



## Franchi Umberto Marbles at Marmomac 2023: between nature and design

The growing attention to environmental and sustainability issues makes the stand that FUM is presenting for the 2023 edition of Marmomac a real 'theater of Nature' in which elements synergistically blend together to amaze and offer a 'green' suggestion of the materials presented.

The stand project, designed by Interninow, focuses on three natural elements: marble, of course, and then water and iron that, together, create an imposing structure with a museum-like design, made of large marble walls that aim to recreate designs deliberately inspired by a work of art created by Mother Nature. There are many design elements, made of particular and sought-after marbles, which develop longitudinally as in a gallery and offer themselves to the visitor's view and appreciation.

Overall, a layout that tells and well represents the substantial evolution that FUM has been experiencing for some time now in its approach to sustainability.

A formally clean, yet impactful graphic communication enriches the stand's layout, telling the story of life, the tradition of marble and the great commitment that FUM, a leader in the industry for years, puts into respecting and enhancing the wonderful marble of Carrara and its tradition.

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