

Press Release  
September 2023

**WE ARE NATURE AT MARBLE+MAC 2023**  
**At Marmomac 2023, the PNA | Authentic Natural Stone Network tells about sustainability,  
beauty and versatility of natural stone.**

Established to protect and promote the competitiveness of authentically natural stone, the PNA Network on the occasion of the international benchmark Fair for the stone market, brings to the attention of industry companies and the public of international operators the Installation We are Nature.

The Installation, after the great success obtained during the previous Milan Design Week, We are Nature makes its entrance in the Verona Exhibition to reiterate the message already launched last spring: the one concerning the symbiosis that binds man and natural stone, in the common denominator of nature. The entire history of man is carved in stone and has been evolving for millennia. Stone has been mankind's companion in its journey through history, and through it different civilizations have left an indelible imprint of their passage. Through the oldest working tools, dwellings, and then as cultural, artistic, and architectural expression to the present day.

It is therefore a matter of 'rediscovering' and revaluing this link, giving it a contemporary suggestion: this is the goal of We are Nature - a concept conceived by Natascia Bascherini and Federica Ghinoi of Danae Project. The set-up aims at essentiality: the protagonist element is a ledwall cube that at the center of the exhibition space will propose the vision of emotional and scientific contents in alternation.

The beautiful and dynamic images of human bodies, whose skin has in all respects the appearance of natural stone, will alternate with the highlights of the recent LCA study of the Italian natural stone sector, presented in March 2023 by the PNA Network and available on the website (<https://www.naturalstoneisbetter.com/it/>).

The obvious parallelism that We are Nature establishes between the uniqueness of individual stones and the uniqueness of human bodies irrevocably seals diversity and nonreplicability as indispensable strengths of the elements.

**The work of the PNA Business Network for 2023/2024 maintains the focus on scientific analysis of all aspects related to the sustainability of natural stone.**

The realization that natural stone can represent a model of authentic sustainability has been guiding PNA's work for some time: going beyond the horizon of qualitative perception, it proved necessary to analyze the marble supply chain from an environmental perspective and quantify the average environmental impacts of 1 m<sup>2</sup> of natural stone slab with surface finish.

Determination to continue with the natural stone sector's green path remains a priority for PNA, aware that, now more than ever, product quality and sustainability are the preeminent factors in the choice, including that of stone materials, within any market.

\*\*\*

*PNA - PIETRA NATURALE AUTENTICA Business Network: was established in 2018 to promote and protect the competitiveness of Authentically Natural Stone, its values, and its countless possibilities for use. PIETRA NATURALE AUTENTICA is open to all Companies, Bodies and Organizations that want to contribute to the realization of a major communication campaign in favor of Authentically Natural Stone. All Companies and Operators in the techno-marble supply chain are called upon to lend their support to this initiative, which was created to respond to the instances of objective defense and promotion of the natural stone product.*  
[www.naturalstoneisbetter.com](http://www.naturalstoneisbetter.com)

Press Office: Maria Chiara Boccolini  
@mail: [mariachiara@mediatike.it](mailto:mariachiara@mediatike.it)