



*Press Release
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At Marmomac 2022 Franchi Umberto Marmi presents the sustainable nature of marble

In Verona, the sustainable nature of marble will be described through a cross section of Franchi Umberto Marmi world, from the quarry to the product, up to the recovery of processing waste: the stand, imagined as a gallery, will involve the visitor in the lively narration of the life and processing of marble, as in a museum.

It will be like discovering the green soul of a marble that keeps its charm and value intact from the block to the smallest grain.

The 200 square meters stand was designed by Eugenio Biselli of Interninow and his team on the basis of a concept and a narration that find the most appropriate tools for telling a **story of worker tradition and craftsmanship** in the most dynamic and innovative technologies.

This is what the sketches printed on the marble talk about, one after another recreating the scenario of a gallery and which, together with the presentation of the most iconic products of the Home Design collection, want to explore the entire life cycle of marble from a **perspective increasingly oriented towards sustainability and respect for the environment.**

The focus of the exhibition space is the glass and marble installation with a mirrored base that plays on colours and its dynamism to create a real spectacle of nature.