

MARMO

Marble Carving The Future **PRESS RELEASE**

Dec 05 2023
— Feb 04 2024
International
Museum of Baroque
Puebla

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PRESS RELEASE

MARMO

“MARMO | Marble. Carving the Future”: a project of integrated promotion between the Ministry of Foreign Affairs and International Cooperation, 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.

The world tour of MARMO | MARBLE. CARVING THE FUTURE arrives in Mexico starting on 5 December. After Algiers and Washington, it will now be Puebla to host the exhibition at the International Museum of Baroque, established for the preservation, research and dissemination of the Baroque and later readapted to use the spaces also for different art periods and movements. This third stage is promoted by the Italian Embassy in Mexico, the Italian Institute of Culture in Mexico City, the Government of Puebla, the Secretaría de Cultura and the International Museum of Baroque.

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 seeing the second stage of this integrated promotion reaching the United States, which have always been the first global buyer of our industry's products”. “With a total turnover of 730 million euros, including both natural stones and processing technology export” added the Honorary President of Confindustria Marmomacchine, Flavio Marabelli, who is in charge of Institutional Relations, “the United States were the first target market for our products of excellence also in 2022. The percentages of increase represented a record in 2021 as well. The Italian export of ‘marble processing machines’

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increased by 42%, while the export of 'semifinished and finished stone materials' quarried or processed in Italy increased by 26% and artisanal traditions combined with strong abilities in technological innovation”.

“At ICE” said the General Director Lorenzo Galanti, “we are honoured 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. Last year, the value of our global trades abroad in stone materials, technology and their related activities, increased by 8.9% compared to 2021, reaching an export figure of 3.2 billion euros. This represents the strength of a sector which exports more than the 70% of its production, thanks to ancient artistic and artisanal traditions combined with strong abilities in technological innovation”.

“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 | Marble. Carving the Future

Dec 05 2023 – Feb 04 2024

International Museum of Barroque, Puebla

VIDEO TEASER

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

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ROBERTA DI MARIO

Musical Dramaturgy

DAVIDE TISO e NICOLA DI PAOLO

Exhibition Sound Design

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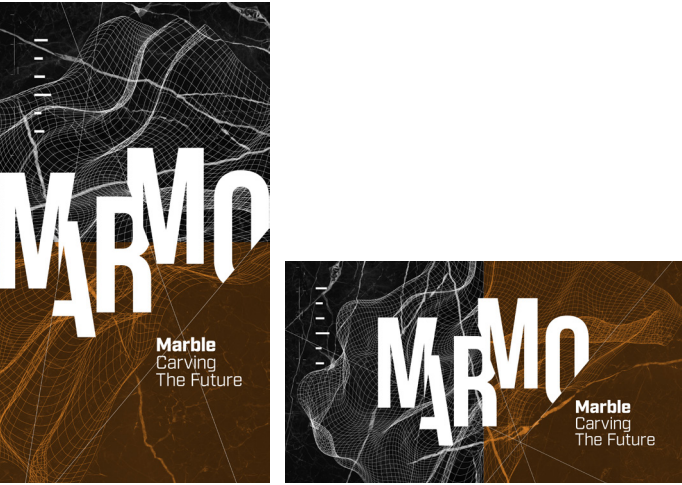
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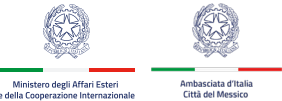
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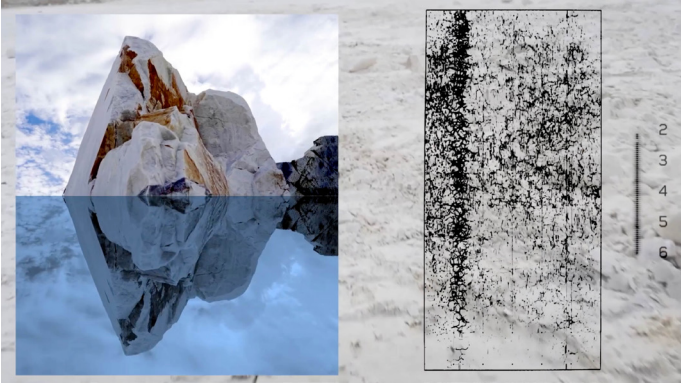
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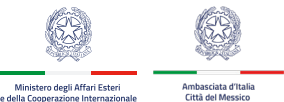
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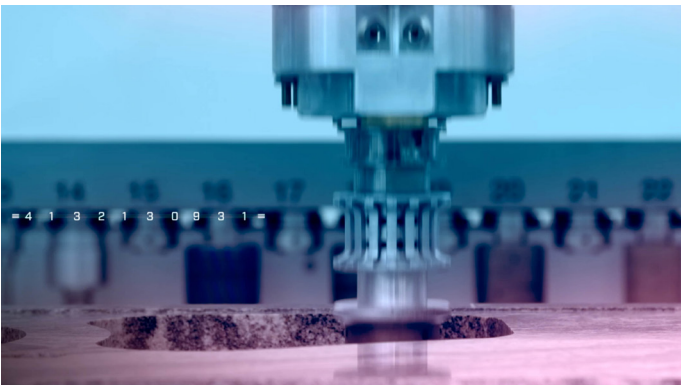
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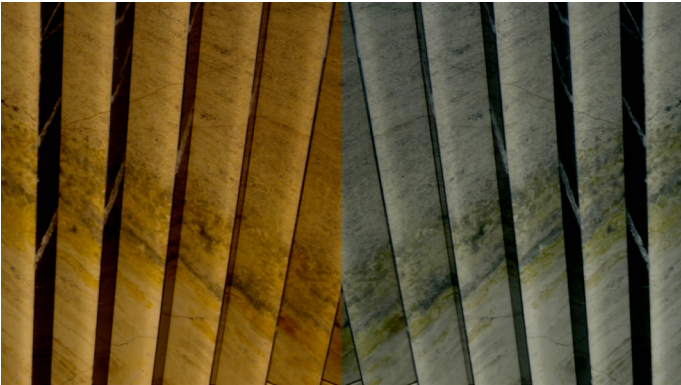
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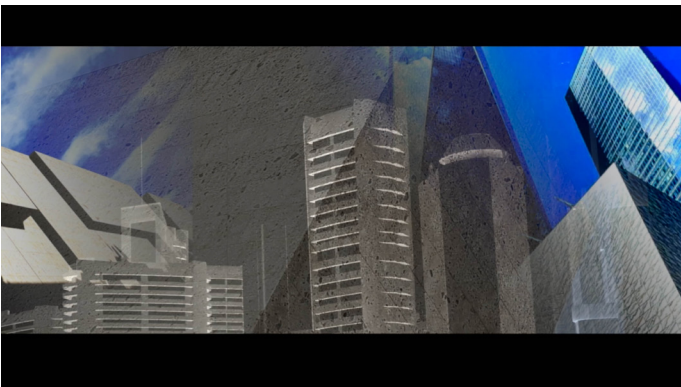
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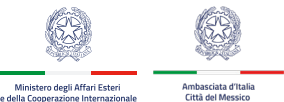
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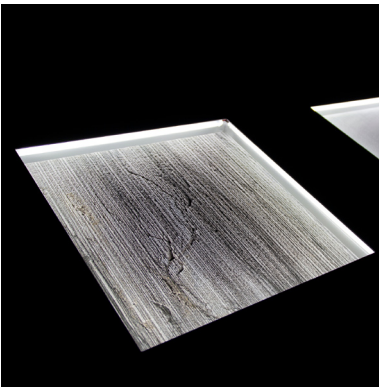


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AREA 04
ATELIER ITALIA

Installation
“The city of the future”



AREA 04
ATELIER ITALIA

Installation
“The tactile exploration”



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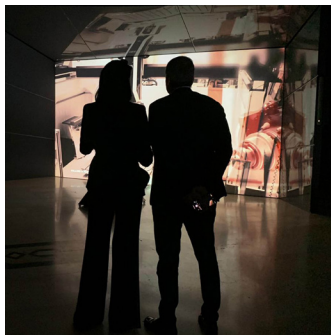
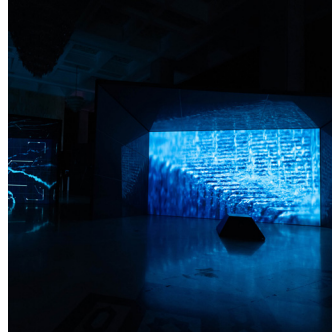
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www.magister.art/exhibitions/marmo/world-tour/museum-of-the-baroque-puebla/

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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**.

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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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