

MARBLE

Marble Carving The Future **PRESS RELEASE**

Sep 08
– Oct 08 2023
Dupont Underground,
Washington, DC

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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. After the inauguration in Algiers, the next stage of this world tour will be Washington, starting from the 8th of September. The exhibition will be held at the Dupont Underground, a renovated space dedicated to the promotion of creative exchange, contemporary arts and the development of a multidisciplinary platform, pursuing a dialogue between local and international communities. The second stage of “MARMO | Marble. Carving the Future” is promoted by the Italian Embassy in Washington, the Italian Cultural Institute of Washington and the Dupont Underground.

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. A unique and unprecedented narrative context that expresses the global vision of an extraordinary supply chain engaged in a dialogue between business and art. The exhibition is accompanied by original soundtracks, composed to connect each exhibition space through an immersive soundscape.

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 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

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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 ex-General Director of the Italian Trade Agency, Roberto Luongo, – we are proud to be able 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”.

“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 travel the world, from country to country, thanks to Magister ArtBox, an innovative solution designed for itinerant exhibitions and consisting of agile, flexible set-ups, with no discardable elements,

and adaptable to different exhibition venues, in terms of both size and architectural elements. Magister ArtBox has been developed to permit a sustainable management of the assembly, set-up and dismantling processes, which can be fully co-ordinated remotely and carried out on site.

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MARMO

Marmo | Marble. Carving the Future
from the 8th of september to
the 8th of october 2023

Dupont Underground, Washington, DC

VIDEO TEASER

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

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OFFICIAL EXHIBITION POSTER



KEY VISUAL

AREA 00

INTRODUCTION

@ Magister Art



KEY VISUAL

AREA 01

PRAISE OF STRENGTH

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PRAISE OF TECHNIQUE

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KEY VISUAL

AREA 03

PRAISE OF BEAUTY

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KEY VISUAL

AREA 04

ATELIER ITALIA

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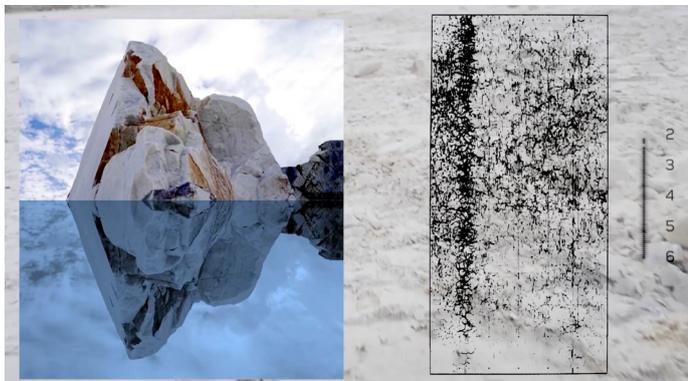
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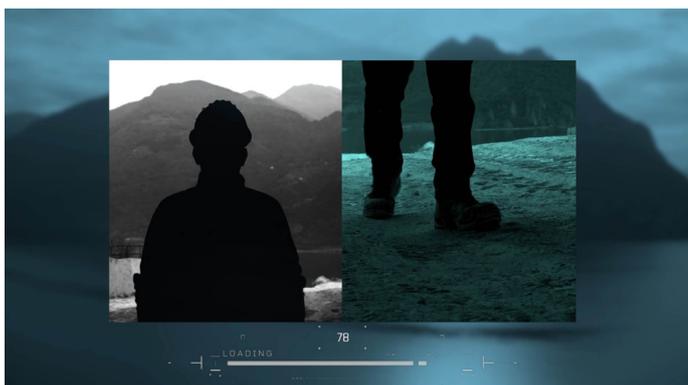


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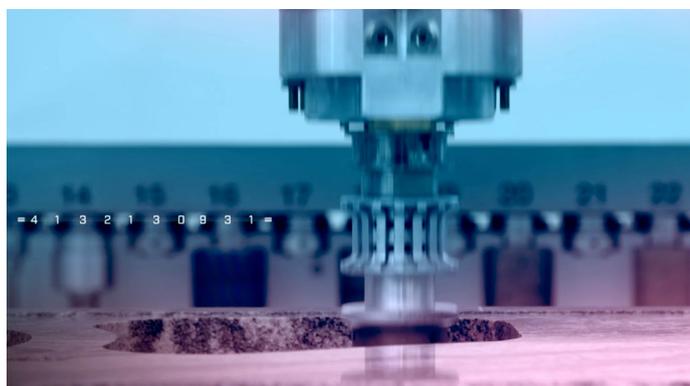
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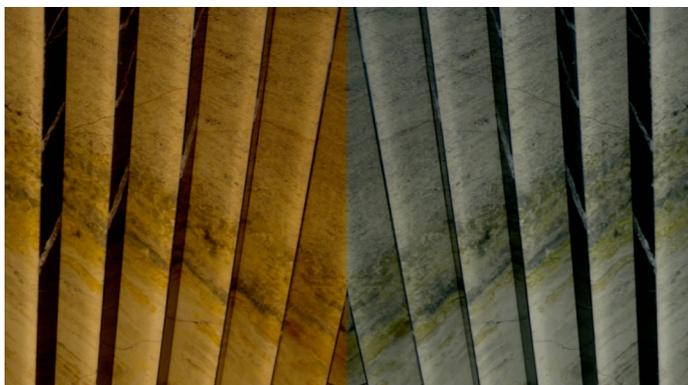
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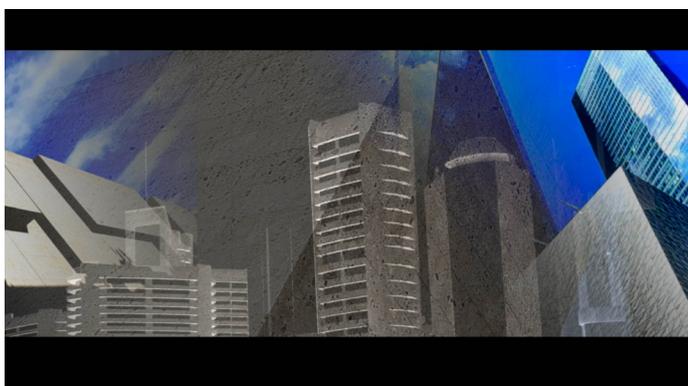
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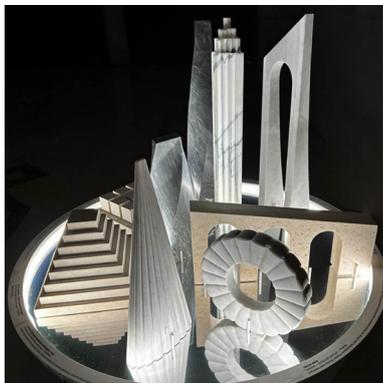
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AREA 04 ATELIER ITALIA

Installation
“The city of the future”



AREA 04 ATELIER ITALIA

Installation
“The tactile exploration”



AREA 01 PRAISE OF STRENGTH

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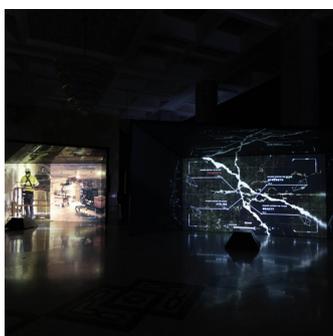
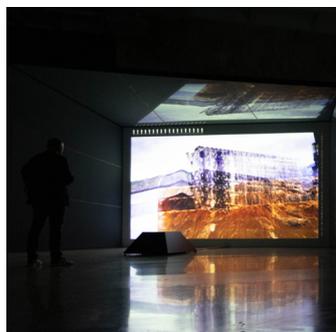
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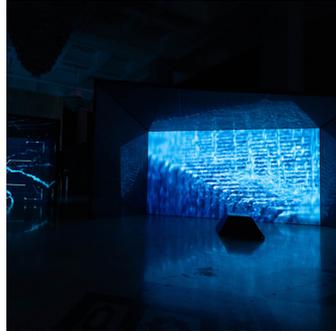
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Magister Art is an innovative SME and a **digital native company** operating in the **cultural and creative industry**. It focuses on a vision of art as a value in the social innovation of the future, and explores the potential of technological and 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]
- **The Scrovegni Chapel** [Galerija AMZ – Zagreb, 2018]
- **Magister Canova** [Scuola Grande della Misericordia – Venice, 2018]
- **Canova. The Journey to Carrara** [CARMi – Carrara, 2019]
- **Cupid and Psyche | Art meets Technology** [Palazzo Braschi – Rome, 2019]
- **Immagica. Italian Art. A journey into Beauty** [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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