



**BEST COMMUNICATOR AWARD 2017:
WINNERS OF THE BEST EXHIBIT SET-UP AT MARMOMAC ANNOUNCED**

JACOPO CARDILLO AND IOANNIS ANTONIADIS - MASTERS OF STONE 2017

Verona, 29 September 2017 – Stands that become full-scale works of art and design to narrate the materials and technologies involved in the world of natural stone. The 11th **Best Communicator Award** sees Marmomac reward research efforts and originality applied to exhibits by companies attending the Veronafiore event. Compared to the past, this year saw the introduction of a new approach: the self-candidacy formula for all the companies interested in taking part in the event.

The jury - comprising journalist **Giorgio Tartaro**, returning as President once again, architect **Cinzia Anguissola** of Studio Scacchetti Associati, the deputy editor of Domus, **Donatella Bollani**, international stone industry consultant, **Piero Primavori**, and **Massimo Rosati**, journalist and design blogger - after in-depth assessment of the nominations received and after visiting all the stands of Marmomac, focused on exhibits that stood out in expressing the values and business philosophy inspiring their work to the full through the originality of their stands.

The event took place yesterday during **Marmomac Night**, the gala evening organised by Veronafiore in the *The Italian Stone Theatre* area of the show. This prestigious setting welcomed guests and exhibitors to the event and the debut of its new award formula with three nominations for each category in the contest. This was followed by the eagerly-awaited "*and the winner is...*" conducted by showgirl **Elenoire Casalegno** together with the President of the Jury, Giorgio Tartaro, accompanied by musical performances inspired by the 1970s and 80s by the New Project Funk Orchestra and Marco Pierobon.

These are the winners in the various categories:

Design

First Prize ITALY to **TOSCO MARMI PALISSANDRO** "*For the formal result going far beyond the usual vision of the world of marble, with an open and organic exhibit expressing all the breadth of application for the products of this brand*".

Special Mention to **SOCIETÀ PROMOZIONE GRANITI** "*For the intelligent use of concepts in contemporary architecture alongside confirmation of their equal value, revealing the material essence of natural stone embraced in its interior*".

First Prize INTERNATIONAL to **PAVLIDIS MARBLE GRANITE**, Greece "*For exploiting a strong architectural image to identify two adjacent exhibition spaces along the aisle by confirming a clear identity of the design language in the meeting lounge and the exhibition space as such*".

Special Mention - **REVEALROX**, United Arab Emirates, "*For expressing the specific features of materials from the area of origin while equally achieving an idea of lightness and considerable variety*".

Stone

First Prize ITALY to **ERREBI MARMI** "*For the astonishing grace of the marble surfaces protruding from the wall to enhance the chromatic characteristics of the material. Light and furnishing were chosen and designed to emphasise the identity of the project*".

Special Mention to **CAVA ROMANA** *"The stylistic figure of an elegant and refined setting finds in the stones from the karst quarries around Trieste an ideal element for narrating ideas of space".*

First Prize INTERNATIONAL to **AKDO SILKAR**, Turkey *"A huge variety of shapes and sizes ensure that marble surfaces can anticipate a far-reaching and unusual range of applications for interior finishes".*

Special Mention to **JULIPEDRA, Portugal**, *"For the compositional and poetic simplicity of stone material narrated through the delicacy of a myriad of textures".*

Machinery

First Prize ITALY to **BRETON** *"A common theme links the excellence of the production process with the brand by confirming the unitary nature of spatial design, machinery and corporate communication".*

Special Mention to **MEC** *"The automation of an ancient technique narrated through virtual reality, thereby confirming the breadth of application possibilities for stone materials".*

First Prize INTERNATIONAL to **THIBAUT**, France *"For skill in communicating the technological language and completeness of the equipment while always placing the machine in the forefront".*

Tools

First Prize ITALY to **NICOLAI DIAMANT** *"The peak of representation of the production process through the language of video with floor-mounted screens taking the story of the company and its products beyond the exhibit into the company's own vital space".*

First Prize INTERNATIONAL to **BLICK INDUSTRIES**, United States, *"For the architectural effect realized through its tools and the strong graphic effect from the effective use of the lettering".*

During the evening - in keeping with tradition - the **Master of Stone** awards were also made, continuing the tradition dating back to 1319 of the Ancient Free Guild of Stone Arts in Verona. Since 1980, these awards have been presented in recognition of distinction in promoting the marble sector and the economy of the local area.

The Master of Stone insignia (a cube of Verona red marble with a bronze plaque of the Guild and a silver chisel) were presented to **Jacopo Cardillo** - better known as artist *Jago* - the young sculptor from Frosinone, *"for having merged the past and tradition in his works with creativity, inventiveness and modern vision. His skilled hands turn marble into something very much alive and warm. It is astonishing to see how stone is worked and moulded softly by the knife blade and the oxymoron that comes about envelops the work of art with great charm to achieve innovative modernity as well as uniqueness".*

The award was also made to **Ioannis Antoniadis**, Stone Group Greece, *"for his ability to grasp the evolution of the market by organising the company through innovative business planning. By concentrating on his extravert character, detailed knowledge of the material and the status of world market, he has managed to ensure that his company is among the leaders in the world.*

The two awards were presented by leading figures at Veronafiery: **vice president Claudio Valente and CEO & Director General Giovanni Mantovani.**

For more information:

ZED_COMM

Silvia Boccardi

Tel.: +39 045 8020006 Mobile: +39 327 2236481

silvia@zedcomm.it

Servizio Stampa Veronafiery

Tel: + 39.045.829.82.42 – 82.85

E-mail: pressoffice@veronafiery.it

Twitter: @pressVRfiery