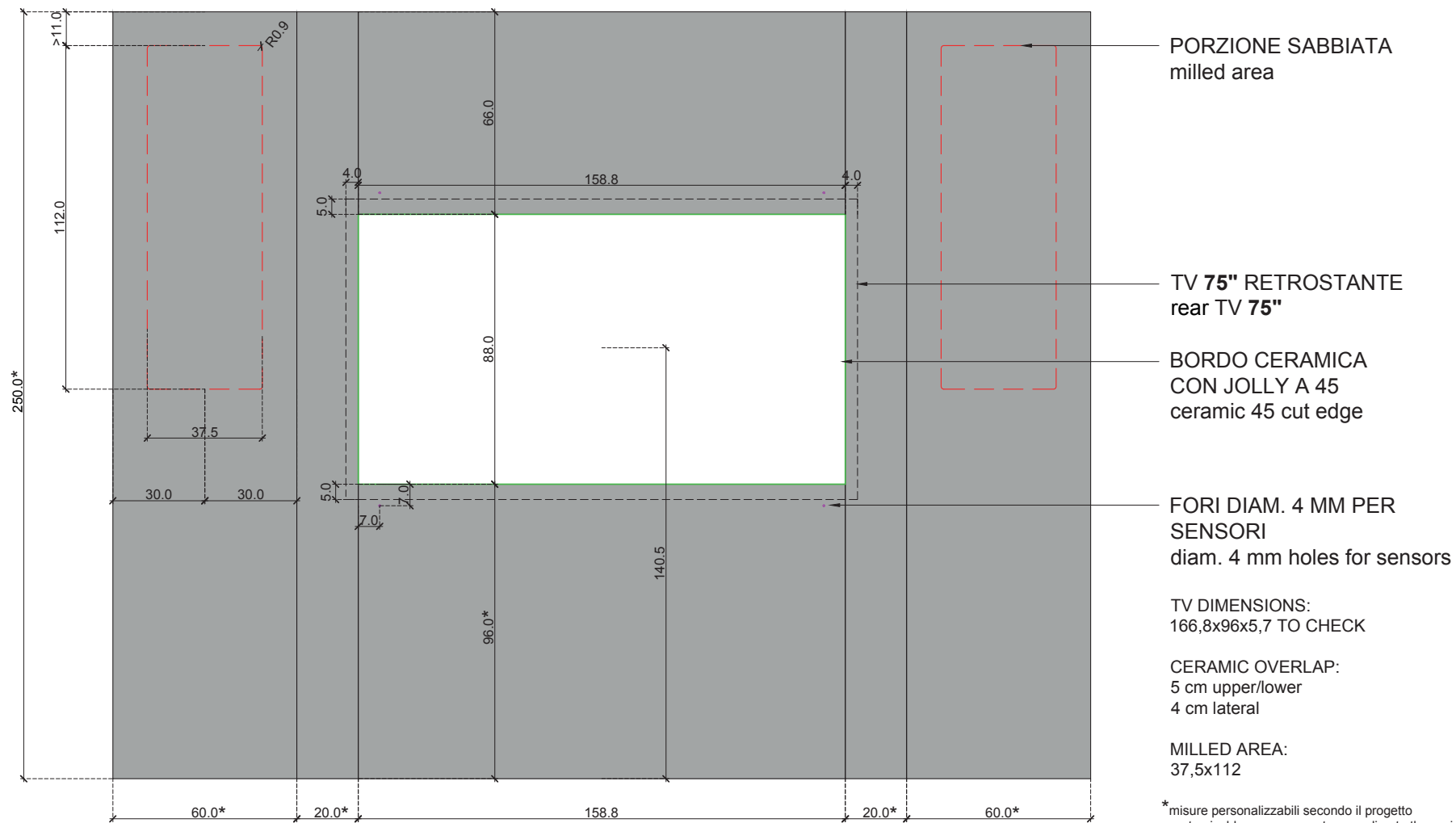
MILLED AREA:
37,5x112

* misure personalizzabili secondo il progetto
customizable measurements according to the project

ESEMPIO DI COMPOSIZIONE CON ELITE SOUND E TV 65"
Example of a setup featuring Elite Sound and a 65-inch TV.

COMPOSTO DA / COMPOSED OF:

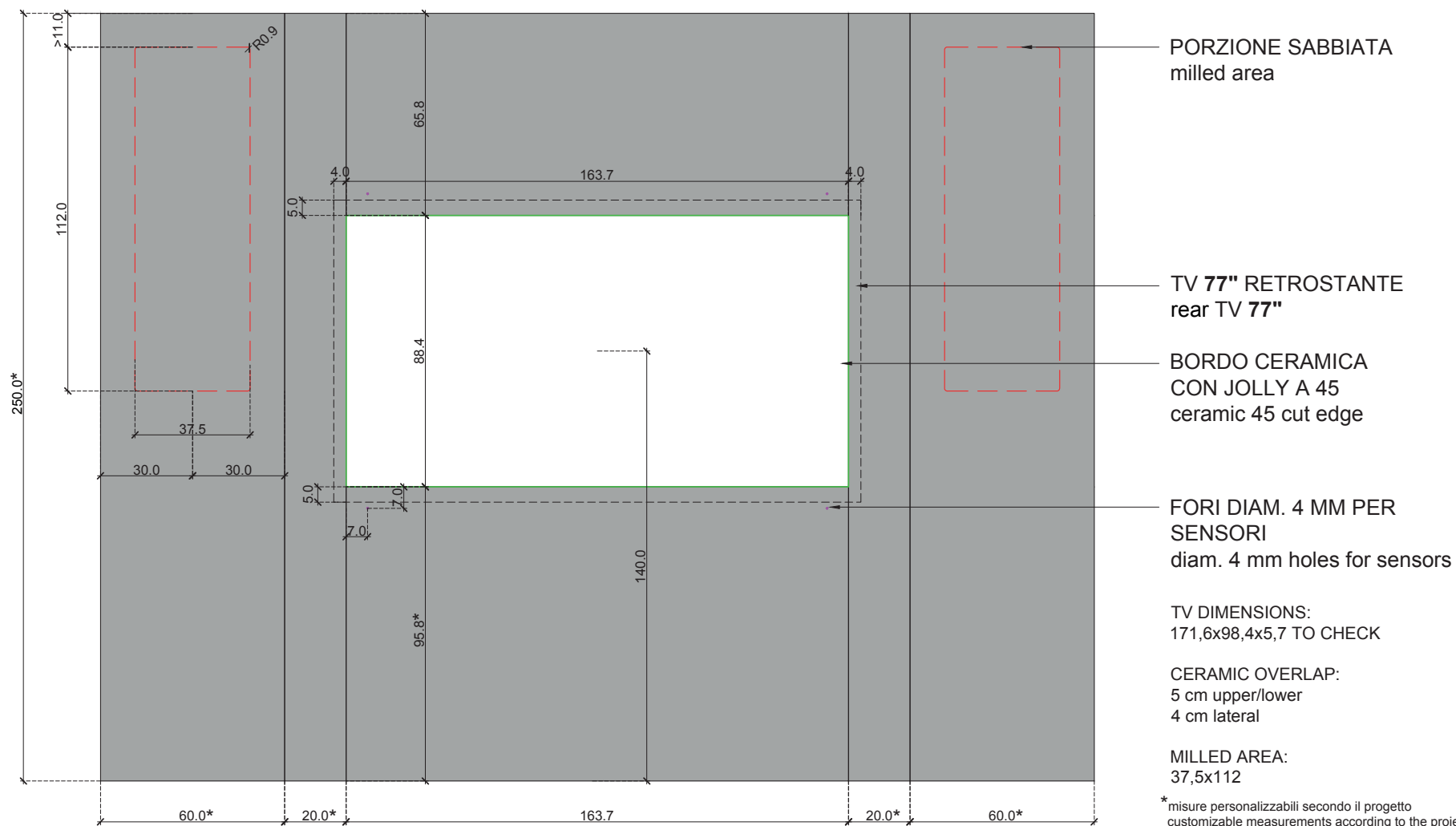
SOUND ELEMENT + DISPLAY ELEMENT
ELITE SOUND 75" GLOSSY



ESEMPIO DI COMPOSIZIONE CON ELITE SOUND E TV 75"
Example of a setup featuring Elite Sound and a 75-inch TV.

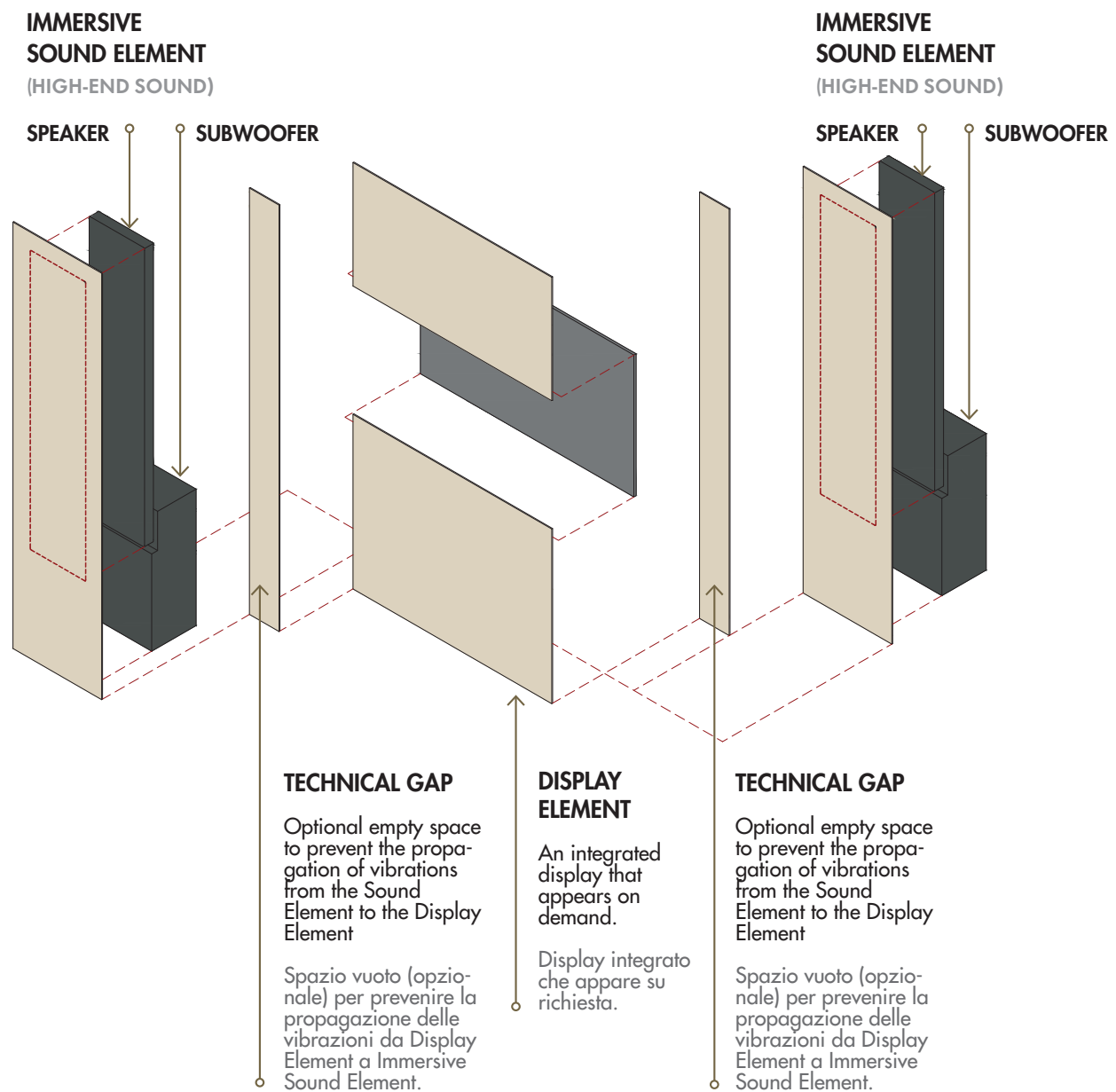
COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT + DISPLAY ELEMENT
ELITE SOUND 77" MATTE



ESEMPIO DI COMPOSIZIONE CON ELITE SOUND E TV 77"
Example of a setup featuring Elite Sound and a 77-inch TV.

STANDARD 02

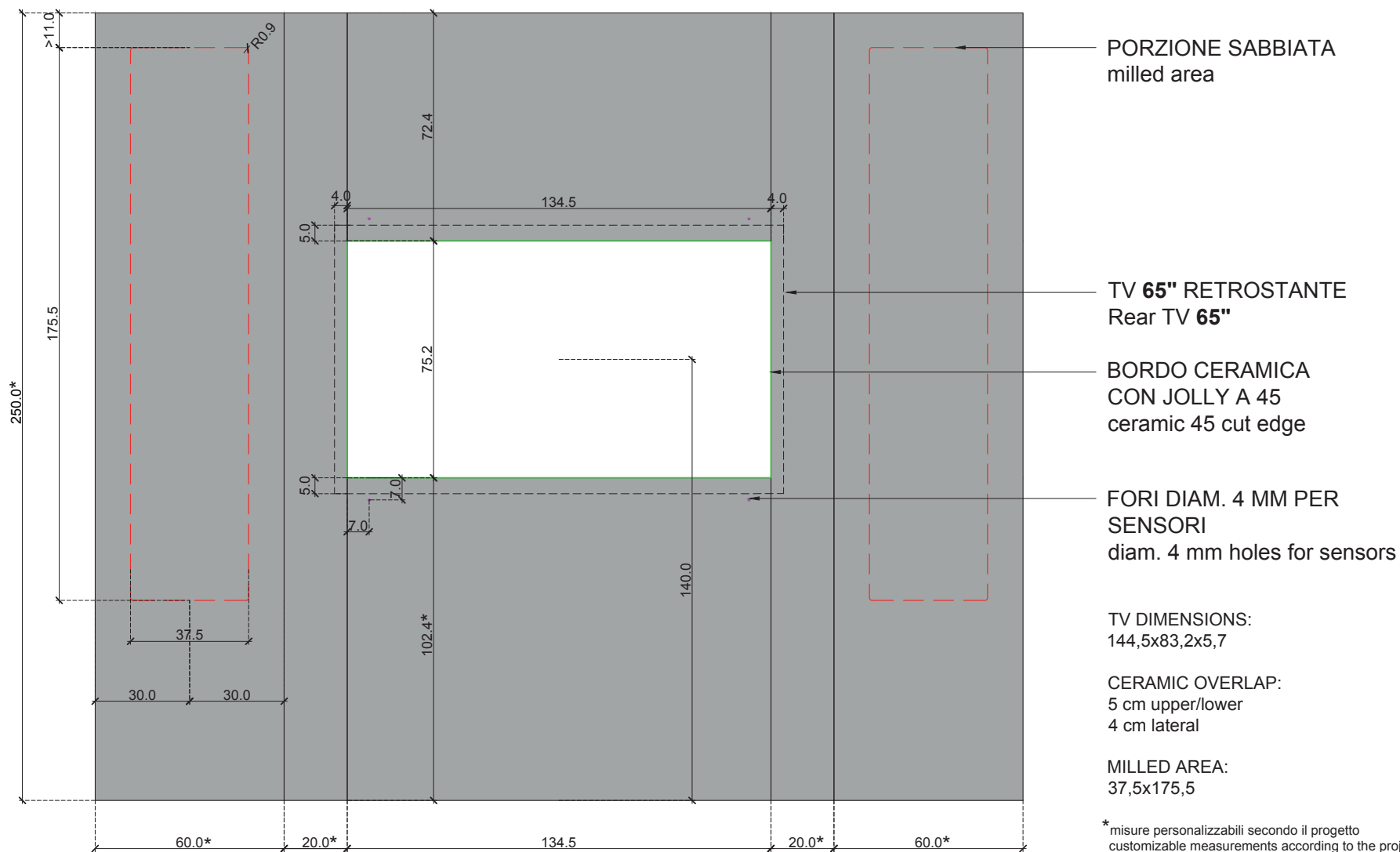


COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
HIGH-END SOUND



DISPLAY ELEMENT
65" MATTE/GLOSSY



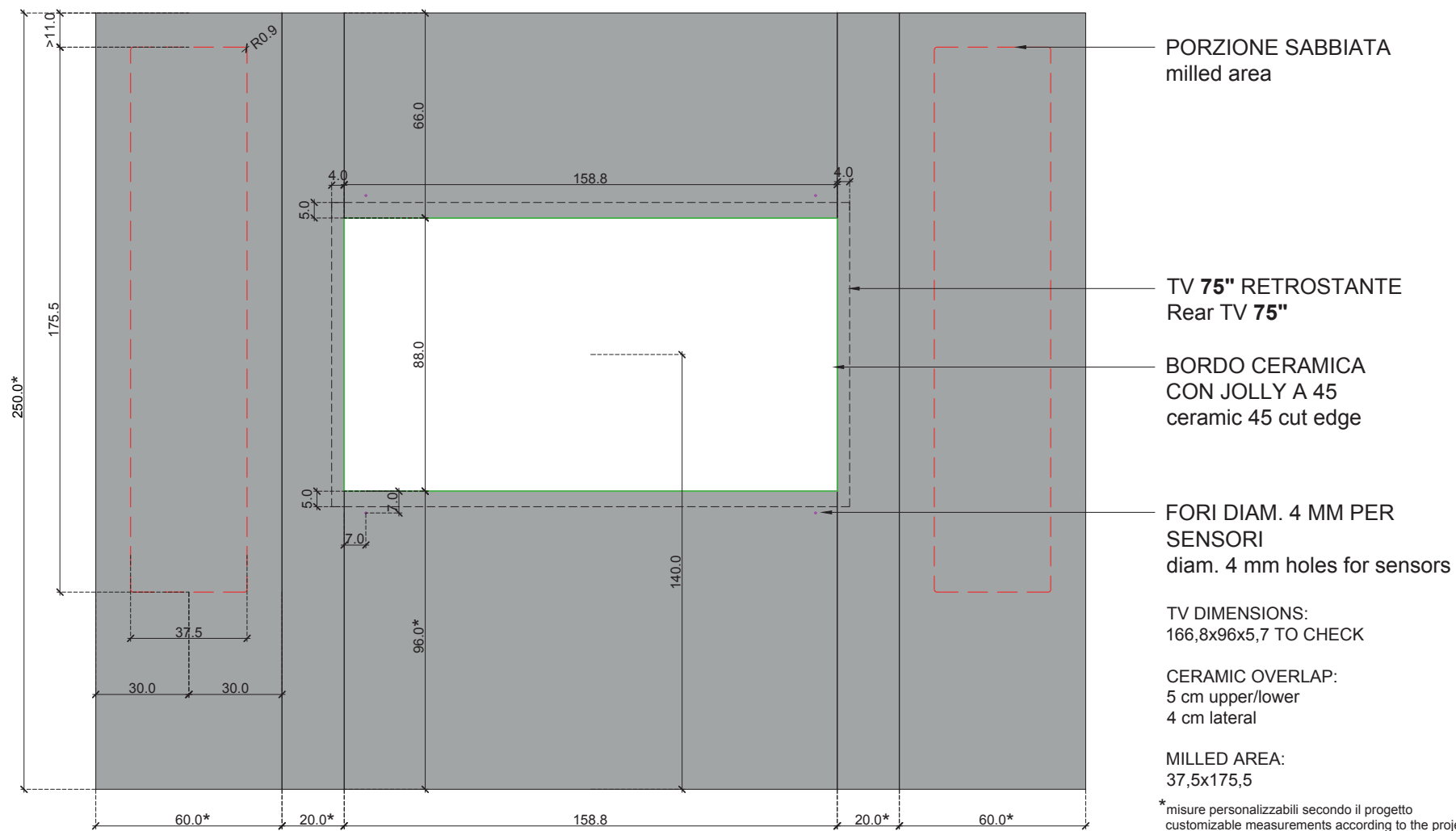
ESEMPIO DI COMPOSIZIONE CON HIGH-END SOUND E TV 65"
Example of a setup featuring High-end Sound and a 65-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
HIGH-END SOUND



DISPLAY ELEMENT
75" GLOSSY



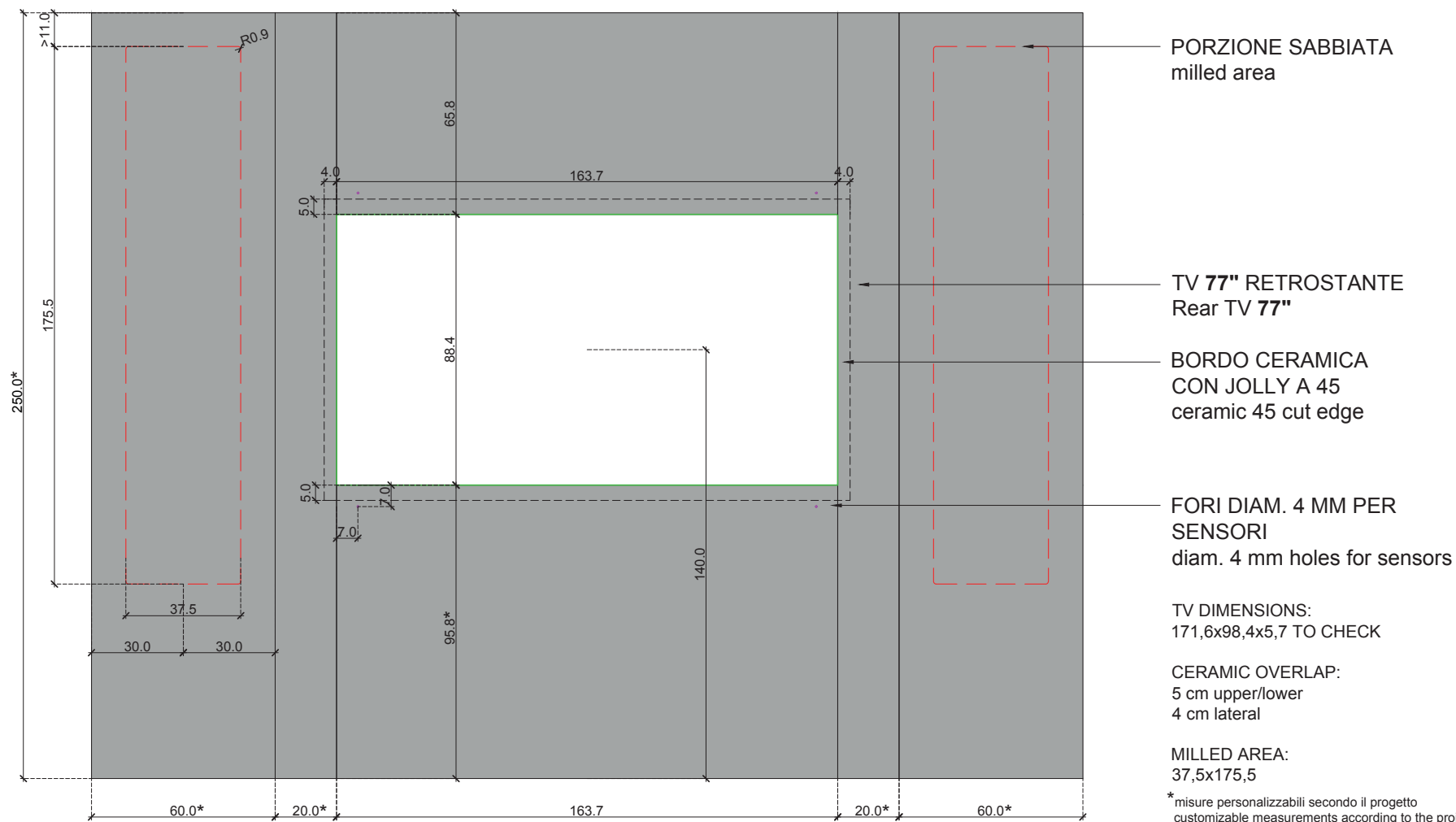
ESEMPIO DI COMPOSIZIONE CON HIGH-END SOUND E TV 75"
Example of a setup featuring High-end Sound and a 75-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
HIGH-END SOUND

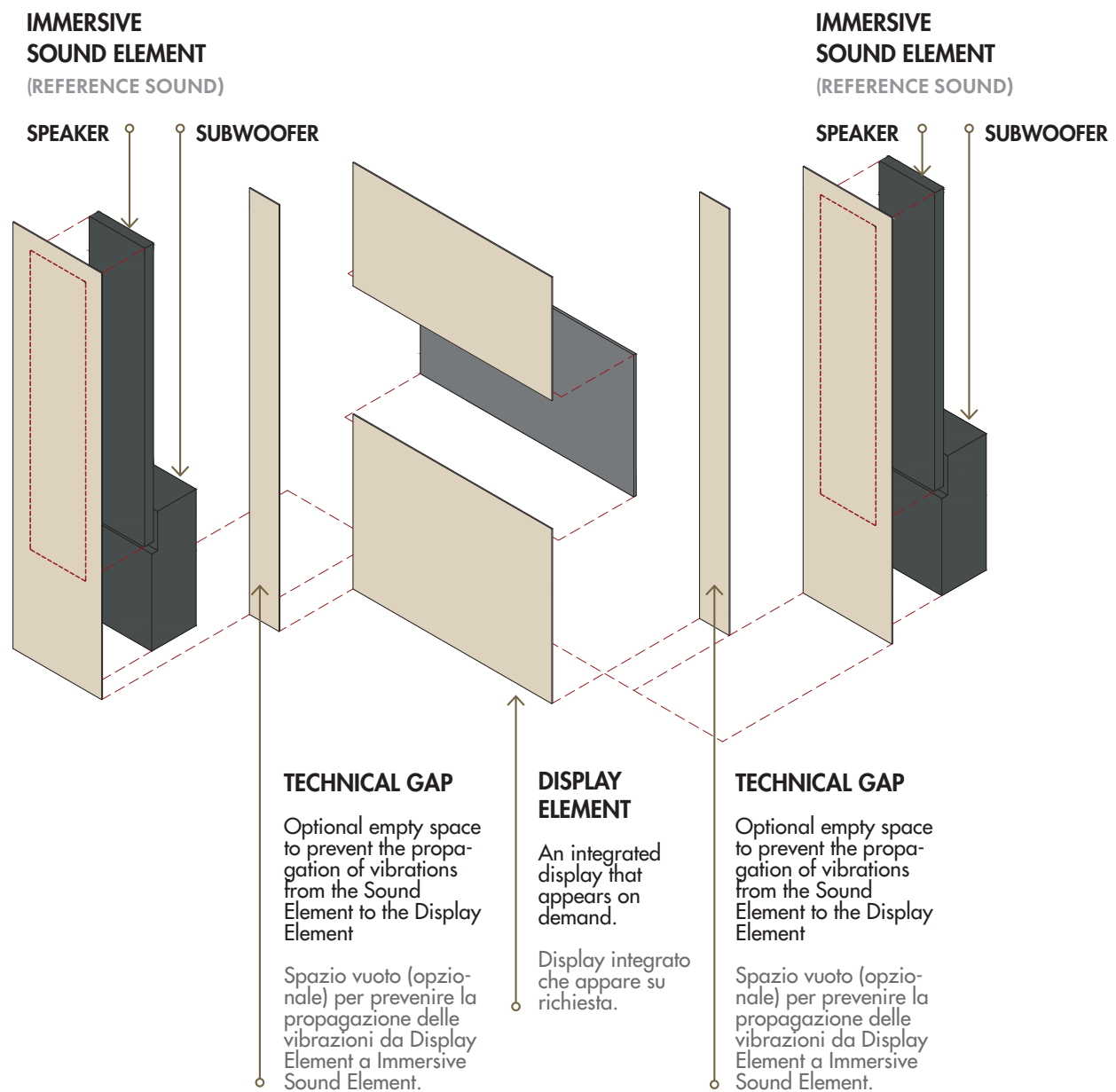


DISPLAY ELEMENT
77" MATTE



ESEMPIO DI COMPOSIZIONE CON HIGH-END SOUND E TV 77"
Example of a setup featuring High-enda Sound and a 77-inch TV.

STANDARD 03

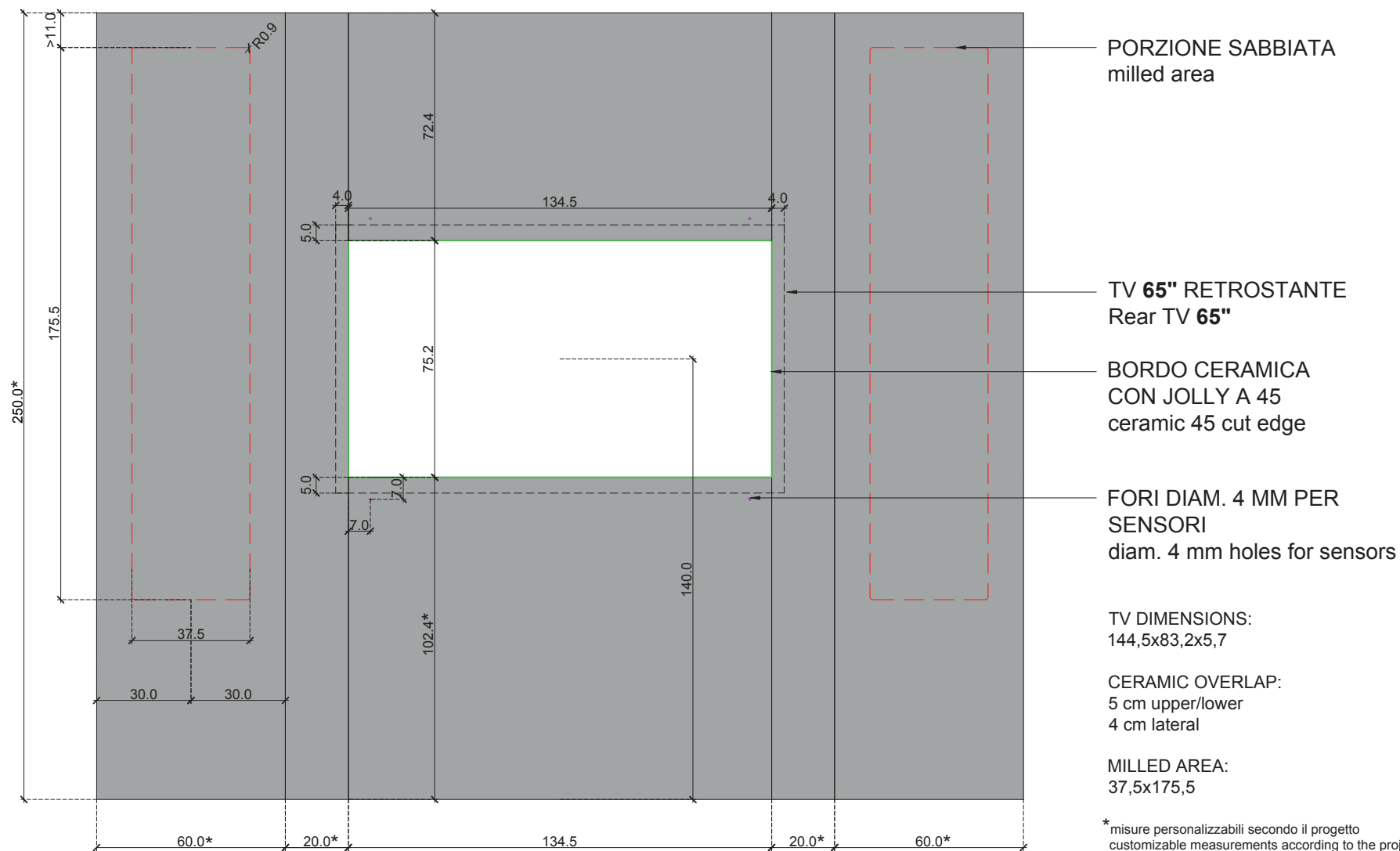


COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
REFERENCE SOUND

+

DISPLAY ELEMENT
65" MATTE/GLOSSY



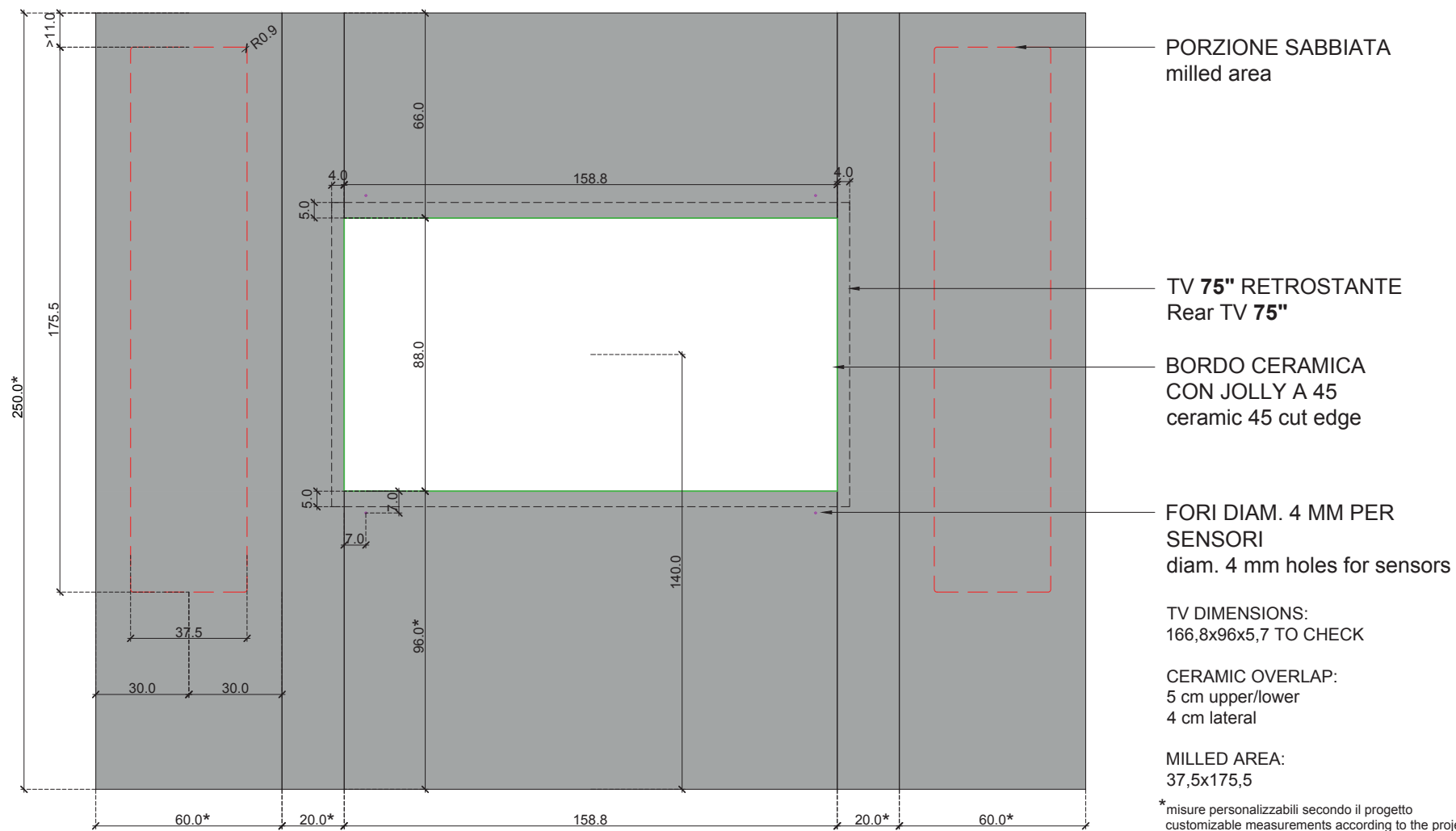
ESEMPIO DI COMPOSIZIONE CON REFERENCE SOUND E TV 65"
Example of a setup featuring Reference Sound and a 65-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
REFERENCE SOUND



DISPLAY ELEMENT
75" GLOSSY



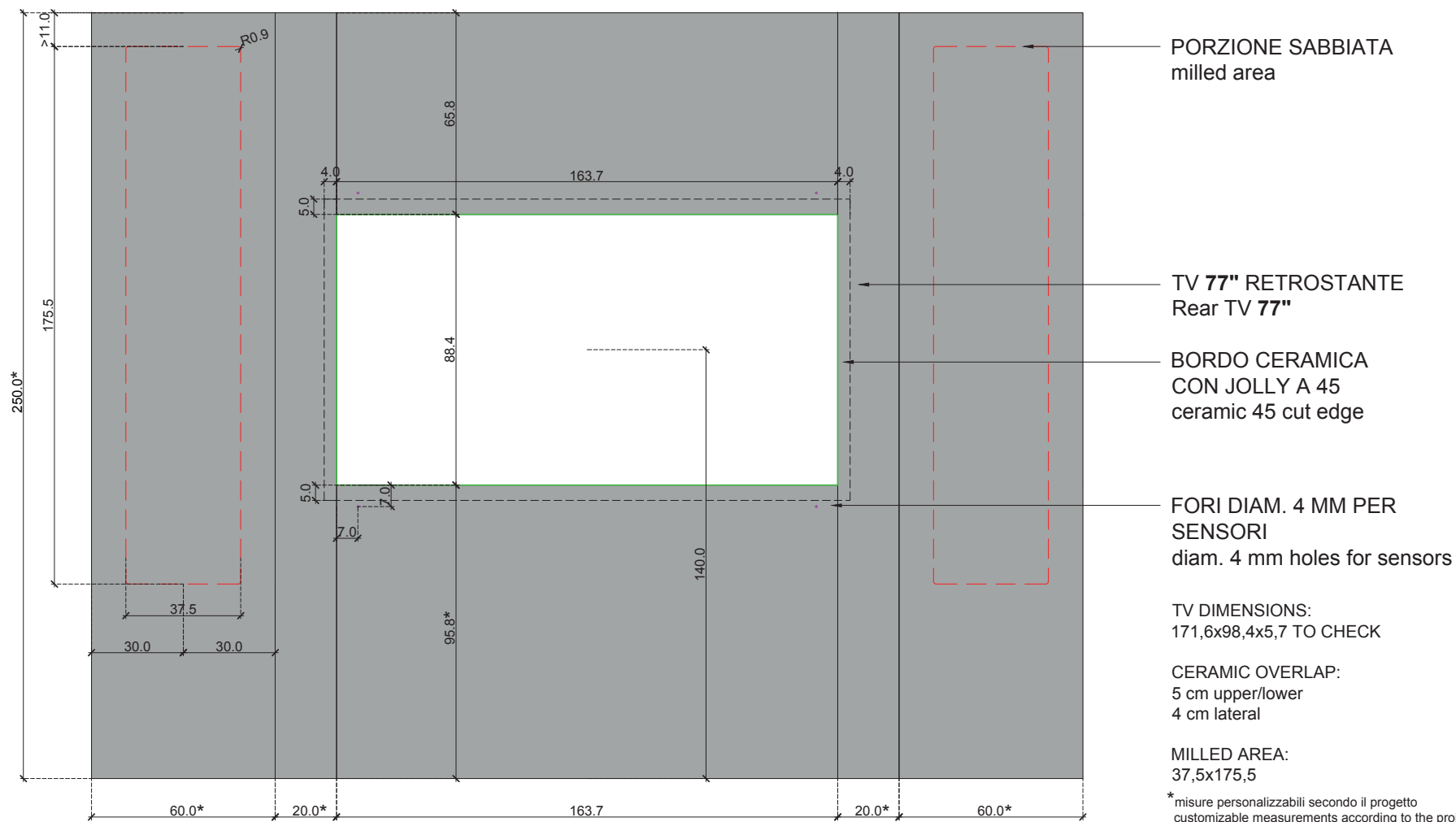
ESEMPIO DI COMPOSIZIONE CON REFERENCE SOUND E TV 75"
Example of a setup featuring Reference Sound and a 75-inch TV.

COMPOSTO DA / COMPOSED OF:

SOUND ELEMENT
REFERENCE SOUND

+

DISPLAY ELEMENT
77" MATTE



ESEMPIO DI COMPOSIZIONE CON REFERENCE SOUND E TV 77"
Example of a setup featuring Reference Sound and a 77-inch TV.

MATERIALI COMPATIBILI, TESTATI AD OGGI
MATERIALS COMPATIBLE WITH THE TECHNOLOGY TESTED SO FAR

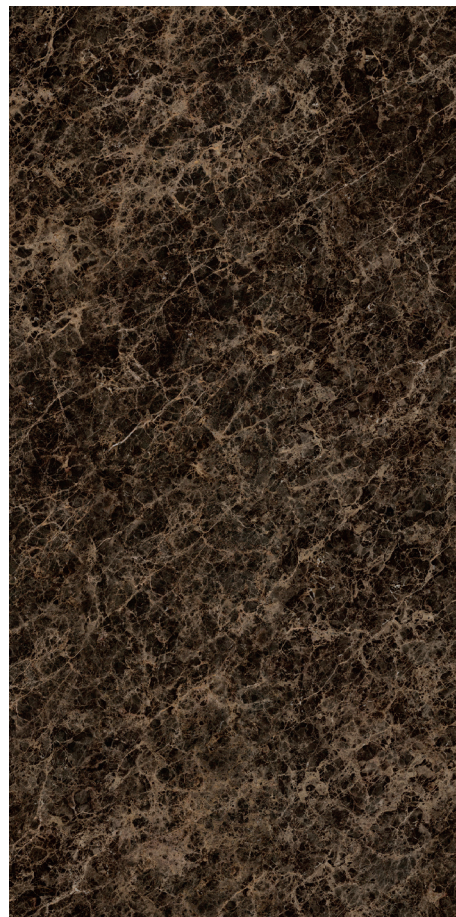
Alchimia&Iris Ceramica Group



Blue Tempest



Amazonite



Dark Emperador

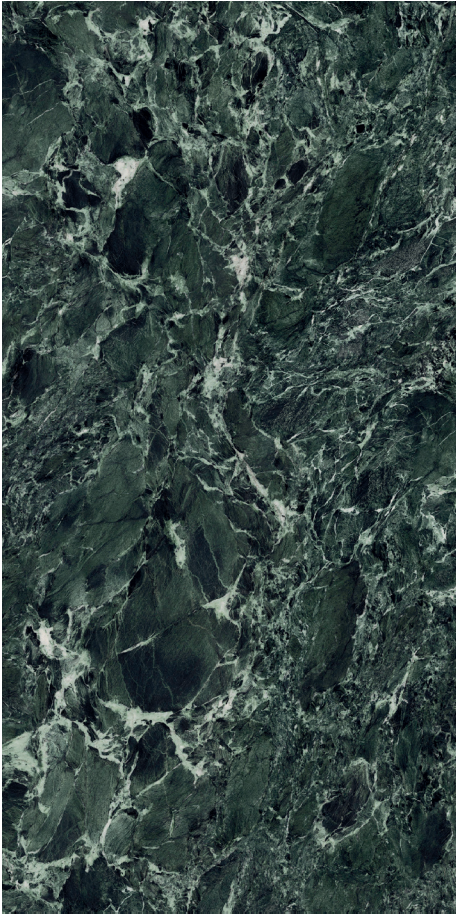


Onice Rosa

6 mm spessore / thickness

MATERIALI COMPATIBILI, TESTATI AD OGGI
MATERIALS COMPATIBLE WITH THE TECHNOLOGY TESTED SO FAR

Alchimia&Iris Ceramica Group



Verde ST. Denis



Tropical Black



Arabescato Orobico

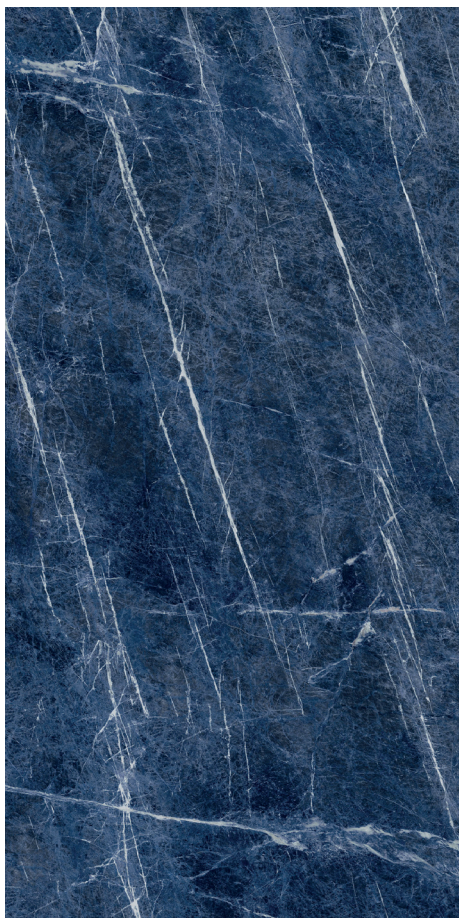


Nero Marquinia

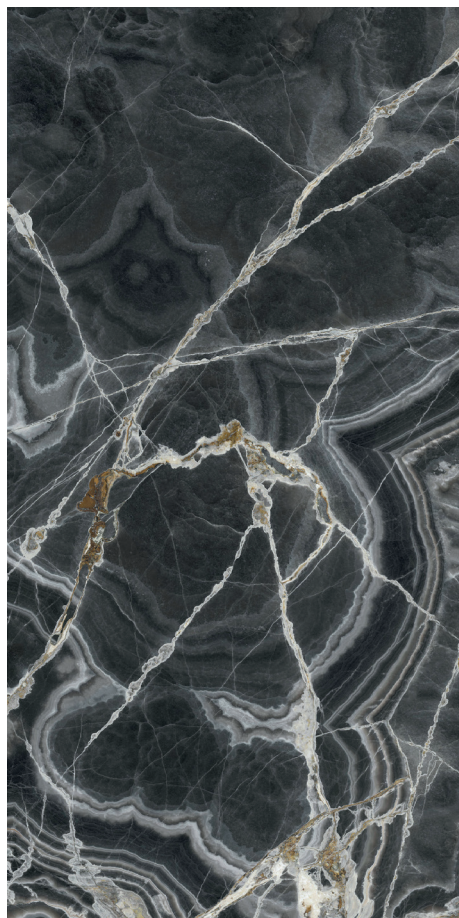
6 mm spessore / thickness

MATERIALI COMPATIBILI, TESTATI AD OGGI
MATERIALS COMPATIBLE WITH THE TECHNOLOGY TESTED SO FAR

Alchimia&Iris Ceramica Group



Sodalite Blu



Onice Nero



Breccia Phoenix



Port Laurent

6 mm spessore / thickness

DISPLAY ELEMENT		4K resolution Display
	55"	4K resolution and Alchimia Ai Package and ceramics included
	65"	4K resolution and Alchimia Ai Package and ceramics included
	75"	4K resolution and Alchimia Ai Package and ceramics included
	77"	4K resolution and Alchimia Ai Package and ceramics included
	85"	4K resolution and Alchimia Ai Package and ceramics included
	98"	4K resolution and Alchimia Ai Package and ceramics included
SOUND ELEMENT		Description
	TV SOUND	Flat speaker element, Alchimia Flat Speaker and Amp Centered under Display included
	ELITE SOUND	2.1 Alchimia Any Surface SMALL Flat Speaker, 2x Sub 12", Alchimia Amps included (not available in US)
	HIGH-END SOUND	2.2 Alchimia Any Surface Medium Flat Speaker, 2x Sub 12" Alchimia Amps included (not available in US)
	REFERENCE SOUND STEINWAY LYNGDORF EDITION	2.2 Alchimia Any Surface XL Flat Speaker, 2x Sub 12" Lyngdorf-MP40 2.1 and MXA-8400 8 Ch Amps included

CONFIGURATION	55” matte/glossy	65” matte/glossy	75” glossy	77” matte	85 “ glossy	98 “ glossy
DISPLAY ONLY	50.000 €	55.000 €	60.000 €	60.000 €	70.000 €	80.000 €
TV SOUND	57.500 €	62.500 €	67.500 €	67.500 €	77.500 €	87.500 €
ELITE SOUND	124.500 €	129.500 €	134.500 €	134.500 €	144.500 €	154.500 €
HIGH-END SOUND	134.500 €	139.500 €	144.500 €	144.500 €	154.500 €	164.500 €
REFERENCE SOUND	144.500 €	149.500 €	154.500 €	154.500 €	164.500 €	174.500 €

CERAMIC OVERLAP	upper/lower	lateral
55”	5 cm	4 cm
65”	5 cm	4 cm
75”	5 cm	4 cm
77”	5 cm	4 cm
85”	5 cm	4 cm
98”	5 cm	4 cm

SOUND MEMBRANE	dimensions	milled area	wooden panel hole
TV SOUND	X	X	X
ELITE SOUND	39,5 x 114 x 6,4 cm	37,5 x 112 cm rounded corners r= 9 mm	37,5 x 112 cm
HIGH-END SOUND	39,5 x 178,5 x 6,4 cm	37,5 x 175,5 cm rounded corners r= 9 mm	37,5 x 175,5 cm
REFERENCE SOUND	39,5 x 178,5 x 6,4 cm	37,5 x 175,5 cm rounded corners r= 9 mm	37,5 x 175,5 cm

REQUIRED WALL DEPTH	dimensions
TV SOUND	15/25 cm
ELITE SOUND	40 cm
HIGH-END SOUND	40 cm
REFERENCE SOUND	40 cm