

Marmomac is scheduled in Verona from September 26 to 29, 2023.

**VERONAFIERE, AGREEMENT WITH HEARST FOR THE INTERNATIONAL PROMOTION
OF NATURAL STONE**

**AT MARMOMAC 2023, "A MATTER OF STONE" A NEW PAVILION CURATED BY ELLE DECOR
ITALIA, DEBUTS**

The potential and creative uses of natural stone in architecture, interior design, and product design will also be featured in the international editions of the renowned Hearst magazine, focusing on the markets of the United States and the United Kingdom. Calvi Brambilla designs the layout of the pavilion.

Verona, 5 June 2023 - Veronafiere expands the promotion for natural stone associated with the Marmomac brand. As the organizer of the leading trade fair for the global stone industry, Veronafiere has signed a collaboration agreement with the **Hearst**, the publisher of Elle Decor, the most famous magazine for design, interior design, architecture, art, and lifestyle, with over 2.3 million readers in Italy, the United States, and the United Kingdom, and over 2.2 million unique users on their respective online editions.

Elle Decor will be responsible for the concept and realization of the new international pavilion at the upcoming edition of Marmomac, scheduled to take place in Verona from September 26 to 29, 2023. The pavilion will be named "A Matter of Stone", with the layout by the Calvi Brambilla studio. In the exhibition space of 1,500 square meters, Italian and foreign companies and studios will showcase the value of marble and other natural stones in indoor and outdoor projects, hospitality, and product design. It will be a creative setting where architects, interior designers, and professionals involved in material selection for construction and interior design can find inspiration and applications that demonstrate the great potential of the stone industry.

The partnership also includes global amplification of the initiative through the involvement of Elle Decor's international editions.

*"With this agreement with the Hearst Group, we further enhance the already high level of internationality of Marmomac and its business and communication initiatives that already transcend all geographical boundaries. In 2022, 64% of the 47,000 visitors to the event came from abroad, from 132 countries, not to mention the trade show platforms active in the stone sector in Brazil, Vitória Stone Fair and Cachoeiro Stone Fair, organized by our subsidiary Veronafiere do Brasil." **Maurizio Danese, CEO of Veronafiere, explains.***

"With the new 'A Matter of Stone' pavilion project, we want to demonstrate not only the material's incredibly functional and aesthetic potential but also the role of design in creating value. This evolutionary step

completes the offering of Marmomac, the reference point for all players in the natural stone industry" Raul Barbieri, Sales&Marketing Director of Veronafiere, adds.

"We have established a strategic alliance with Marmomac for the 2023 and 2024 editions of the fair, in which Hearst brings to the table its strengths: an international communication platform, the endorsement of a globally recognized brand like Elle Decor, and, last but not least, our ability to combine functionality with aesthetics," says Roberta Battocchio, General Manager of Hearst Global Design. She continues, "The project, organized in different phases, will involve the Italian edition and the international network with a significant focus on the American and British markets, aiming to showcase the potential of Marmomac to architects, designers, and interior decorators."

The collaboration with the Hearst Group also includes the establishment of a competition for exhibitors in "A Matter of Stone": the best creative proposals for the use of stone materials will be evaluated by a committee composed of the directors of the Elle Decor network, Marmomac, and the **Calvi Brambilla studio**, which has designed the layout of the pavilion. The winners, announced at a special event during the fair, will be featured in a publication in the Italian edition of Elle Decor.

The "A Matter of Stone" pavilion will have a three-dimensional facade with a cladding that extends to the front space, rising into three triangular totems. The choice of the triangle is dictated by the meaning of this shape, which expresses dynamism while also serving as a signal indicating the entrance and inviting visitors inside. The stands will follow a circular path and include three relaxation areas: a cinema showcasing a series of video contributions where marble plays a scenic and emotional role, a restaurant, and a lounge for exhibitor-operator B2B meetings.

Artemio Croatto of Designwork designed the "A Matter of Stone" logo.

The famous stones of designer and artist Bruno Munari inspire the graphic symbol accompanying the lettering. It represents a synthesis of the unveiled content inside the pavilion, possessing a powerful and evocative solid force.

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