

REGULATIONS Marmomac Best Communicator Award 2026

1. Purpose of the Award

The Marmomac Best Communicator Awards were established to recognize and celebrate companies and personalities that have demonstrated outstanding effectiveness, innovation and creativity in communicating the world of natural stone across its artistic, architectural, cultural and technological dimensions.

2. Jury

The winners will be selected by an expert jury composed of representatives from the exhibition, publishing, academic and media sectors:

- **Maddalena Padovani** – *Interni*
- **Silvia Nani** – *Corriere della Sera*
- **Ilenia Carlesimo** – *la Repubblica*
- **Aurelio Chinellato** – Architect and Exhibition Design Lecturer, IUSVE
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3. Award Sections

The Marmomac Best Communicator Awards are divided into the following sections:

a) Stone Gamechangers

Three outstanding personalities will be honoured in the following categories:

- **Artists**
- **Architects & Designers**

The Award recognizes those who, during the 2025–2026 period, have distinguished themselves through projects, initiatives or communication activities that have successfully promoted natural stone to a broad and diverse audience, enhancing its cultural value and significance.

b) Exhibitors

Three Marmomac 2026 exhibitors will be awarded in the following categories:

- **Vision** – for creative and visionary exhibition concepts capable of generating new narratives around natural stone.
- **Natural Stone** – for excellence in communicating the quality, authenticity and aesthetic potential of natural stone.
- **Technology** – for innovation in manufacturing processes, applications and technological solutions.

The Awards will be presented to the exhibitors that have most effectively communicated their project, product or business through the design and experience of their exhibition stand.

c) Special Mentions

The jury may also assign the following Special Mentions:

- **Mentorship** – awarded collectively by the jury.
- **Graphic & Visual Design** – awarded by Professor Aurelio Chinellato together with the students of the Exhibition Design programme at IUSVE to the stand or project that demonstrates excellence in visual communication, graphic design and overall composition.

4. Evaluation Criteria

The jury will assess projects and exhibition stands according to the following criteria:

- **Quality of visual storytelling** – the ability of the space or project to deliver a strong and immediate communication message.
- **Clarity and accessibility** – the ability to communicate effectively through clear, inclusive and easily understandable language.
- **Innovation and originality** – the use of original, creative and unconventional communication or exhibition solutions.
- **Narrative consistency** – the ability to express a clear and distinctive concept aligned with the values and identity of the brand or project.
- **Sustainability** – attention to environmental impact and the communication of social and environmental responsibility.
- **Audience engagement** – for the **Exhibitors** section, the ability to create meaningful interaction with visitors; for **Stone Gamechangers**, the ability to reach a broad and international audience.

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5. Selection Process

Stone Gamechangers

The international personalities selected by Veronafiery will be evaluated by the jury on the basis of the submitted documentation and supporting materials, as well as the cultural relevance and media impact of their projects and initiatives.

Exhibitors

No application is required. All Marmomac exhibitors are automatically eligible for the Award.

During the first day of the exhibition, a commission coordinated by a member of the jury will visit the exhibition halls and select a shortlist of **15 exhibition stands (five per category)**. The official jury will then determine the winners.

Special Mentions

The Special Mentions will be assigned according to criteria established respectively by the jury and by the IUSVE academic working group.

6. Award Ceremony

The winners will be announced and honoured during the official **Marmomac Best Communicator Awards 2026 Ceremony**, which will take place on **Thursday, 24 September 2026, at 2:30 pm** at The Bedrock **Forum, Hall 10**, Veronafiery.