

## MARMOMAC 2017 - THE NEW COMMUNICATIONS CAMPAIGN

Marmomac - the leading international trade fair in the natural stone, design and technology sector - has launched its new 2017 communication campaign. Two images – developed by the DDM Advertising Agency – starting off from the slogan *"With Stone You Can"* to highlight the event's new communication branding.

The first image has an 'institutional' character. It focuses on the new graphics of the trademark, a "+" sign between the words **"Marmo"** and **"Mac"**. The intention is to strengthen the message of Marmomac as an exhibition representing the entire value chain in a multi-faceted sector involving a whole series of activities - from unhewn and processed blocks through to technology and design - joined in turn by analytical topics and training of international calibre. Yet this change does not lose touch with the event's identity and retains the stylised form of the former logo as a mark of continuity with the past.

The second image seeks to highlight a cultural soul and focus on experimentation as the beating heart of Marmomac. Here, the protagonist is **Panca Play**, the bench designed by Denis Santachiara for Costa Paolo Co. within the scope of the **New Marble Generation** exhibition; this project won the **Icon Award**, the event established with the aim of selecting a work in marble exhibited at the show whose aesthetic and communicative power could ideally become the icon image for the next event the following year.

"Panca Play" was chosen from all the installations on show in **The Italian Stone Theatre** - the hall implemented by Marmomac 2016 in collaboration with MISE-Ministry for Economic Development, ICE-Italian Trade Agency and Confindustria Marmomacchine within the scope of the special Made in Italy Promotion Plan. It celebrates the excellence of Italian design and technology in the stone processing field.

Play is a bench seat in Carrara white marble with an original Alpine horn shape that also means it becomes a huge passive amplifier at the same time. A smartphone can be placed in the mouth of the horn so that music is transmitted and amplified thanks not the least to the particular hardness of marble.

The jury - comprising **Marco Romanelli** (architect) as President, **Laura Andreini** (Deputy Editor of Area), **Alberto Biagetti** (designer), **Giovanni De Sandre** (photographer) and **Silvia Robertazzi** (Founder and Curator of the Milan Design Film Festival) - presented the Icon Award to Panca Play for the following reasons: *"This entirely new object embodies marvellous inventive value at a typological level. The evocation of Alpine horns defines an object with a strong urban identity capable of transforming, through non-invasive technology, a social space into a space of sounds. An iconic image that amplifies the voice of Marmomac around the world."*

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