

*Ongoing at Veronafiere, the leading international trade show for the natural stone supply chain
(23–26 September)*

**MARMOMAC, FROM ITALIAN QUARRIES TO RIYADH SKYSCRAPERS:
MADE IN ITALY MARBLE THRIVES IN SAUDI ARABIA**

Verona, 25 September 2025 – In Saudi Arabia, the future is taking shape in Italian stone. Vision 2030, the giga-projects of NEOM and Qiddiya, Expo 2030 in Riyadh, and the 2034 FIFA World Cup have turned the country into the largest construction site in the world. Here, demand for high-end materials continues to soar, driven by real estate and infrastructure investments that exceeded 1.06 trillion dollars in 2024.

In this scenario, Italian marble enjoys a privileged position, as confirmed by the latest **Nomisma research** commissioned by **Marmomac**: imports from Italy to Saudi Arabia have risen by 216% over the past five years, making Riyadh the leading demand hub of the Arabian Peninsula, with a 47% share of the total.

Explaining the nature of this growth is architect **Amedeo Schiattarella**, a finalist for the international **Dedalo Minosse Award**, in the “Special Marmomac” section. For more than fifteen years, he has worked closely with Saudi clients. His studio’s projects range from the Digital Art Museum inaugurated in December 2024, to the urban park under construction in Riyadh with Milan-based Gruppoland, a new ministerial building in the capital’s center, and a monumental intervention planned for the end of the year at a historic city site.

“Many projects in recent years have been ‘colonized’ by the West, imposing models alien to the context,” explains the architect. “We chose a Saudi path to contemporaneity, enhancing local culture and traditions.” An example is a competition for a skyscraper in Riyadh: instead of the vertical monolith required by the brief, the studio proposed a “horizontal skyscraper,” porous and permeable, weaving together public and private spaces in line with the city’s organic nature.

Within this approach, stone plays a starring role: local stone is crafted to “vibrate” and reveal its depth, at the same time Italian marble—especially Carrara—is used as a distinctive interior feature, enriched by textures and striations that exalt its materiality. “Italy enjoys an outstanding reputation,” Schiattarella adds, “associated with quality, culture, and design expertise.” Three dimensions that find their ideal showcase at Marmomac 2025, running through tomorrow at Veronafiere, where natural stone and Made in Italy processing technologies are presented to buyers, architects, and designers from nearly 150 countries.

Press Information

- Press room: 1st floor, between Halls 4 and 5, 9:00 am – 6:30 pm
- Online press accreditation: <https://www.veronafiere.it/area-stampa/accredito-stampa/accredito-stampa-marmomac-2025/>
- Accreditation desks at the fair: Re Teodorico and Cangrande entrances
- Press kit: <https://www.marmomac.com/press/cartella-stampa/>
- Marmomac 2025 program: <https://www.marmomac.com/palinsesto-eventi/>

- Video coverage: <https://media.filmmand.it/s/marmomac2025>
- Photos: requests via pressoffice@veronafiere.it
- Parking: Palexpo and P3, subject to availability, with press pass and professional ID

www.marmomac.com