

WORKSHOPS, CONFERENCES, INCOMING ACTIVITY AND EXPERIMENTS WITH UNIVERSITIES: MARMOMAC 2019 - EVENT PROGRAM

THE SHOW ALSO HOSTS "MEET THE INSPIRATION" -
A COURSE ENCOURAGING FURNITURE-MAKERS TO USE NATURAL STONE IN INTERIOR PROJECTS

GUEST AT THE OPENING CEREMONY: HICHAM LAHLOU -
ONE OF THE MOST SUCCESSFUL DESIGNERS IN AFRICA

Marmomac has always been synonymous with conferences and training. The programme of meetings and seminars scheduled over the four days of the event every year is more impressive and detailed than ever, thereby offering international professionals in the sector the chance to acquire skills, earn credits and enhance their knowledge of stone materials.



Photo: Ennevi / Veronafiere

One of the innovations this year is "**Meet the inspiration**", the first course organised by the trade fair focusing on interior designers, architects and surveyors, as well as professional studios and sales personnel in specialist stores offering advice about home design, to help them find out more about the features of natural stone and teach them to include and promote it in furnishing projects. The meetings are scheduled on **Thursday 26 and Friday 27** at 10.00-13.00 and involve three workshops dealing with different topics: an architect will illustrate various materials, a technician will explain cleaning and maintenance techniques and a professor will discuss design and trends.

On **Friday 27** at 18.00, there will also be an interesting presentation organised by Verona Stone District in collaboration with the Valpantena Marble Consortium titled "**Taschen narrates the charm of Milan's Entrance Halls in natural stone**". The meeting will focus on the relationship between architects and natural

stones and the ways in which professionals such as Andreani, Caccia Dominioni, Magistretti, Muzio, Giò Ponti, Portaluppi, Ridolfi, Studio BBPR and Terragni have interpreted, selected and used natural stone to embellish large buildings in Milan. Entrance halls, in particular, were an ideal space for experimentation and stylistic implementations that allowed them to express the spirit of the times throughout the twentieth century. Thanks to the photographic itinerary set up by Taschen, visitors will discover atriums until now behind closed doors through the language of natural stone, revealing timeless colours, shapes and beauty.

All the more, there are also two appointments with the second edition **of the Archmarathon Award in the Natural Stone category**: **Thursday 26** welcomes the project presentation conference at 10:00 while **Friday 27** sees the award ceremony for the three finalist projects at 11:30.

The conference programme in the Forum Area opens on **Wednesday 25 September** with the **official inauguration ceremony** at 11.30 that will include a speech by **Hicham Lahlou**, one of the most successful designers in Africa, as well as founder of Africa Design Days and Africa Design Award. In the afternoon, the shows hosted in *The Italian Stone Theatre* will be joined by four occasions for in-depth debate: The round table dedicated to the **"Brand & Stone 2.0"** exhibition will take place at 14:00, followed at 15:00 by another round table focusing on **"Lithic Garden"**; there are appointment at 16:00 with **"Natural Things"** and, lastly, the presentation of **"Percorsi d'Arte"** (17.00). All these meetings will be attended by the architects, designers, brands and artists involved in the projects. Attendance at the four events over the entire afternoon earns 4 training credits.

The next day, **Thursday 26 September**, will see the conference dedicated to Archmarathon in the morning (3 training credits for attendance), while in the afternoon at 14.30 experiments with natural stone in Italian universities will be discussed during the **"Young Stone Project"** conference (2 credits).

In addition, the 5th edition of the **International Stone Summit** is scheduled at the same time (10:00-13:00) - the world conference dedicated to natural stone that brings together the main international marble associations from countries involved with the aim of developing content and stimulating opportunities for discussion and debate focusing on natural stone.

Two appointments on the morning of **Friday 27** are well worth mentioning: at 10.00, the **Woman of Marble Award 2019** prize-giving ceremony organised by the National Association of Women of Marble, followed at 11.30 by the prize-giving ceremony for the finalists of the Marmomac Stone Award Archmarathon (attendance earns 2 training credits). The afternoon welcomes two interesting events: at 14:30 the conference focusing on **"Designers and natural stone: getting to know stone better"**, while at 18.00 Taschen will hold its book presentation. Attendance at the two events in the afternoon earns 4 professional training credits.

The last scheduled appointment is on **Saturday 28** at 10.00 with the **"Geo & Bio - Fossil landscapes and living landscapes"** conference organised by AIAPP with Veronafiore (2 training credits).

Marmomac - thanks to incoming activities promoted by Veronafiore not the least in collaboration with MISE (Ministry for Economic Development), ICE-Italian Trade Agency and Confindustria Marmomacchine as part of the Special Made in Italy Promotion Plan - this year will welcome two delegations respectively comprising international architects and buyers taking part in a seminar programme that also includes professional training credits.

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