

Carara

D I S T R I C T

/ART

/DESIGN

/ARCHITECTURE

/EXPERIENCE

INTERNINOW

franchiumbertomarmi
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 / SHARAWAGGHY / MARBLE DESIGN COLLECTION
/ PRIMAVERA / PLISSÉ / 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 BOCCHIETTO



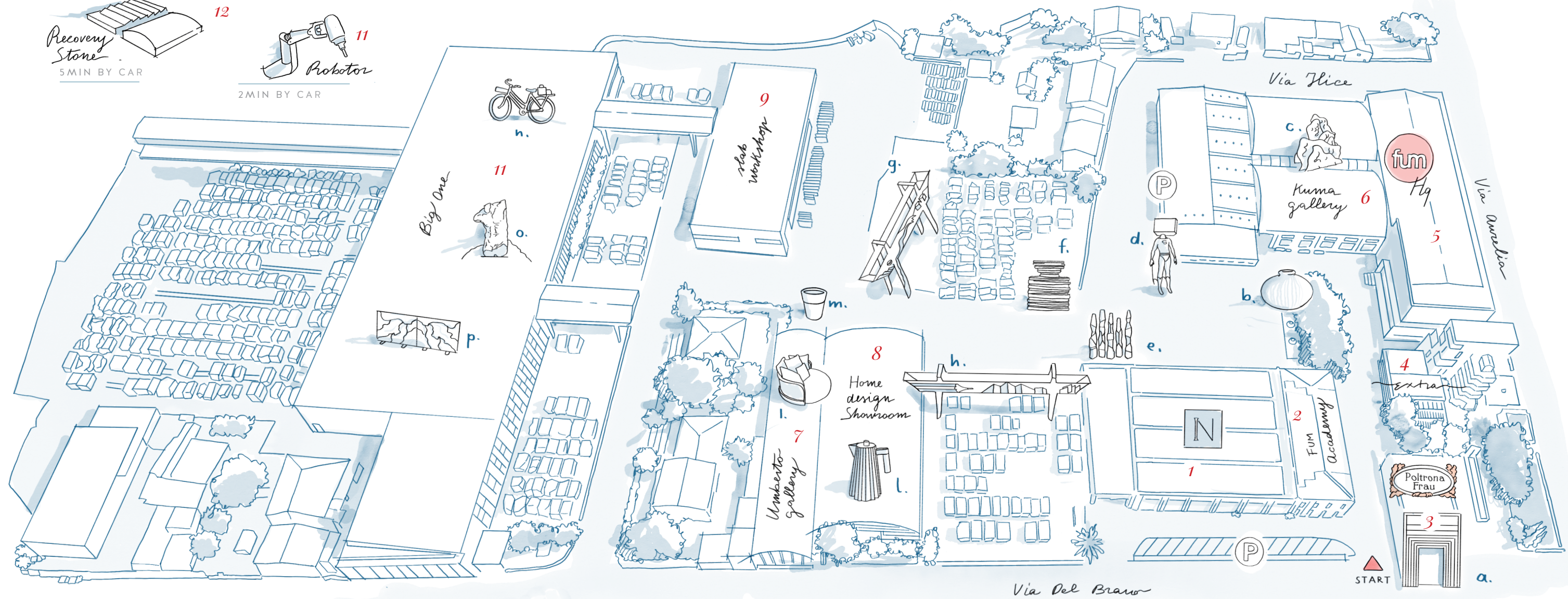
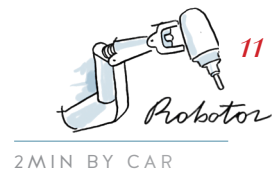
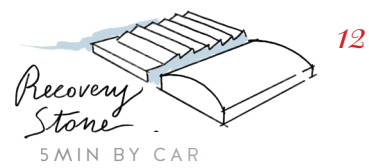
/ART /DESIGN /ARCHITECTURE /EXPERIENCE



franchiumbertomami

INTERNOW

— 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 | I. SPHERIC - LUCA DINI |
| B. TJANDI - PAOLO ARMENISE AND SILVIA NERBI | L. PLISSÉ - MICHELE DE LUCCHI FOR ALESSI |
| C. ERODESCAPE - KENGO KUMA | M. BIG MAC - LUISA BOCCHIETTO |
| D. SUPERMAN - GIUSEPPE VENEZIANO | N. COLLECTION OF VINTAGE BIKE - ANCIENT CRAFTS |
| E. SHARAWAGGI - CINO ZUCCHI | O. GOLD LEAF SOUL - FILIPPO TINCOLINI |
| F. SPRING - ANGELO MICHELI | P. ONE OF A KIND - SELECTION OF SLABS |
| G-H. MURALS - ROBO | |

_ARTwork

_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



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



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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SIGNED BY NATURE

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

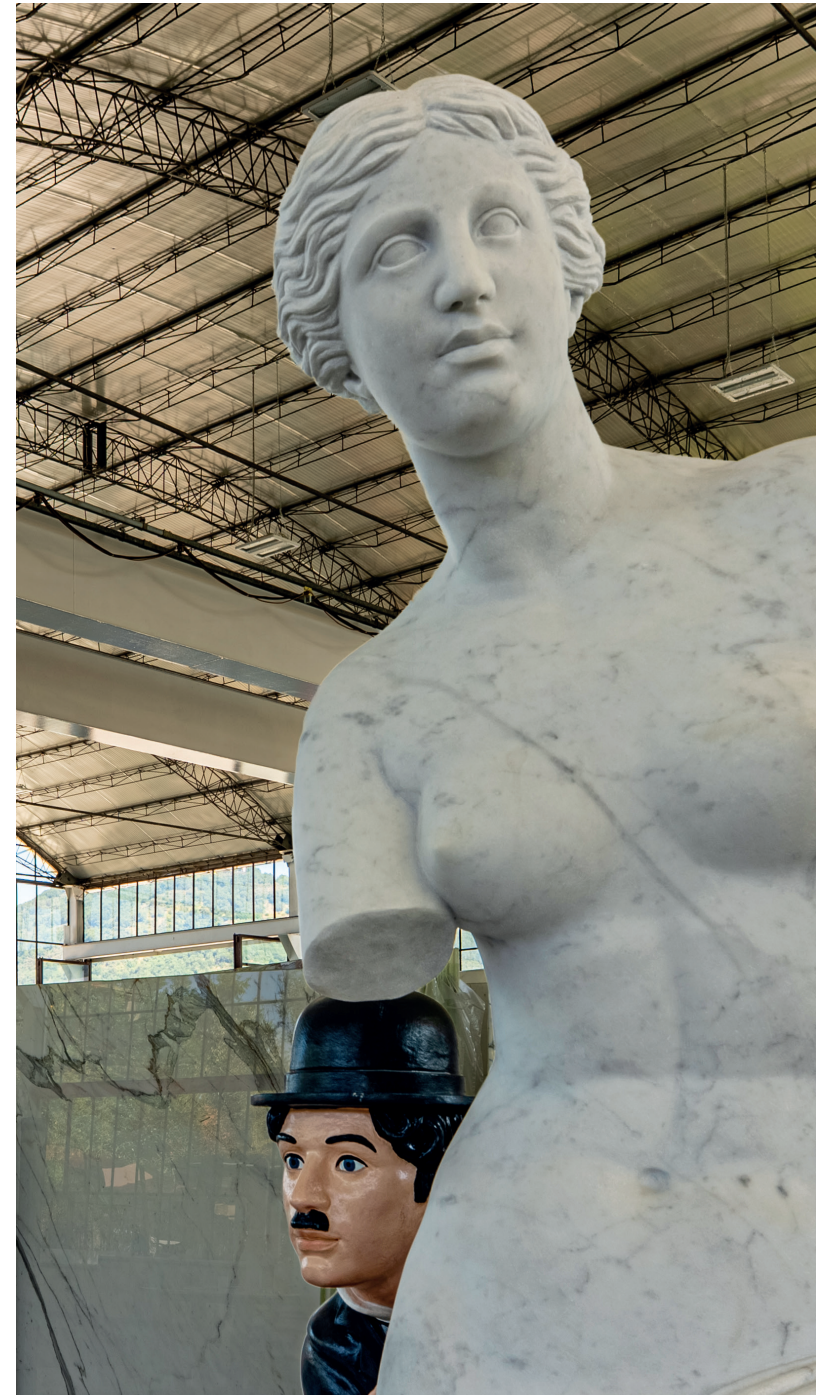
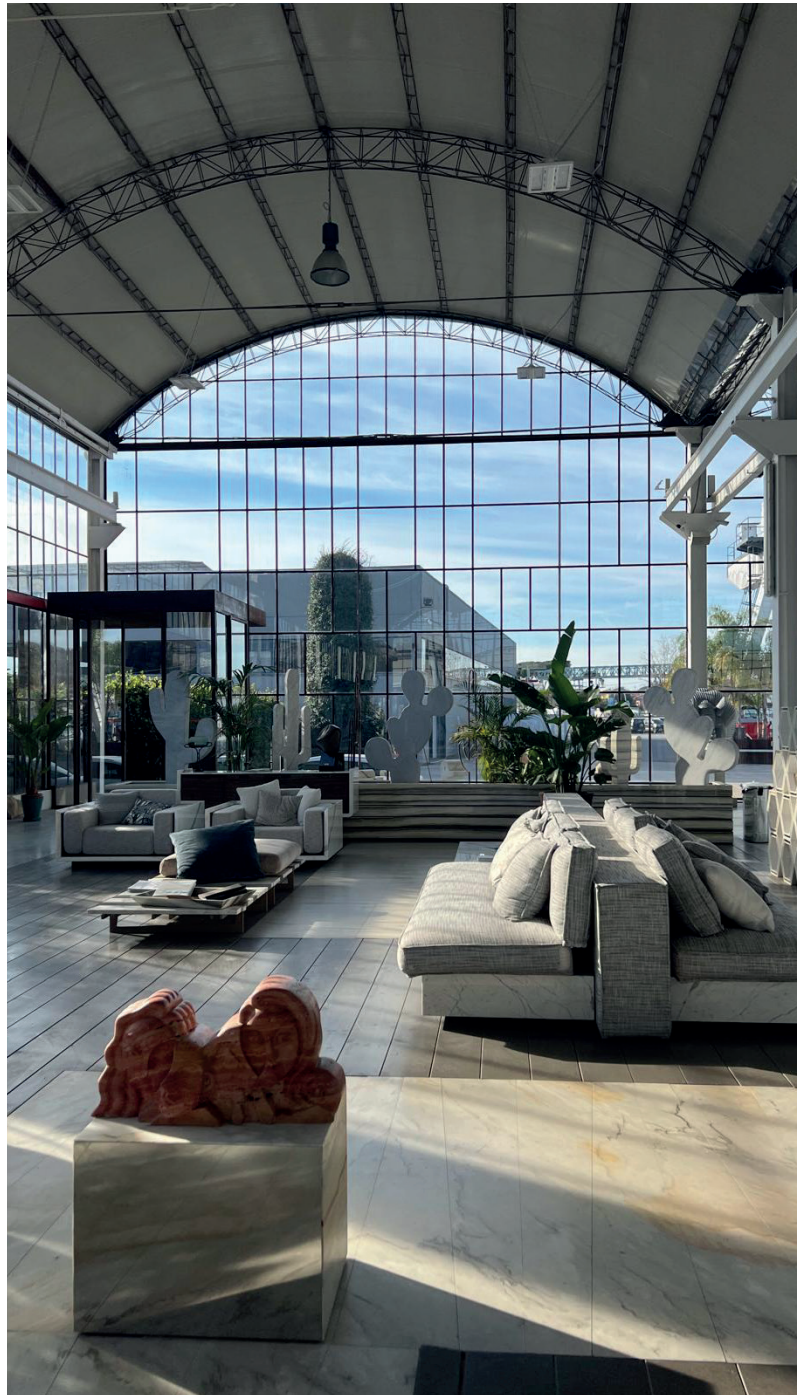
ART / DESIGN

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.

**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 - PLISSÉ

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

COLLABORATIONS

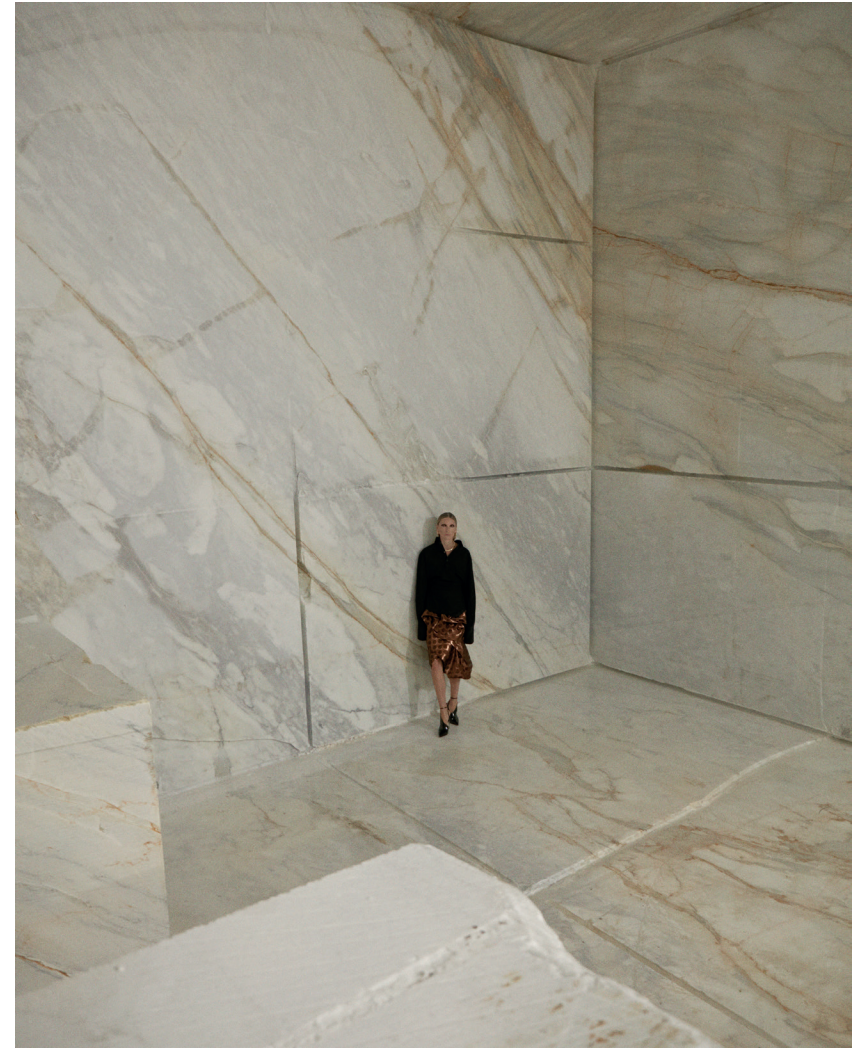
THE DISTRICT HOSTS AND PROMOTES NEW PRODUCTIONS, CREATIVE CROSS-POLLINATIONS, AND SITE-SPECIFIC INSTALLATIONS. SHARED PROJECTS WITH ARTISTS AND INTERDISCIPLINARY DIALOGUES ENRICH THE SPACE.



Photographer: Fabrizio Martinelli

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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

INTERNINOW

VIA DEL BRAVO 14
54033 CARRARA (MS) - ITALIA
WWW.INTERNINOW.IT
+39 375 984 0429

franchiumbertomarmi
SIGNED BY NATURE

VIA DEL BRAVO 14 - 16
54033 CARRARA (MS) - ITALIA
WWW.FUM.IT
+39 0585 70057



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

