



From the mountaintop quarries of Italy to the ancient cities of Morocco, [Marmi Stone](#) has spent decades sourcing the world's finest natural materials for the most discerning clients. As a vertically integrated company, Marmi oversees every phase of stone selection, fabrication, and installation, ensuring not only the highest level of quality but also a respect for the craftsmanship that has defined stonework for centuries.

With roots tracing back more than 60 years to Cairo, one of the earliest centers of architectural stone carving, Marmi has cultivated relationships with quarries across the globe, securing access to the rarest and most exceptional natural stones.

The introduction of Marmi Editions is the newest chapter in the company's history, bringing the elegance of natural stone into every room of the home. What began with mantels, designed as focal points of warmth and romance, has expanded into baths, kitchens, and soon, entertainment spaces. If there's an opportunity in the home to use natural stone, Marmi will find it.

What follows is a discussion with the Marmi Stone team— including Neil Zuleta (Creative Director), Magd Riad (President and CEO), Joel Robare (Director of Sales and Marketing), and Lana Tabaracci (Director of Product Development & Global Sourcing)— Together, we discuss the introduction of Marmi Editions, the rising demand for bold, expressive materials, personalized design and taking a whole-home approach, all while honoring the enduring beauty of natural stone.



Maximalism, romanticism, and the energy of personalization

DNN: What inspired Marmi Editions to adopt a *whole-home approach*? What about the current moment made this a natural next step?

MS: An edition by its very definition is meant to be an evolving category for the home – one of a series – so this has always been our goal. Mantles as recognizable romance were the first entry to home personalization.

It felt right to create a collection for such a special space of relaxation. We have been continuing through the home to create moments of luxury yearly – bath for a sense of personal repose and kitchen for the heart of the home.

Each edition allows an expansion on the design language we have crafted to blend a sense of history with the grace of contemporary living. As the collection grows, it fully embodies a return to glamour and beauty...a refined, enduring, elevation of the home. When the pieces combine together, you are immersed in the presence of natural stone and it is indeed breathtaking.

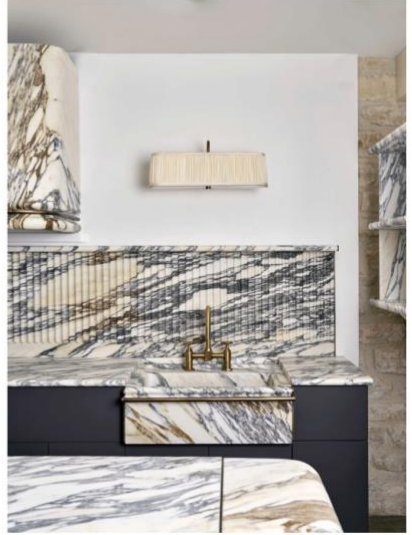


Interior design trends 2025

DNN: What trends are you seeing among luxury consumers when it comes to natural stone? How have their expectations evolved in recent years?

MS: In color, green and burgundy are finding a place now as much as blush tones that are warming up typically white interiors. Clients are asking for statement stones to work with high contrast interiors for those favoring a bold, personal home.

Maximalism, Romanticism, and the energy of Personalization is driving this use of a more iconic spirit in selections! In pattern, a desire for distinct graphic quality in materials practically begs for bold marbles that evoke the earthen spirit of natural beauty



Personalized and permanent

DNN: How does Marmi balance offering modular systems and the ability to customize designs?

MS: Our concept is to provide aesthetic accessibility by personalization of our offering using a variety of stones and finishes and custom options we have built into the designs.

Editions was created with permanence and historical reference in mind, of course, but we were equally intentional to bring Marmi's design intelligence borne from decades of fabrication and sourcing of luxury materials into this collection.

We have an 80/20 design rule – always leaving at least 20% of the work to the client so their hand and perspective is apparent in the final product. We create the foundation – they create the aesthetic that works for them.

Tapping into the moment

DNN: Sustainability and wellness are increasingly important to consumers. How do these themes find their way into Marmi products and the R+D process?

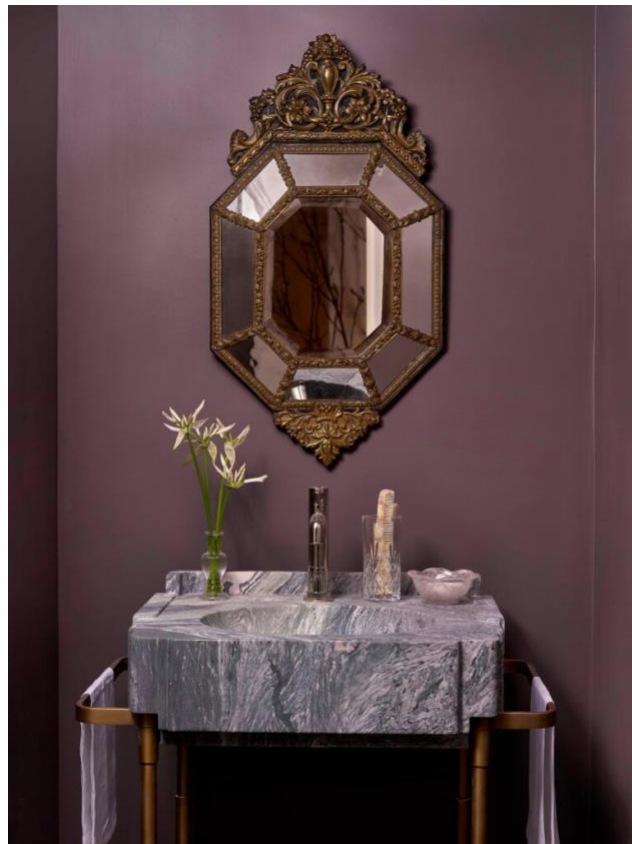
MS: Sustainability: Stone is the world's oldest architectural material – by virtue of this alone, working with such a classic provides intrinsic sustainable values.

Natural stone has intrinsic qualities such as its unique fingerprint and resale value that surpass engineered material which might have a similar look but has much more damaging environmental and physical impact. We also use each stone block in its entirety as well – all parts are considered and made useful by the end of the design process.

DNN: What role does technology (and perhaps AI, if relevant) play in streamlining the creation, customization and delivery of your products? Knowing Marmi places a lot of emphasis on the hand of its stone and hand-finishing, perhaps answering this question in the negative – the ways Marmi embraces the analogue might make sense as well.

MS: Our work is expedited by more modern methods of rendering and visualization processes which allow us full design with minimal prototyping which can be wasteful and time consuming.

The Marmi story centers around hand craft in stone and metal that celebrates the artisans who are the ones that inspire the technical work to begin worth – we cannot lose sight of the truth in the design simply in favor of a technology. We lean into technology but do not see ourselves ever replacing human intelligence with the artificial variety.



Marmi's impact on the design industry

DNN: With the launch of Edition No. 3, the kitchen collection, what excites you most about its potential impact on the design industry?

MS: Edition No 3 is born from a desire to elevate our industry, to allow for a deeper expression of aspirational design in the kitchen. We speak to the kitchen as the heart of the home but in some cases, the heart has gone cold due to lack of personality or an abundance of focus placed on storage rather

than romance. Ed 3 is a romantic addition to these types of well crafted interiors that can use a purpose driven stylistic statement to elevate their designs.

DNN: What's next for Marmi? Are there any new product categories or innovative uses for stone we can expect in the coming years?

MS: With Editions we already know the next step we will take – within the realm of entertainment – bringing stone furnishings into the activity centers of the home.

As a single source stone provider for all areas of the home, flooring, counters, landscaping and beyond, our sourcing and services continue to bring the best of nature to our very discerning clients.

Editions, our luxury offering, is now a part of this fuller ecosystem and we are looking forward to the projects that combine all our capabilities into one gorgeous statement in natural stone.

To learn more about Marmi Stone and Marmi Editions, visit them [online](#). |
Photos courtesy of Milo Brown Photo