

*On the occasion of Fuorisalone 2024
PNA Network presents 'STONE BUILDS THE FUTURE':
An installation at Superstudio Più
using evolutionary morphing to
show the relationship that
bonds natural stone to man through time*

The PNA - Authentic Natural Stone – Business Network returns to Milan for Design Week 2024 at the Superstudio Più exhibition space with the '**Stone Builds The Future**' video installation. The profitable dialogue with the world of design and architecture is still on-going, to reinforce the message that there is no sustainability without durability or aesthetics. Natural stone perfectly incarnates this principle, not only in terms of quality but also quantity.

Following the participation in Marmo+Mac 2023 in Verona, PNA is back on the international design scene with an innovative immersive installation that testifies the profound and long-lasting bond between man and natural stone through time: an amazing journey that will make us even more aware of the natural sustainability of stone. It will be narrated by an evolutionary morphing of interiors, retracing the various historical eras with their typical living spaces and visually testifying the concept of 'Naturally Sustainable', the cornerstone of the Manifesto launched by PNA in 2022 at Marmo+Mac.

Evolutionary morphing, the digital technique chosen by the Art Directors at Danae Project, enables a gradual, fluid transformation, with no continuity between the various images and scenarios: an original way to show the **shift** existing between classic interior models and others dominated by more contemporary aesthetics. By using natural stone as a common denominator, our gaze is projected further and further ahead, towards the future.

The 'Stone builds the future' installation is perfectly in line with the theme of 'Thinking Different' proposed by SuperStudio Più. With marked attention on the evolutionary signs of the company in the use of natural stone, this emotional journey puts the spotlight on the uniqueness of natural stone, its durability through time and its eternal beauty. Thus, the exploration of a possible future scenario becomes a natural progression of this path.

In a world that is evolving faster and faster than ever, natural stone represents a pillar of stability, leading man towards more sustainable living and with lower environmental impact.

In addition, stone, in its imperishable nature, has been tied to design and human anthropology through the ages, adapting and evolving in forms and uses, heralding values that go beyond the limits of time.

Through stone we can still rediscover the original bond with nature and nurture that innate sense of belonging that ties us to a place, awakening within us that sensation of '**feeling home**' right from the start. It is thanks to evolutionary morphing that the viewers will embark on a journey where time passes, shapes change, but stone remains as a constant presence of the passage of man.

PNA Network's plans for 2024

As well as participating in Fuorisalone 2024, the PNA Network, is continuing its virtuous path focused on the sustainability of natural stone.

The next few months will see the birth of the first LCA Studio (Life Cycle Assessment) for MONDO Natural Stone with the aim of measuring and using the sustainability analysis for natural stone on a wider scale: thus the analysis of the group of stones in the previous study will be extended to other materials mainly from abroad, but processed in Italy.

The update of the Sustainability Project desired by PNA is curated by the same technical-scientific Team: Mining Engineer Claudia Chiappino (Project Manager), Polytechnic University of Turin, with Italia Circolare involved in the narration and communication sector.

The where, how & when of 'STONE BUILDS THE FUTURE'

Superstudiopiù - Via Tortona 27

Central Point - Stand n.10B

VIP & Press Preview: 15 April - from 3 pm to 8 pm

16-20 April: from 11.00 am to 9 pm

21 April: from 11.00 am to 6 pm

Inauguration Cocktail: 16 April at 6.30 pm

Art Direction: Natascia Bascherini & Federica Ghinoi - Danae Project

Project & Design: Danae Project

Morphing: Imaginem

Communication and video: Nicola Grossi & Alessandro Pasquali - Danae Project

*PNA - PIETRA NATURALE AUTENTICA Business network: born in 2018 to promote and protect the competitiveness of Authentic 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 authentic 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.*

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