

Verona, September 23, 2025

PRESS RELEASE

PNA – Pietra Naturale Autentica at MarmoMac 2025

The Network will be present at Pavilion 6, Stand E6 with a renewed vision that places natural stone at the center of a journey connecting material, thought, and future.

PNA – Pietra Naturale Autentica, a business network bringing together over 40 companies, institutions, and organizations representing the Italian stone sector, will be present at MarmoMac 2025 at Stand E6 in Pavilion 6, reaffirming its commitment to promoting the value of authentic natural stone as a timeless symbol of Made in Italy.

Founded in 2018, PNA was created with the goal of protecting and enhancing the competitiveness of natural stone on the global market, focusing on quality, manufacturing tradition, design versatility, and a sustainable vision for the sector. The Network is rooted in a solid artisanal and industrial culture, and today it evolves into a true cultural and design hub, weaving together in its journey MATERIAL, THOUGHT, AND FUTURE.

PNA IS MATERIAL: PNA and Sustainability

Since its inception, PNA has promoted the unique features of authentically natural stone, as well as its technical performance, highlighting its green aspects, particularly in terms of sustainability and intended use.

The commitment to sustainability has translated into a shared code of conduct and advanced technical studies carried out in collaboration with the Politecnico di Torino, which led to the LCA ITALY STUDY in February 2023 and the LCA WORLD STUDY in 2024. These generated the first sectoral study assessing the environmental impact of natural stones processed in Italy, taking into account the entire product life cycle, regardless of the geographical origin of the raw materials.

In 2025, PNA achieved another important milestone: the EPD (Environmental Product Declaration), a certification with data verified according to international standards and validated by independent third-party organizations. The EPD clearly and transparently describes the environmental impact of a product throughout its life cycle. This represents the first sectoral EPD for Natural Stone, a unique achievement that does not concern a single product but the entire sector. It certifies that the whole natural stone supply chain has a very low environmental impact,

RETE PIETRA NATURALE AUTENTICA

Forma giuridica contratto di rete dotato di soggettività giuridica
Atto Costitutivo Repertorio n: 4258/3062 - Data Costituzione: 04/04/2018
Numero REA MI – 2521579 - Codice fiscale 10312470965

Indirizzo Sede legale CORSO SEMPIONE 30, 20154 Milano (MI)

Indirizzo PEC: pietranaturaleautentica@legalmail.it – SDI: T9K4ZHO - Email: segreteria@stoneisbetter.com

particularly regarding CO₂ emissions from quarrying to the end of product life. The sectoral EPD is the official and certified proof that natural stone is not only beautiful and durable but also sustainable by definition, recognized internationally.

The results of the study will be presented in preview by Eng. Claudia Chiappino during the talk “Presentation of the first Sectoral EPD for Natural Stone” on September 26 at 10:45 AM at The Plus Theatre, Pavilion 10, ahead of their official publication.

PNA IS FUTURE: PNA and Innovation

PNA is strongly oriented toward building an ecosystem of collaborations with startups, universities, companies, and young talents, with the goal of identifying new tech-driven and sustainable solutions, in an open dialogue welcoming new ideas and projects. In short, to carve the future with stone.

In this perspective, StoneX – Startup & Innovation Talk @ MarmoMac was born: a new meeting and storytelling format designed to give voice to those who are innovating the natural stone sector through emerging technologies, new sustainable approaches, and cutting-edge business models.

StoneX will take place on September 25, 2025, at 3:45 PM in the Forum Area, Pavilion 1, within the MarmoMac events area. It will represent an opportunity to explore the future of the sector through the exchange of young visions, experimental projects, and concrete solutions, by listening to the perspectives and initiatives of startups that are working on and experimenting with the future of stone.

PNA IS THOUGHT: PNA International Forum

A key milestone in PNA's journey was the first edition of the PNA International Forum, held on June 12–13, 2025, at IUAV in Venice, in conjunction with the Architecture Biennale. A unique event that brought together architects, designers, artists, scholars, and professionals for two days of debates and meetings, focusing on a central theme: natural stone as a material that connects architecture, art, and design.

The Forum featured leading national and international speakers who shared case studies, design visions, and future perspectives, contributing to an open and high-level discussion on how stone can play a key role in shaping a more conscious and technologically advanced future. The event opened the Network to active dialogue with an international audience of architects and professionals, marking the beginning of a stimulating path of discovery and new perspectives.

From September 23 to 26, throughout MarmoMac, visitors will be able to relive the most significant moments of the first International Forum thanks to a video station inside the PNA stand. Here, continuous screenings will showcase the visions of international architects such as Peter

RETE PIETRA NATURALE AUTENTICA

Eisenman, Kengo Kuma, and other prominent names among professionals, professors, and designers who gathered in Venice under the scientific coordination of Arch. Raffaella Laezza.

With its participation in MarmoMac 2025, PNA – Pietra Naturale Autentica confirms itself as a dynamic reality capable of combining identity, innovation, and internationalization. A Network that not only promotes the material but also contributes to redefining the role of natural stone in the contemporary world—as a living, technological, and profoundly sustainable material.

PNA Press Office

Ellisse – Communication Strategies

Alberto Ferrari

alberto@ellisse.it - M. +39 348 5826709 - +39 030 3531950

RETE PIETRA NATURALE AUTENTICA

Forma giuridica contratto di rete dotato di soggettività giuridica
Atto Costitutivo Repertorio n: 4258/3062 - Data Costituzione: 04/04/2018

Numero REA MI – 2521579 - Codice fiscale 10312470965

Indirizzo Sede legale CORSO SEMPIONE 30, 20154 Milano (MI)

Indirizzo PEC: pietranaturaleautentica@legalmail.it – SDI: T9K4ZHO - Email: segreteria@stoneisbetter.com