



PREVIEW FUORISALONE2023

***On the occasion of Fuorisalone 2023  
PNA network presents 'WE ARE NATURE':  
an installation at Superstudio Più which,  
between emotion and imaging technology,  
enhances the sustainability of authentic natural stone and  
emphasizes the original force that bonds it with man.***

**On the occasion of the next edition of Milan Design Week, the PNA network - Pietra Naturale Autentica - will be at Superstudio Più with an exhibition project that, once again, aims to enhance the already-existing bond between natural stone and sustainability.**

Following the launch of the Pietra Naturale Autentica Manifesto of Sustainability, "Naturally Sustainable," at Marmo+Mac 2022', the PNA business Network, with its participation in Fuorisalone 2023 and the 'We are Nature', Campaign, continues in the virtuous sector of natural stone sustainability.

Our presence at the international Design Week fair also gives us the opportunity to promote the study that the **PNA Network commissioned to the Polytechnic University of Turin, with the aim of analysing the production chain from an environmental perspective and quantifying the average environmental impact of natural Italian stones using the Life Cycle Assessment (LCA) methodology.**

The concept of the installation revolves around the idea that stone belongs to man as much as man belongs to stone: **the reciprocity of this relationship lies in the fundamental values of respect, conscious use and sustainability.**

Not only has history always represented our roots, it is also our greatest source of inspiration: looking back through time at the fundamental milestones of this long journey we discover a sense of authentic and profound belonging which sees man and stone united.

Therefore it is only by starting from our origins that we can imagine a more sustainable future. Thanks to increased awareness and the need to use this precious resource respectfully and consciously, sustainability intended as the naturalness of the man-stone relationship is the pillar on which to build a path of consistent innovation with the need to imagine a future that is not only better but also possible, strengthening that ancient bond at the root.

### **The Where, How and When of 'WE ARE NATURE'**

**Superstudiopiù – Via Tortona 27**

**Central Point – Stand no.17**

**VIP & Press Preview: 17 April – from 3 pm. to 8 pm.**

**18-22 April: from 11.00 am. to 9 pm.**

**23 April: from 11.00 am. to 6 pm.**

The PNA "We Are Nature" stand is located within the Central Point of SuperStudio Più at no. 17.

The display, curated by Natascia Bascherini and Federica Ghinoi of Danae Project, presents an essential aesthetic. Here the protagonist will be a led wall cube positioned in the centre of the exhibition space, showing various alternating emotional and scientific themes: the campaign video and the graphic contents will narrate the main points of the innovative LCA (Life Cycle Assessment) study presented in March 2023 by PNA and already accessible online (<https://www.naturalstoneisbetter.com/it/>).

The claim "We are Nature" draws a parallel between the uniqueness of each stone and that of the human body: each in their diversity are unrepeatable and non-replicable.

Around the led wall cube are ten seats, made by the Network's partner companies from various natural stones which will allow the visitors to see the infinite variety of colours and textures nature has to offer. A mirrored corridor within the space will enable the visitor to enjoy an immersive experience that is an integral and live element of the video.

**PNA – PIETRA NATURALE AUTENTICA Business network:** born in 2018 to promote and protect the competitiveness of Authentically Natural Stone, its values and numerous possibilities of use. **PIETRA NATURALE AUTENTICA** is open to all Companies, Institutions and Organizations wishing to contribute to the realization of a **great communication campaign** in favour of authentically natural stone. All the Companies and Operators of the techno marble chain are called to give their support to this initiative, born to respond to the requests of defence and objective promotion of the natural stone product.  
[www.naturalstoneisbetter.com](http://www.naturalstoneisbetter.com)

**Press Office: Mediatike**  
Ref: Maria Chiara Bocciolini  
Mobile +39 3383972813  
@mail: [mariachiara@mediatike.it](mailto:mariachiara@mediatike.it)