



MAREA BY ELENA SALMISTRARO WINS THE MARMOMAC ICON AWARD

September 2018 - **Marea by Elena Salmistraro**, one of the works featured in the Liquid, Solid, Stone exhibition housed in The Italian Stone Theatre, was unanimously elected winner of the 3rd edition of the **Icon Award**. Marea, produced by Vicentina Marmi with Donatoni Macchine and Arabescato Orobico material by Cave Gamba, will consequently become **the icon for the Marmomac 2019 communication campaign**.

The jury - comprising **Cristiano Seganfredo**, innovator and creative entrepreneur, the director of Progetto Marzotto, **Chiara Alessi**, essayist and curator of the Triennial Design Museum 2018, and photographer **Veronica Gaido** - acknowledged in this project the perfect essence between Italian creativity and know-how in communicating the beauty and versatility of natural stone alongside the craftsmanship and industrial skills Italian companies.

This is the motivation expressed by the jury: "**Marea**" by Elena Salmistraro courageously and skilfully interprets marble in a complex context such as baths and sinks to achieve a powerful, iconic and mature design.

The compositional tableau of the set defines an aesthetically complex image capable of evoking in parallel: classical reflections, post-modern accents, contemporary languages and primitive figurative elements. The designer deserves unanimous reward for the by now consolidated stage setting, backed up by the extraordinary work of Donatoni Macchine and the formal vision that the Vicentina Marmi company masterfully adapted to the material Arabescato Orobico by Cave Gamba.

The refinement of such formal intervention, together with knowledgeable technical support and solid corporate assistance undoubtedly turn "Marea" into the icon of this edition of Marmomac and the triptych best suited to interpreting the official image of the trade fair.

Marea is a kind of painting on a book-matched slab of marble, a huge moon influencing the motion of the seas, modifying their level and shape. A contemporary and geometric re-interpretation, with a post-modern character, of these natural phenomena, highlights profiles and shapes that are in turn reflected to resemble a face and its expressions. The shapes generated by the act of artistic creation are isolated, simplified and embedded in a composition that creates a bath and a sink.

The decision to retain the simple, almost rigid shapes in contrast with the characteristic stripes of Arabescato Orobico should be understood as a gesture of attention towards the vital and enchanting complexity and richness of colours, since even a single imperceptible mistake caused by possible formal excess, would certainly have risked creating confusion by hiding reliefs and decorations, which in this case play a leading role.

For more information:

ZED_COMM

Silvia Boccardi

Tel.: +39 045 8036334

Mobile: +39 327 2236481

silvia@zedcomm.it

Veronafiere Press Service

Tel.: + 39.045.829.83.50 – 82.10 – 82.42

E-mail: pressoffice@veronafiere.it

Web: www.veronafiere.it



Show scheduled from tomorrow until 1 February

LAS VEGAS: NATURAL STONE BUSINESS GROWING WITH STONEXPO/MARMOMAC

Veronafiere opens its calendar of exhibitions abroad with the stone industry with TISE in the United States. Companies from Italy, Portugal, Turkey, India and Canada are taking part in the event

Verona 29 January 2018 - More companies and exhibition area up by 25%. Stonexpo/Marmomac - the US natural stone show - opens tomorrow in Las Vegas with the Marmomac Pavilion, the group show organized by Veronafiere boasting an even larger area up from 750 square metres sold to 1000 square metres.

Despite fluctuating market trends over the last year, the United States is still one of the main outlet markets for the stone industry - and thirty international companies (five more than last year) from Italy, Portugal, Turkey, India and Canada will be accompanied by Marmomac in Las Vegas to promote their products in North America.

Veronafiere's calendar of overseas trade fairs opens in the United States with Stonexpo Marmomac, within the scope of TISE - The International Surface Event, the event in Las Vegas that brings together three shows with products, services and professional training focusing on natural stone, flooring and surfaces.

The show opens tomorrow until 1 February and is the outcome of partnership between Informa Exhibitions and VeronaFiere, continuing its involvement in the StonExpo/Marmomac project launched in 2008. This is the most important North American exhibition dedicated to the natural stone sector which, alongside Surfaces and TileExpo, gave life in 2014 to TISE - The International Surface Event, which quickly became a landmark event in the USA for designers and the construction world.

This edition of the US event also sees Veronafiere organize the "Designing with Natural Stone" training day for architects in the Marmomac Pavilion group show area.

The previous edition of TISE closed with visitors up by around 6%, with operators mainly arriving from the United States (65%), China (19%), Canada (5%), Italy (3%) and Japan (3%).

Veronafiere Press Service

Tel. +39 045 829 8242/8223/8350/8210

E-mail: pressoffice@veronafiere.it

Twitter: @pressVRfiere

The 53rd international marble, technology and design exhibition scheduled until September 29th was inaugurated today

Marmomac 2018: natural stone in the forefront of urban redevelopment of cities of the future

Visit tomorrow by Michele Geraci, undersecretary for economic development

Verona, 26 September 2018 - Natural stone must become the key for sustainable urban development and urban re-development. This is what emerged today at Veronafiere during the inauguration of the 53rd edition of Marmomac - the world's leading marble and technology sector event scheduled until Saturday 29 September - in the presence of the President and CEO of Veronafiere, Maurizio Danese and Giovanni Mantovani, the President of the Veneto Region, Luca Zaia, the Mayor of Verona, Federico Sboarina, the President of Confindustria Marmomacchine, Marco De Angelis, the Councillor for Urban Planning of Verona City Council, Ilaria Segala, and Marco dell'Agli, senior architect of the Mario Cucinella studio.

"Stone is a very ancient material," said President Danese, "that today is experiencing a new renaissance that Marmomac itself also interprets by simultaneously promoting two directions of development in the sector: design and technology."

Natural stone and technology brands in Italian marble districts boast 3,300 companies throughout the country with more than 34,000 employees. Turnover comes to 4.2 billion euro, with a balance of trade in the black by 2.8 billion euro.

"Marmomac is a fundamental Italian manufacturing sector," said CEO Mantovani, "yet one that is often relegated to a marginal role compared to other fields. In reality, facts and figures prove the exact opposite. Marmomac has the merit of having revolutionised the once residual or luxury use of natural stone into everyday life and urban contexts."

The objective focuses on redevelopment and promotion, as explained by the President of Confindustria Marmomacchine, De Angelis: "We are implementing a new network to bring companies and players in the sector together in a major project to defend and promote natural stone products, which Veronafiere has already joined. The 'Authentic Natural Stone' initiative will be officially launched on a national scale next year."

The inaugural round table titled 'Regenerating abandoned areas: an opportunity for our cities', during which architect dell'Agli illustrated three urban redevelopment projects in Milan, Aosta and Catania, included reports such as the one by the Governor of the Veneto region, Zaia, who highlighted the pioneering role of the Region as regards law on land consumption, while also announcing that: "The Regional Housing Plan which has already achieved excellent results will be presented again in a reviewed form."

"Sustainability and urban redevelopment are among the objectives of municipal administration," said the Mayor of Verona, Sboarina. Veronafiere is also involved in the recovery of abandoned sites in the local area. The redevelopment of the former fruit and vegetable market is a fine example."

Tomorrow (27 September) Marmomac is scheduled to welcome the visit by Michele Geraci, undersecretary for economic development.

www.marmomac.it

Veronafiere Press Service

Tel.: +39.045.829.82.42 – 82.85 E-mail: pressoffice@veronafiere.it | Twitter: @pressVRfiere | FB: @veronafiere

Veronafiere - 26-29 September 2018

Marmomac 2018: dialogue between water and stone

March 2018 - Water will be the element animating *The Italian Stone Theatre*, the hall dedicated to excellence in the Italian natural stone field scheduled once again in Verona at Marmomac 2018, the international natural stone exhibition 26-29 September 2018.

The most important trade fair in this sector - which last year set yet another attendance record with 1,650 exhibitors (64% international from 56 foreign countries) and 68 thousand operators from 147 countries - presents this new exhibition concept in Hall 1 curated by designer Raffello Galiotto and architect Vincenzo Pavan.

The theme for the 2018 edition is **Wellness & Hospitality**, whereby natural stone materials are involved in the creation of furnishings, products, accessories and architectural elements for hospitality and well-being scenarios. *The main theme* characterising the set-up is water whereby its fluid nature prompts a wealth of aesthetic-perceptive aspects in dialogue with the solidity of natural stone.

The Italian Stone Theatre will host five exhibitions (two for product design, one with an architectural focus, one with an artistic identity and the Ristorante d'Autore (the by-now not to be missed gourmet event during the show), the Forum Area and the bar corner.

These are the scheduled exhibitions:

Liquid, solid: stone: the exhibition seeks to promote new ideas for well-being environments through the creativity of highly talented designers teamed up with companies to give life to prototypes for furniture and accessories for bathrooms, saunas, thermal baths and spas.

Architecture for water: companies will collaborate with prestigious architects to develop projects sharing the theme of cladding of facades and reflective architectural elements in the large liquid spaces of Hall 1.

Brand+Stone: this exhibition involves high-end brands in the world of furniture interested in developing concepts and prototypes for inclusion in their collections thanks to collaboration with companies handling materials, processing and machinery to implement works of design and/or interior design.

Art-Ways: the spaces dedicated to water in the hall will also be enhanced by art itineraries involving works by international artists, with experience in numerical processing of natural stone in collaboration with machinery manufacturers.

Ristorante d'Autore: in adopting the "pavilion" concept, the project implemented by ADI Veneto and Trentino Alto Adige Delegation highlights water as a natural element to celebrate all its different aspects - shape, colour, sound and movement - by interpreting it in a way that helps create the objects furnishing the restaurant and welcome guests with the movement and sensations of a flowing stream.

As a prestige stage-setting in terms of centrality and visibility, *The Italian Stone Theatre* is dedicated to Italian exhibitors keen to try their hands at creating theme-based works in collaboration with international

architects and designers such as Paolo Ulian, Ludovica Roberto Palomba, Craig Copeland, Setsu & Shinobu Ito, Massimo Iosa Ghini, Marco Piva, Kengo Kuma, Patricia Urquiola and Benedetta Tagliabue.

Two sectors are involved: stone processing companies and companies producing machinery and technology - lined up in a single exhibition occasion. All companies are matched with designers and architects who will stimulate relational opportunities and the ability to transform specially designed projects into artefacts and prototypes.

The 2018 edition of Marmomac is once again being developed with the contribution of the **Ministry for Economic Development** and in collaboration with **ICE Trade Agency** and **Confindustria Marmomacchine** in the context of **Special Made in Italy Promotion Plan** that provides finance dedicated to activities focusing on **incoming operators from abroad** (350 last years from 58 countries) as well as the fourth edition of the **International Stone Summit**, the world conference dedicated to natural stone attended by the main international marble associations.

Marmomac is the most important international event dedicated to marble, granite, technologies, design and training. Now in its 53rd edition, it is scheduled in Verona 26-29 September 2018. As a platform for the global promotion of business and culture related to natural stone, Marmomac has always been an innovative workshop presenting culture, trends and innovations to visitors through exhibitions, projects and experiments developed by companies in collaboration with internationally renowned architects and designers. Marmomac is also synonymous with training thanks to its Lectio Magistralis programme, conventions and seminars organized in the Exhibition Centre, in addition to initiatives focusing on incoming international operators to promote research and academic-professional knowledge of stone architecture. The breadth and scope of the trade sector represented, from products through to technologies and design, and the international status of the event – that goes far beyond the annual show as such thanks to promotional activities in major target countries to highlight a strategic field of Made in Italy even for other industrial sectors - together with university training, are the reasons why Marmomac has become the landmark international event for the entire natural stone industry.

For more information:
ZED_COMM
Silvia Boccardi
Tel.: +39 045 8036334
Mobile: +39 327 2236481
silvia@zedcomm.it

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Tel.: + 39.045.829.83.50 – 82.10 – 82.42
E-mail: pressoffice@veronafiere.it
Web: www.veronafiere.it

The 53rd international natural stone, technology and design exhibition is scheduled 26-29 September

VERONAFIERE: ITALIAN NATURAL STONE IN THE FOREFRONT AT MARMOMAC 2018. SECTOR WORTH 4.2 BILLION EUROS.

EXHIBITION CENTRE SOLD-OUT: MORE THAN 1600 EXHIBITORS - TWO-THIRDS FROM ABROAD – OCCUPYING AN AREA OF MORE THAN 80,000 SQ.M.

Verona, 24 September 2018. Worldwide trade in this sector comes to 18 billion euros, 4.2 of which generated in Italy. Opening on Wednesday 26 September, during the 53rd edition of Marmomac (Veronafiere, 26-29 September) was presented at VeronaFiere today by President Maurizio Danese, Director General, Giovanni Mantovani and Mayor Federico Sboarina. It is one of the trade fairs with the highest level of internationality on a global scale.

And this record is confirmed by facts and figures for this show dedicated to natural stone (both unhewn and finished) and the world's most important technology and machinery industry: more than 1,600 exhibiting companies - 62% of which international from over 55 countries in attendance - with over 67,000 visitors expected from more than 140 countries. As a worldwide landmark platform for promotion, this event in Verona is also an opportunity to highlight Italian brands and natural stone districts, making up a national sector worth €4.2 billion, including technology. The sector boasts 3,300 companies (with more than 34,000 employees) with a major vocation for exports, since over three-quarters of turnover is generated on international markets.

*"Marmomac is reflects an increasingly global sector, as witnessed by the internationality of attendance by exhibition and operators alike," said **Maurizio Danese, President of Veronafiere**, during the press conference. For this reason we have intensified incoming initiatives and collaboration with MISE (Ministry for Economic Development) and ICE-Italian Trade Agency and Confindustria Marmomacchine with more than 200 top buyers, architects and designers selected through the Special Made in Italy Promotion Plan expected in Verona - alongside thousands and thousands of other specialist operators - to attend b2b theme meetings, technical training courses and visits to local companies."*

*"Natural stone, and the technology and machinery industry associated with it, is synonymous with quality and Italy is the acknowledged leader in this context," added **Giovanni Mantovani, Director General of Veronafiere**. This is demonstrated by the fact that the value of our finished products per square metre is more than double that of the world average for exports. This aspect sees Italy rank second in the world in natural stone sales with a balance of trade in the black by 2.8 billion euros, including technologies where Italy is the undisputed leader. The processed products sector, which is often affected by geopolitical situations, includes among its main customers the United States, Germany, Switzerland, United Kingdom, France, as well as the United Arab Emirates and China."*

The **Mayor of Verona, Federico Sboarina**, said: *"Marmomac confirms its strong bond with our local area. This show in particular and Veronafiere in general ensure socio-economic benefits that every year generate impressive financial figures - estimated at more than 1 billion euro of which 150 million generated by Marmomac - as well as promoting the image of the city, the province of Verona and its entrepreneurial activities."*

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Veronafiere Press Service

Tel.: +39.045.829.82.42 – 82.10 E-mail: pressoffice@veronafiere.it Twitter: @pressVRfiere

53rd edition closed today at Veronafiere after four days

MARMOMAC: GROWTH FOR INTERNATIONALITY AND QUALITY OF BUYERS

Verona, 29 September 2018 - Growth in attendance for operators from the United States, China, India and Russia; attendance from European countries was stable, with Germany and Spain again in the top spot, while new opportunities are opening up in Africa and East Asia. The 53rd edition of Marmomac closed today at Veronafiere after confirming its status as the barometer for the world market in the stone industry and related processing technologies as well as the heart of global trade in the sector.

The role of Marmomac as a leading business platform is strengthened year after year thanks to an ever-increasing internationality. More than 60% of the 1,600 exhibiting companies were international. And out of 68,000 visitors arriving in Verona over the four days, 62% were international, compared to a 60% share posted in 2017. A new record was also set as regards the number of countries represented - up to 150 from 147 at the previous edition. Even countries sending business delegations involving top buyers and architects also increased, from 55 in 2017 to 65 this year.

These facts and figures multiply opportunities to sign business contracts and explore new outlets for products. The results for b2b meetings at Marmomac generate a snapshot of the sector dominated by Made in Italy as regards added value, for processed materials and technologies alike. The reference markets indicated by Italian companies are still North America, China, India and Russia, although this year growing interest was also noted in terms of contacts with specialist operators from Japan, South Korea, Vietnam, Malaysia and Indochina. Within Europe, the stone trade is stable, while the business with Arab countries in the Middle East, Israel, South Africa, Brazil and Mexico has strengthened.

As regards international exhibitors, exhibitors from Iran reported sold out for their unhewn and semi-finished blocks on display, taken in particular by Italian and German buyers. Companies in the Balkans area and Turkey were satisfied (overall attendance up by 20%), the latter present in strength despite the crisis affecting the Turkish Lira.

*"This edition of Marmomac," said **Maurizio Danese, President of Veronafiere**, "once again achieved its objective of providing the world's natural stone supply chain with the most effective tool for its development. This is also thanks to the skills of such a leading international exhibition centre as VeronaFiere in promoting a manufacturing sector through creativity, culture and innovation. And in this context, collaboration with Institutions and trade associations was fundamental, in particular with the Ministry for Economic Development, the ICE Trade Agency and Confindustria Marmomacchine."*

Success was also achieved thanks to the fine intuition of combining the b2b aspects of the trade fair with the world of architecture, design, art and luxury brands as a means of enhancing the functional and aesthetic potential of natural stone. This is summed up at Marmomac by 'The Italian Stone Theatre', the pavilion that narrates interplay between natural stone and Italian processing

technologies, thanks to avant-garde installations by famous international designers. This exhibition space this year was welcomed institutional visits by Michele Geraci, undersecretary at the Ministry for Economic Development, and Mattia Fantinati, undersecretary for Public Administration.

"Marmomac is the true heart of the international stone industry community and the thermometer for this market," explained Giovanni Mantovani, Director General of Veronafiere. Over the four days of the event, feedback from companies and buyers attending the show highlights very positive responses as regards business, which encourages us to be optimistic over the final balance for global trade at the end of the year. The 2018 edition also saw further growth in terms of operator quality, as well as of international arrivals, up by 2% of the total visitor numbers. Yet we are already thinking about how we can consolidate the network of inter-related events abroad: in addition to the Vitória Stone Fair-Marmomac Latin America in Brazil, we are also working on further developments in the United States, with TISE-StoneExpo Marmomac in Las Vegas, in agreement with our American partner, Informa Group."

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Twitter: @pressVRfiere