



## Marmomac Best Communicator Awards 2025 | Forbes Selection

### Official REGULATION

#### 1. Purpose of the Award

The **Marmomac Best Communicator Awards | Forbes Selection** aims to recognize and celebrate companies and individuals who have been able to communicate the world of natural stone with effectiveness, innovation, and creativity in all its artistic, architectural, cultural, and technological expressions.

#### 2. Jury

The winners will be selected by a jury of experts representing the trade fair, publishing, academic, and journalistic fields:

- **Silvia Nani** – Senior Design Editor, *Corriere della Sera*
- **Manuela Mimosa Ravasio** – Senior Design Editor, *la Repubblica*
- **Aurelio Chinellato** – Architect and Professor of Exhibition Design, IUSVE
- **Alessandro Mauro Rossi** – Editor-in-Chief, *Forbes Italia*

#### 3. Award Categories

The competition includes the following categories of recognition:

##### a) Forbes Selection

Assigned to international personalities from the following sectors:

- Art
- Architecture
- People of Influence

The award will be granted to those who, between 2024 and 2025, have distinguished themselves through projects, initiatives, or communication activities that have effectively conveyed natural stone to a wide and diverse audience, promoting its cultural relevance and value.

##### b) Exhibitors

Three Marmomac 2025 exhibitors will be awarded in the following categories:

- **Visioni (Visions)** – ability to present creative, visionary concepts that generate new narratives on the material;
- **Pietra Naturale (Natural Stone)** – enhancement of the quality, essence, and aesthetic potential of stone;
- **Tecnologia (Technology)** – innovation in processes, manufacturing, and solutions presented.

Awards will go to those exhibitors who best communicate, through their stand, their project, product, or activity.

#### c) Special Mentions

- **Anniversary:** collectively awarded by the jury.
- **Graphic and Visual Design:** assigned by Professor Aurelio Chinellato together with students from the Exhibition Design program at IUSVE University, to a stand or project distinguished by excellence in visual communication, graphic design, and overall composition.

#### 4. Selection Criteria

The jury will evaluate projects and stands based on the following criteria:

- **Quality of visual storytelling:** the ability of the space or project to generate an immediate, impactful message.
- **Clarity and simplicity of language:** ease of understanding and accessibility of the message to a wide audience, also through the use of inclusive languages.
- **Innovation and originality:** presence of novel, creative, and unconventional solutions in communication and/or setup.
- **Narrative coherence:** the ability to tell a clear and recognizable concept, consistent with the values and identity of the brand/project.
- **Sustainability:** attention to environmental impact and communication of social and environmental responsibility values.
- **Audience engagement:** ability to establish a dialogue with visitors.

#### 5. Selection Process

A commission coordinated by a member of the jury will carry out inspections of the exhibition stands on the opening day of the event. The jury will then select the winners from a shortlist of 15 finalists (five per category).

International projects and personalities nominated by Veronafiere for the **Forbes Selection** will be evaluated based on submitted documentation and materials, as well as the cultural and media relevance of the initiatives.

Special Mentions will follow the specific criteria established by the jury and by the academic working group of IUSVE.

## **6. Award Ceremony**

The awards will be announced and presented during the official ceremony of the **Marmomac Best Communicator Awards 2025 | Forbes Selection**, to be held at the **Stage of The Plus Theatre (Hall 10, Veronafiere)** on **Wednesday, 24 September 2025, at 4:45 p.m.**