

MARBLE

Marble Carving The Future **PRESS RELEASE**

09 May
– 09 June 2023
Palais de la Culture
Moufdi Zakaria
Algeria

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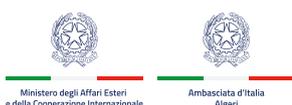


**“MARMO | Marble. Carving the Future”:
a promotional project organized by the Italian
Ministry of Foreign Affairs and International
Cooperation in partnership with Confindustria
Marmomacchine and the Italian Trade Agency (ICE).**

The Italian Ministry of Foreign Affairs and International Cooperation, in partnership with the Italian Trade Agency (ICE) and Confindustria Marmomacchine, presents “MARMO | Marble. Carving the Future”, an unprecedented project for the integrated promotion of the Italian marble industry based on a dialogue between art, technology and business. Curated and implemented by Magister Art, the initiative is part of the new strategy developed by the Ministry of Foreign Affairs to promote Italy’s heritage of know-how and traditions by highlighting its constant focus on research and innovation. One of the first exhibitions to be held in several capitals around the world over the next two years opened yesterday in the Palace of Culture in Algiers. The event saw the participation of the Italian Ambassador in Algiers, Giovanni Pugliese, the President of Confindustria Marmomacchine, Federico Fraccaroli, and the Honorary President of the Association, in charge of Institutional Relations, Flavio Marabelli, and the Creative Director of Magister Art, Alessandra Costantini. Designed for an international audience, the exhibition is an original visual and sound, experiential and emotional journey that explores the profound interconnections between culture, territory, creativity and the quality of the Italian marble manufacturing sector. Multimedia installations and a virtual dialogue between modern artifacts and works by Michelangelo, Bernini and Canova accompany the visitors on a journey through the ancient and modern creative process. The General Director for the Promotion of the Italian System of the Ministry of Foreign Affairs, Ambassador

Lorenzo Angeloni, stated “The MARMO exhibition inaugurates an exciting journey through Italy’s marble processing art and technique, conceived to showcase and share Italy’s passion, creativity and ingenuity in this sector around the world. An opportunity to raise awareness around the wealth of expertise in Italy’s marble quarrying and processing sector and its technological excellence. The exhibition being inaugurated while Italian companies are taking part in the international construction trade fair Batimatec, now underway in Algiers – he went on to say – is a tangible example of the commitment of the Ministry of Foreign Affairs to the integrated promotion of Italy and the strong teamwork between institutions, associations and companies”. The President of Confindustria Marmomacchine, Federico Fraccaroli, underscored “the satisfaction of the Association, that represents the Italian marble industry in its entirety, in being the protagonist of this first and innovative example of integrated promotion of a manufacturing sector of excellence, at such an evocative and spectacular event”. “It is indubitably a source of pride for our sector to have been chosen by the Ministry to give life and substance to this unprecedented format for the international recognition of the Made-in-Italy brand”, added the Honorary President of Confindustria Marmomacchine, Flavio Marabelli, who is in charge of Institutional Relations, “and we are particularly proud to have contributed to the realisation of this project through a close synergy with MAECI and ICE, and the contribution of our association member companies that provided top-quality content and products to this beautiful exhibition-event, where the cultural and industrial values of an identity sector such as Italian marble are combined and promoted at global level”. “At ICE – said the General Director of the Italian Trade Agency, Roberto Luongo, – we are proud to be able

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to celebrate our country's artistic and technological capabilities in the marble manufacturing sector, not least because this industry has the potential to make an increasingly significant contribution to the recognition of "Made in Italy" all over the world. After a few setbacks due to the Covid pandemic, Italian exports of marble, granite, and natural stone in general have now picked up and are registering double-digit sales figures. We are proud to accompany the largest delegation of companies at Batimatec, with 80 operators, testifying to the strong recovery of a sector that exports more than 75% of its production". "Marble is one of the identity assets of the Italian cultural heritage, it is the material that symbolizes the art and architecture of our country through the centuries. Enhancing and promoting its values with an exhibition that traces its processing stages while celebrating Strength, Technique and Beauty means creating new connections for the promotion and appreciation of our territory. With its strong international outlook, the vision of Magister Art is key to the enhancement of Italy's immense artistic and cultural heritage and technological know-how" declared Renato Saporito, Founder and CEO of Magister Art. The exhibition will be on display in Algiers until the 9th of June and then, from the 1st of September to the 8th of October, will be hosted by the Dupont Underground Art Center in Washington.

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CONTATTI

MARMO

Marmo | Marble. Carving the Future

from 09.05.2023 to 09.06.2023

Palais de la Culture Moufdi Zakaria Algiers, Algeria

VIDEO TEASER

[Marmo | Marble. Carving the Future - Teaser](#)

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LUCA DI GIANFRANCESCO

Head of the Office for Integrated Promotion

CARLOTTA COLLI, ALBERTA LAI, FABIO RUGGIRELLO

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Beulcke+Partners | Visual Identity

ROBERTA DI MARIO

Musical Dramaturgy

DAVIDE TISO e NICOLA DI PAOLO

Exhibition Sound Design

A SPECIAL THANKS TO

FONDO EDIFICI DI CULTO AND BASILICA DI SAN PIETRO IN VINCOLI (ROME)
GALLERIA BORGHESE (ROME)
MUSÉE DU LOUVRE (PARIS)
MUSEO GYPSOTHECA ANTONIO CANOVA (POSSAGNO)
ALTAIR 4 MULTIMEDIA ROMA

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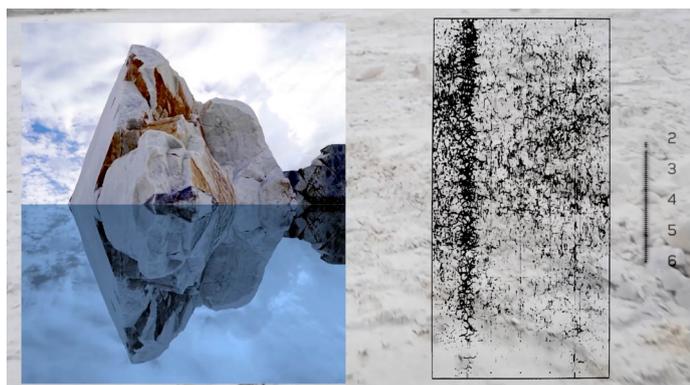
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PRESS IMAGES



OFFICIAL EXHIBITION POSTER



AREA 00 INTRODUCTION

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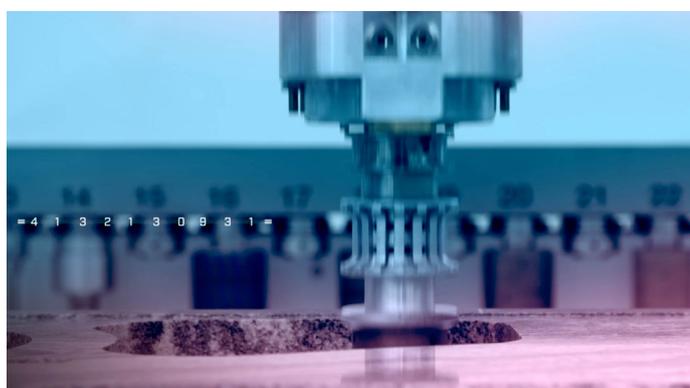
AREA 02 **PRAISE OF TECHNIQUE**

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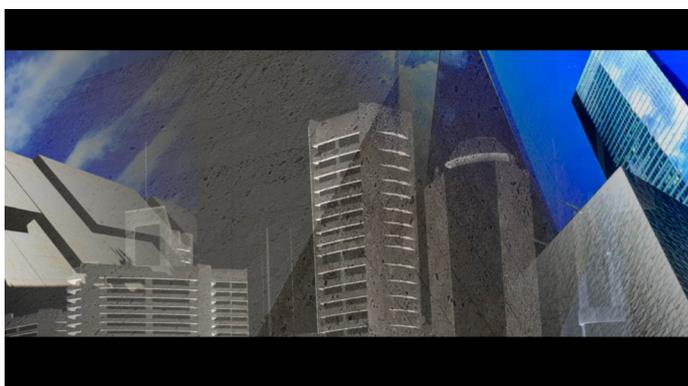
AREA 03 **PRAISE OF BEAUTY**

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AREA 04 **ATELIER ITALIA**

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www.magister.art/marmo/world-tour/palais-de-la-culture-algeria

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Magister Art is an innovative SME and a **digital native company operating** in the **cultural and creative industry**. It focuses on a vision of art as a value in the social innovation of the future, and explores the potential of technological and digital tools to co-create knowledge on a large scale, finding solutions for a wide range of social needs through participatory practices - such as the fruition of culture and art. Magister Art creates new paths to amplify the knowledge of art aiming at social inclusion. Magister Art operates, from its **Milan** and **Rome** offices, adopting the “**augmented narration**” method to realize both physical and digital works and products: stage machines and audiovisual and multimedia dramaturgy of great perceptual impact, which offers visitors **an unprecedented and captivating vision of art**, beyond the physical presence of the works. Thanks to this approach, Magister Art was awarded “best publisher of high-quality immersive exhibitions”, winning the **Grand Prix Möbius** 2019 edition dedicated to the **ever-evolving publishing** of digital culture development. In a constant effort to embrace the new challenges of innovation, technology and sustainability, Magister Art has obtained the **EcoVadis Gold Medal** for the policies, actions and results achieved by the Company in the 4 key areas of sustainability: **environment, labor and human rights, ethics and sustainable procurement**.

www.magister.art

MAIN REFERENCES

Exhibitions

- **Magister Giotto** [Scuola Grande della Misericordia – Venice, 2017]
- **La Cappella degli Scrovegni** [Galerija AMZ – Zagreb, 2018]
- **Magister Canova** [Scuola Grande della Misericordia – Venice, 2018]
- **Canova. Il Viaggio a Carrara** [CARMi – Carrara, 2019]
- **Amore e Psiche | L'arte incontra la Tecnologia** [Palazzo Braschi – Rome, 2019]
- **Immagine. Arte Italiana. Un Viaggio nella Bellezza** [Georgian National Museum, Tbilisi – Georgia, 2019]
- **Magister Raffaello** – World Tour (2020 – 2022)
- **Marmo. Carving the Future** – World Tour (2023-2025)
- **Mosaico | Italian code of a timeless art** – World Tour (2023-2025)

Site-Specific Installations

- **Refurbishment of the National Gallery of Umbria** [Perugia, 2022]
- **Bolzano for Canova: the return of Cupid and Psyche** [Centro Trevi – Bolzano, 2022]
- **Italy's best Maestro. Perugino and his day** [National Gallery of Umbria – Perugia, 2023]

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Events

- **50th Anniversary of Live@Pompeii**
[Archaeological Park of Pompeii, 2021]
- **Rock Lessons** [Archaeological Park of Pompeii, 2022]
- **Pompeii Echoes, Max Gazzè concert-event**
[Archaeological Park of Pompeii, 2022]

Media and Audiovisual contents

- **2021, Reliving at Pompeii** - a documentary film, specially realised to celebrate the 50th anniversary of the shooting of the film Pink Floyd: Live at Pompeii. The documentary movie has been released on the ITs Art streaming platform.
- **2022, Insulae** - Castro, Pienza, Procida, Murano – four short films. A project realized in collaboration with Treccani and launched at the Italian pavilion of Expo Dubai.
- **2022, Ornamenti** - a short film promoting the artistic and supply chain of handcrafted jewels in Tuscany.
- **2023, #I_m_Perfetto** - a video aiming to raise awareness on themes such as body-shaming and its consequences on eating disorders, the body in its physical and psychological forms between art and reality. The video was launched at the Italian Chamber of Deputies.

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