



Carara DISTRICT

/ART

/DESIGN

/ARCHITECTURE

/EXPERIENCE

INTERNINOW

franchi umberto marmi
SIGNED BY NATURE



1 KM

OF EXHIBITION

/ FRANCHI UMBERTO MARMI / INTERNI NOW / POLTRONA FRAU / FUM ACADEMY

/ EXTRA RESTAURANT / KUMA GALLERY / UMBERTO GALLERY

/ BIG ONE GALLERY / OPEN-PIT QUARRY / LABORATORY

100⁺

DESIGN PIECES

/ ERODESCAPE / SUPERMAN / SHARAWAGGY / MARBLE DESIGN COLLECTION

/ PRIMAVERA / PLISSÈ / BIG MAC / VINTAGE BICYCLES / MURALES

100⁺

MARBLE TYPES

CALACATTA / GOLD / EXTRA / '900 / SUPER GOLD / MIELE / CREMO

STATUARIO / STATUARIETTO / EXTRA

BIANCHI / CARRARA / VENATINO / GIOIA

COLORATI / ZEBRINO / BARDIGLIO / MANHATTAN GREY / GRIGIO COLLEMANDINA

50⁺

INTERNATIONAL ARTISTS & DESIGNERS

/ KENGO KUMA / CINO ZUCCHI / MICHELE DE LUCCHI /

DOMENICO VENEZIANO / ANGELO MICHELI / MICHELE CAZZANI /

PAOLO ARMENISE / SILVIA NERBI / EUGENIO BISELLI

/ LUCA DINI / LUISA BOCHIETTO



/ART

/DESIGN

/ARCHITECTURE

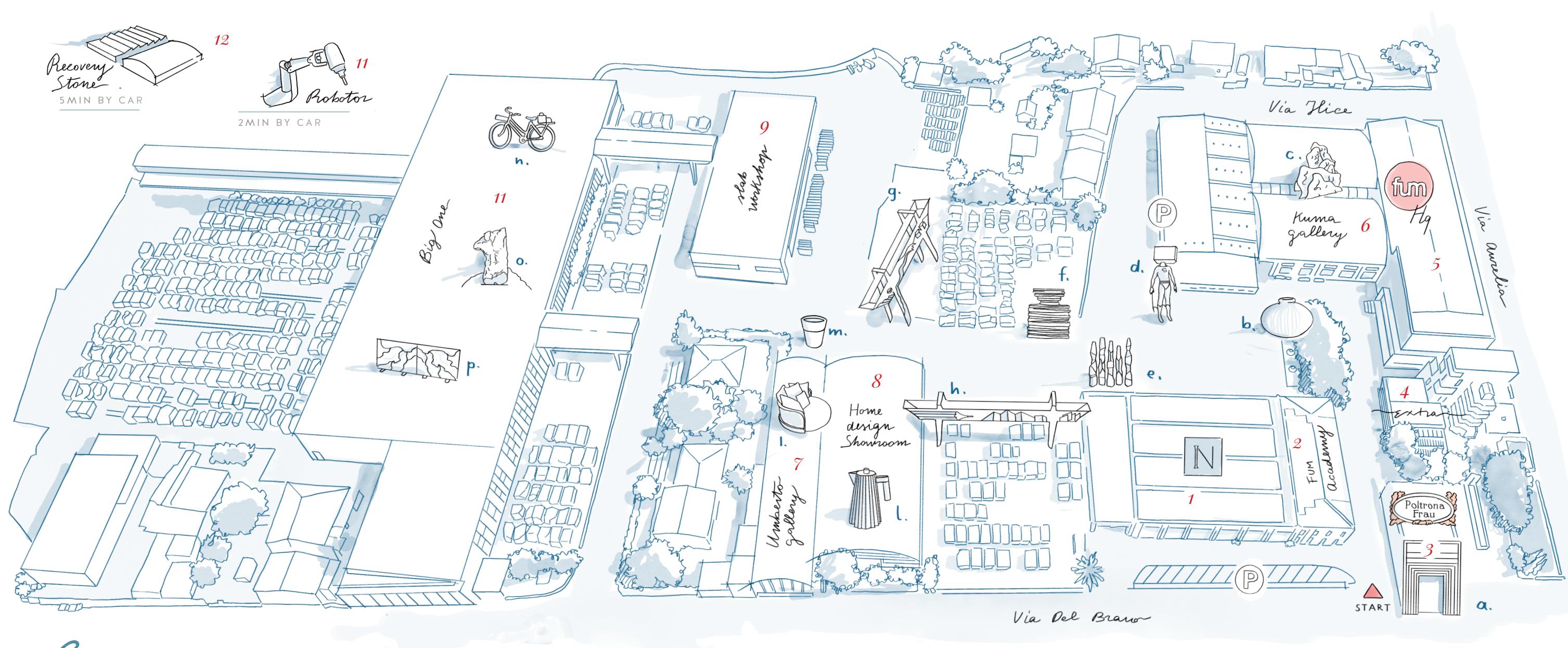
/EXPERIENCE

Poltrona
Frau

franchi umbertomarmi

INTERNINOW

— Map



Carrara DISTRICT

CARRARA DISTRICT IS AN OPERATIONAL HUB ROOTED IN THE TERRITORY, CONNECTING EXPERTISE, LOCAL RESOURCES, AND CONTEMPORARY VISIONS. A VIBRANT, MULTIDISCIPLINARY DISTRICT OPEN TO INNOVATION, WHERE INDEPENDENT YET COMPLEMENTARY DISCIPLINES CONVERGE INTO A UNIFIED VISION.

legend

- A. PORTALS IN CALACATTA - EUGENIO BISELLI
- B. TJANDI - PAOLO ARMENISE AND SILVIA NERBI
- C. ERODESCAPE - KENGO KUMA
- D. SUPERMAN - GIUSEPPE VENEZIANO
- E. SHARAWAGGI - CINO ZUCCHI
- F. SPRING - ANGELO MICHELI
- G-H. MURALS - ROBO

ARTwork

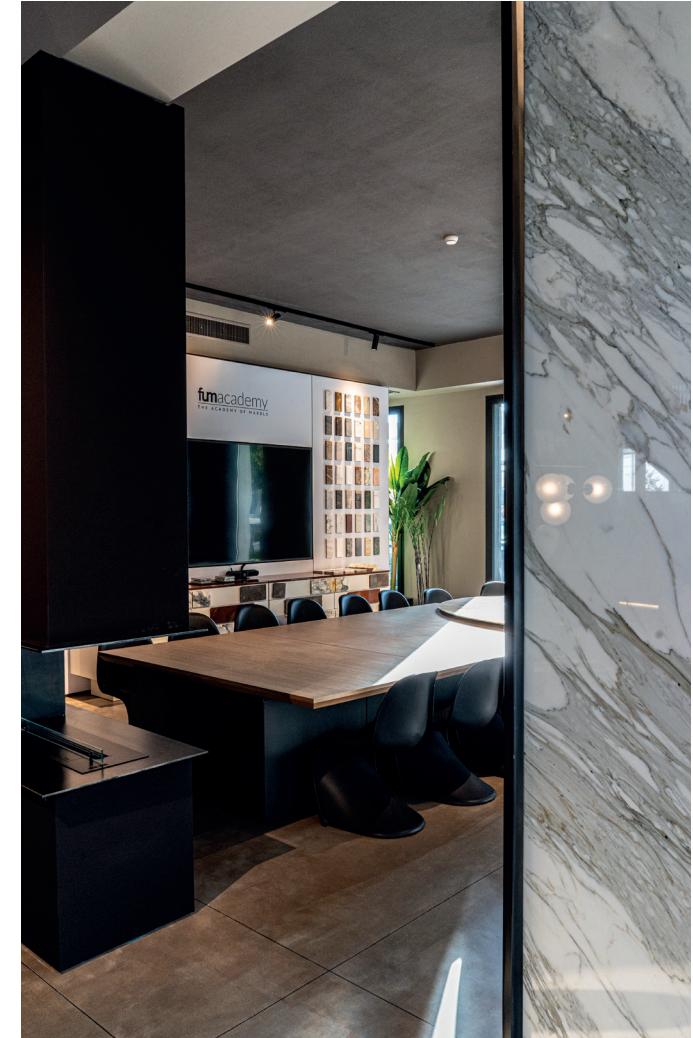
- I. SPHERIC - LUCA DINI
- L. PLISSÉ - MICHELE DE LUCCHI FOR ALESSI
- M. BIG MAC - LUISA BOCHIETTO
- N. COLLECTION OF VINTAGE BIKE - ANCIENT CRAFTS
- O. GOLD LEAF SOUL - FILIPPO TINCILINI
- P. ONE OF A KIND - SELECTION OF SLABS

Locations

- 1. INTERNI NOW
- 2. FUM ACADEMY
- 3. POLTRONA FRAU
- 4. EXTRA RESTAURANT
- 5. FUM HEADQUARTERS
- 6. KENGO KUMA GALLERY
- 7. UMBERTO GALLERY
- 8. HOME DESIGN SHOWROOM
- 9. SLAB WORKSHOP
- 10. BIG ONE
- 11. ROBOTOR
- 12. RECOVERY STONE



map



1 INTERNINOW

DESIGN CENTER AND SHOWROOM, WHERE THE DIALOGUE BETWEEN FUNCTION AND AESTHETIC LANGUAGE TAKES SHAPE. AN OPERATIONAL SPACE FOR ARCHITECTS, DESIGNERS, AND COMPANIES.

fumacademy
THE ACADEMY OF MARBLE

A TRAINING HUB DEDICATED TO ARCHITECTURE AND INTERIOR DESIGN. IT OFFERS COURSES, WORKSHOPS, AND RESEARCH ACTIVITIES FOR PROFESSIONALS AND STUDENTS.



1

ARCHITECTURE / DESIGN / ACADEMY



2

THE MATERIAL



_ leather



A SPACE DEVOTED TO EXCELLENCE IN LEATHER AND FURNITURE DESIGN. QUALITY, COMFORT, AND ARTISANAL CRAFTSMANSHIP COME TOGETHER IN A CURATED SELECTION.

_ stone

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THE EXCELLENCE IN MARBLE – A STONE THAT IS LIVING MATTER. A UNIQUE SPACE WHERE CARRARA'S FINEST MARBLE IS EXTRACTED, SELECTED AND SUPPLIED FOR BESPOKE PROJECTS ACROSS THE TERRITORY AND AROUND THE WORLD.

3

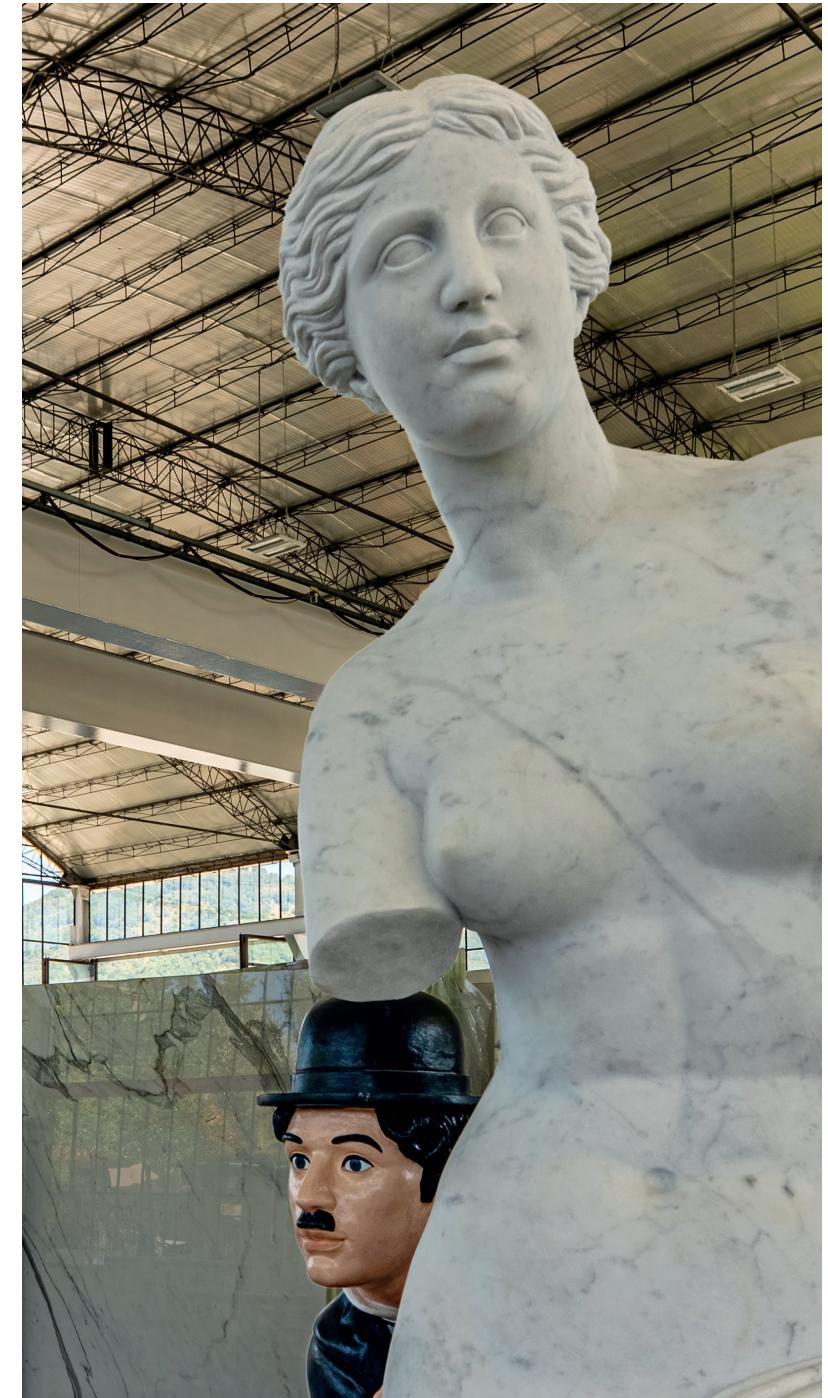
ART / DESIGN

GALLERIES AND OPENPIT QUARRY

THREE EXHIBITION GALLERIES SHOWCASING SIGNATURE WORKS, AND A MARBLE VAULT PRESENTED IN AN OPEN-AIR SHOWCASE. SCULPTURES, INSTALLATIONS, AND MONUMENTAL BLOCKS THAT REDEFINE SPACE.

THE LABORATORY

NOT JUST AN EXHIBITION, BUT A LIVE NARRATIVE OF PROCESSES, TECHNIQUES, AND MATERIALS. A VISITABLE PRODUCTION SPACE WHERE YOU CAN OBSERVE CRAFTSMANSHIP IN ACTION.





3

ART / DESIGN

CARRARA DISTRICT DESIGN COLLECTION

INSIDE A GLASS VAULT, THE SOUL OF CARRARA AND DESIGN TAKE SHAPE TOGETHER. ICONIC MARBLE FURNISHINGS - LIGHTENED FROM WITHIN - BECOME SCULPTURAL OBJECTS FOR HOMES AND YACHTS. A CURATED COLLECTION WHERE CRAFTSMANSHIP MEETS CONTEMPORARY DESIGN, NESTLED IN THE HEART OF THE CARRARA DISTRICT.

3

ART / DESIGN



KENGO KUMA X FUM - 2015 - ERODESCAPE

A MARBLE WORK THAT REINTERPRETS THE CONCEPT OF NATURAL EROSION, THROUGH CAVITIES AND SCULPTED TOPOGRAPHIES.

CINO ZUCCHI X FUM - 2019 - SHARAWAGGI

TOTEM COLUMNS INSPIRED BY NATURAL FORMS, COMPOSED OF REPEATED HOURGLASS MODULES FORMING A FOREST OF STALAGMITES.

ALESSI X FUM - 2024 - PLISSÈ

BY MICHELE DE LUCCHI MARBLE EDITION:
AN OVERTSIZED SCULPTURE OF THE ICONIC PLISSÈ KETTLE IN VENATINO MARBLE FOR WHITE CARRARA.

COLLABORATIONS

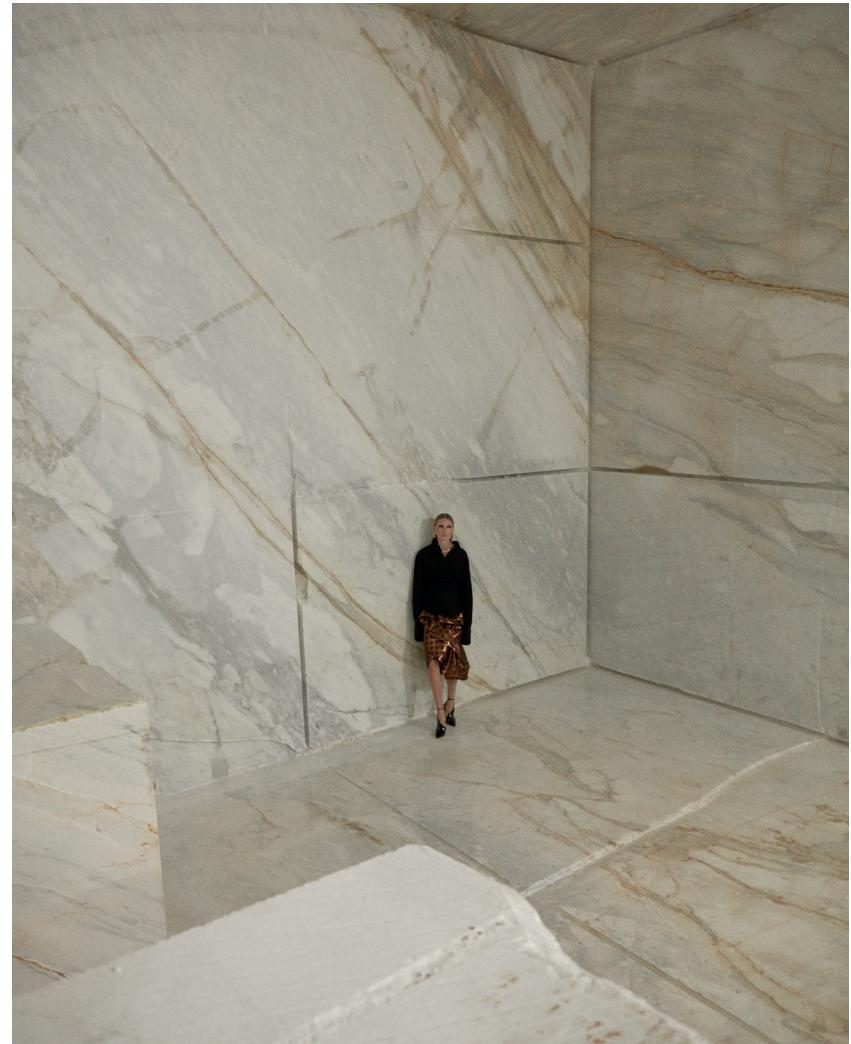
THE DISTRICT HOSTS AND PROMOTES NEW PRODUCTIONS, CREATIVE CROSS-POLLINATIONS, AND SITE-SPECIFIC INSTALLATIONS. SHARED PROJECTS WITH ARTISTS AND INTERDISCIPLINARY DIALOGUES ENRICH THE SPACE.



Photographer: Fabrizio Martinelli

4

EVENTS / EXPERIENCE



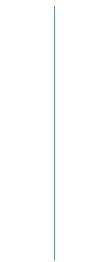
EVENTS AND EXHIBITIONS

ALSO A STAGE: CORPORATE, CULTURAL, AND TAILOR-MADE EVENTS. BESPOKE EXHIBITIONS, GATHERINGS, AND IMMERSIVE FORMATS TO EXPERIENCE THE DISTRICT.

EXTRA RESTAURANT

AN IN-HOUSE RESTAURANT, DESIGNED AS A CONVIVIAL SPACE FOR MEETINGS, OFFERING A CONTEMPORARY CULINARY PROPOSAL: EXPERIENTIAL FOOD AND PERSONALIZED TASTINGS FOR EVERY OCCASION.

Carrara
D I S T R I C T



CARRARA
BY INTERNINOW

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CARRARADISTRICT.IT
THE CARRARA DISTRICT IS A HUB OF EXCELLENCE FOR STONE, LEATHER, AND DESIGN.

