

50th Marmomacc Show scheduled together with Abitare il Tempo, at Veronafiere until Saturday 3 October

BEST COMMUNICATOR AWARD 2015: AWARDED TO THE BEST EXHIBITION SET-UPS AT MARMOMACC AND ABITARE IL TEMPO

Verona, 1 October 2015 – More than 1,500 companies reviewed before selecting 13 winners. Marmomacc and Abitare il Tempo - the two shows dedicated to the world of natural stone and the contract sector open until Saturday 3 October at the Verona Exhibition Centre - announced the best exhibitor stands in the 9th edition of the **Best Communicator Award** (www.marmomacc.com). The jury comprising President **Giorgio Tartaro** (journalist and television presenter), **Michela Baldessari** (designer), **Fulvio Bonavia** (photographer), **Silvia Botti** (editor of the monthly magazine "Abitare") and **Andrea Castrignano** (interior designer) in all made **8 first prizes** and **5 special mentions** to companies standing out through the care, attention and insight used to highlight and convey the potential of products through their stand set-ups.

The award ceremony took place yesterday evening in the Forum Area of The Italian Stone Theatre at Marmomacc and was attended by the President and Director General & CEO of Veronafiere, Ettore Riello and Giovanni Mantovani.

Design Category

The Italy First Prize went to **Budri** with its stand designed by Patricia Urquiola "*for the expressive power of a set-up that enhances the richness of the design project, the quality of the product and the processing skills of the company*".

The International First Prize went to **Levantina y Asociados de Minerales** and its stand by Hector Ruiz's "*for the completeness of the set-up achieved through volumes, heights and depths as well as the creation of carefully designed settings in every detail to highlight the natural stone materials*".

A Special Mention was awarded to the **Botticino Quarrymen's Cooperative** with its stand designed by Ivan Tognazzi "*for the simplicity of a set-up that captures the attention of visitors and allows an original and unusual presentation of samples*".

Stone Category

The Italy First Prize went to **Antolini** and its stand designed by Alessandro La Spada "*for skill in representing the world of marble and stone, from the natural block to most refined processing, revealing the various souls of the material, from its most dense and solid dimension to the most artistic and delicate applications*".

The International First Prize went to **Carrieres du Hainaut** with its stand by Jan Devroey "*for the decision to place stone in a setting that highlights its potential for use that also creates a welcoming and original space*".

A Special Mention was awarded to **Henraux** and its stand by Studio Archea "*for the smart use of material as part of an intelligent design project capable of turning stone into a series of self-supporting lightweight elements brought together in a spectacular composition*".

Machinery Category

The Italy First Prize went to **Co.Me.S.** (stand by Michele Kallonakis with graphics by Gabriele Attuoni) *"for the originality of the set-up and the decision to focus on graphics by using macro images of production stages and objects as well as for the museum-mode in which products were displayed"*.

A Special Mention was made to **Simec** with its stand by Marco Davì *"for skill in giving shape to a large-scale setting, ensuring visual continuity to the display of exceptionally large machinery"*.

Tools Category

The Italy First Prize was made to **Italdiamant** and its stand developed by Studio45 *"for a stand structure that on the one hand recalls shapes of the company's specialist production and, on the other hand, ensures a friendly setting for meetings and work"*.

The International First Prize was made to **Eurotungstene** with its stand by Mr Pier Filippi *"for graphic immediacy in communicating a product that is by no means easy to interpret and the decision to create a strict, eye-catching geometry of locations and colours"*.

A Special Mention was awarded to **Fila Surface Care Solutions** with its stand by Cooe Italia: *"the skilful use of colour, the construction of practical displays and the recurrent message ensured that the company turned a rather difficult product to interpret into something recognizable and familiar"*.

Abitare il Tempo Category

First prize went to **Mobart Ben** with its stand by Karin Bombassei *"for the interpretation of the main theme of the exhibition and skill in creating a warm and inviting domestic atmosphere thought out in every detail"*.

A Special Mention was made to **Weiss.Cucinebianchi** with its stand by Fabio Mottin *"for the essential character of the set-up, the strength of the lighting system sign and the possibility of interaction by visitors"*.

Marmomacc Photo – [Winners of the 9th Best Communicator Award](#)

For more information:

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