

**MODULAR VERTICALITY BY ADI: A CONTEMPORARY DIALOGUE
BETWEEN MARBLE AND PREFABRICATED MODULAR ARCHITECTURE**

THE PLUS THEATRE | 23–26 September

Verona, 15 September 2025. At the 59th edition of Marmomac, scheduled at Veronafiere from 23 to 26 September, the exhibition *Modular Verticality*—a project curated by ADI – Veneto and Trentino-Alto Adige Delegation—unfolds as a dialogue between prefabricated modular architecture and natural stone. The initiative stems from the idea of applying the offsite construction logic—an innovative building technology with a strong focus on sustainability—to marble and ornamental stones, transforming them into modular elements of high aesthetic and functional value.

Prefabricated modular architecture combines design flexibility with construction efficiency, ease of assembly, quality control, and optimised installation times, offering an advanced solution for contemporary building. This type of architecture enables the industrialisation of elements that, in traditional construction, are handcrafted, thereby reducing costs and time by up to 50%.

The *Modular Verticality* exhibition path develops through a series of works designed by international architectural firms and ADI members, with scientific contributions from sector experts. The aesthetic value and formal design of each module determine the personalisation of seriality, enhanced by the varied use of natural stone's colours and textures, which is also applied in three-dimensional compositions. The results generate a striking visual impact.

Among the projects that best capture the aesthetic value of natural stone in terms of volume and experimentation is *Thatching* by Eleonora Pesce: a new cladding proposal that strikes a balance between Japanese minimalism and Scandinavian warmth, processing marble to evoke the lightness of straw and palm leaves. Playing on the contrasts of light and shadow, as well as solid and void, are *Concavoconvesso* by Maria Vittoria Malgarise, *Eclipse* by Gino Carollo, and *Embossed Marble* by Maurizio Varratta—projects that generate unprecedented curvatures and volumes, conferring marble with a strong sense of dynamism and architectural modernity. The design *VEA* by Davide Cavaliere reinterprets marble as a sensorial experience through a terrazzo green porphyry module that plays with solids and voids, creating vibrant spaces permeated by natural light.

Conceived to optimise and simplify building applications are the projects by Matteo Leorato and Paolo Criveller. *Tani Ori* combines origami and marble into a lightweight, three-dimensional module for ventilated façades with simple anchorage. At the same time, *Käärme* is a modular system featuring travertine alternating with marble panels and openings, framed by a continuous line that harmonises classical aesthetics with the demands of dry construction.

Sustainability and integration with nature are the keywords in *Ruderal Calligraphies* by Cristina Morbi and *Lithus* by Bruna Bonavita and Giulio Rigoni. The first creates a bio-receptive façade where cracks and porosity capture seeds and water, turning stone into a substrate that evolves with rainfall and

spontaneous vegetation. The second employs Carrara marble panels recovered from waste, transforming imperfections into aesthetic value in a sustainable approach that combines material expression with waste reduction.

The exhibition route concludes with a selection of works from the ADI Design Index and the Compasso d'Oro, an international recognition since 1954 that celebrates the excellence of Italian design. The exhibition also features the participation of the Associazione Nazionale Le Donne del Marmo, which, since 2007, has awarded the *Donna del Marmo* Prize, testifying to the cultural and social role of the stone sector.

Modular Verticality aims to present marble not merely as a noble, traditional material, but as a resource able to dialogue with technological innovation, prefabricated building, and contemporary architecture.

Scientific Committee for ADI Members Project Selection

Manni Group – Daniel Elber
Prof. Marco Imperadori, Polimi
Prof. Paolo Rigone, Unicmi
Prof. Massimo Rossetti, IUAV
Roberto Santolamazza, T2I
Sara Scalfi, Polo Veronesi

ADI Member Designers

Gino Carollo
Davide Cavaliere
Paolo Criveller
Matteo Leorato
Maria Vittoria Malgarise
Eleonora Pesce

Invited Architecture Firms

Arch. Cristina Morbi
Studio Maetherea, London
Arch. Maurizio Varratta
Studio Varratta Architect, Genoa
Arch. Bruna Bonavita
Tutor Arch. Giulio Rigoni
Studio BIG – Bjarke Ingels Group, Copenhagen

Marmomac 2025 | 23–26 September | Veronafiere | Hall 10 – The Plus Theatre

www.marmomac.com

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MARMOMAC

Marmomac is the leading international trade fair for the entire natural stone supply chain, from quarry to processed product, technologies, machinery, and tools. Founded in Verona, one of Italy's key marble districts, Marmomac is today the leading global hub for the sector, a privileged venue for innovation, culture, and training. With around 1,400 exhibitors from over 50 countries and an international community of more than 50,000 professionals and operators from 150 nations (2024 data), the event consolidates—edition after edition—its role as a strategic platform for the industry, a meeting point for companies, designers, institutions, and operators from around the world. A visit to Marmomac offers the chance to discover product novelties and technological innovations, updates on machinery evolution, as well as exhibitions, in-depth explorations, and accredited professional training—with a focus on the connection between business, design, and product culture: a recognised added value at the international level.

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