THE SOUND OF MARBLE CHARMS THE JURY:
"GERICO" BY LORENZO PALMERI WINS THE MARMOMAC ICON AWARD

October 2019 - The original and harmonic work titled Gerico is the winner of the 4th edition of the Icon Award, the contest conceived by the organisers of Marmomac to choose the stone project that best represents the beauty of natural stone materials and the creative ability of companies involved in The Italian Stone Theatre.

The work of designer Lorenzo Palmeri and produced by Vicentina Marmi in collaboration with Donatoni Macchine, Gerico was one of the protagonists of the Natural Things exhibition curated by Raffaello Galiotto. This work seeks to highlight one of the less well-known and less exploited aspects of natural stone: “its voice”. The project reveals immense artistic sensitivity and consequently, in the jury’s opinion, is perfectly capable of being the spokesman for excellence in natural stone around the world by taking on the role as the icon for the Marmomac 2020 communication campaign.

The jury - Annalisa Rosso, Director of Icon Design, Max Rommel, photographer and video-maker, and Elena Amadini, Area Director for Stone & Design of Veronafiere - unanimously awarded the first prize to Gerico, with the following motivation: “The jury was impressed by many aspects, especially the aesthetic and functional solutions attained: marble makes music! Palmeri has managed to push the material beyond its apparent limits thanks to an original approach in keeping with the musical research embodied in the design. The result of his work is an interactive totem that will be delightful to see and hear at the entrance to the Show next year as a symbol of the unexpressed potential of a material about which we mistakenly believed everything was already known”.

Dynamic yet at the same time statuary, Gerico is an installation consisting of three marble walls - comprising Botticino, Rosso Asiago, Striato Olimpico and Port Laurent stone materials - where lines, grooves and bumps follow one another in a pattern generated by precise sound frequencies, in turn giving rise to the names given to each individual wall. Here, different colours, materials and textures come together in a material symphony that seeks to overcome the primacy of sight by enhancing the senses of hearing and touch. When the powerful expressiveness of the material comes to the fore, Gerico expresses the centrality of human life. The work calls into action: the central gong demands to be struck, just as the design of the walls demands to be caressed. Nothing happens without human intervention and the work only comes to life when it interacts with visitors. As Goethe said, “Architecture is frozen music” - yet in this case, human action gives voice to stone and allows it to sing.

For more information:
ZED_COMM
Silvia Boccardi
Tel.: +39 045 8036334
Mobile: +39 327 2236481
silvia@zedcomm.it

Veronafiere Press Service
Tel.: + 39.045.829.83.50 – 82.10 – 82.42
E-mail: pressoffice@veronafiere.it
Web: www.veronafiere.it