

GVM | THE CARRARA MARBLE

STONE **ATELIER**
FROM CARRARA

From Quarry to Architecture

GVM | The Carrara Marble:
SHAPING THE ETERNAL

In these pages, we present our approach to marble: for us, it is not merely a natural product, but a living material—full of character and technical challenges—capable of expressing extraordinary architectural power.

**BEYOND STONE:
THE MATERIAL ATELIER**

GVM | The Carrara Marble was born in a place of global envy: Carrara.

Our responsibility is not simply to extract what nature has created; it is to interpret it.

In a market crowded with traders, GVM | The Carrara Marble stands out as an Atelier: a physical and emotional space where natural stone is treated with method, culture, and precision. We do not merely sell "marble".

We sell the certainty of a superior aesthetic result. We unite the historical legacy of the Apuan Alps with a contemporary vision: transforming the raw beauty of the material into a stable, coherent, and enduring design for the world's most exclusive residences.

COMPANY



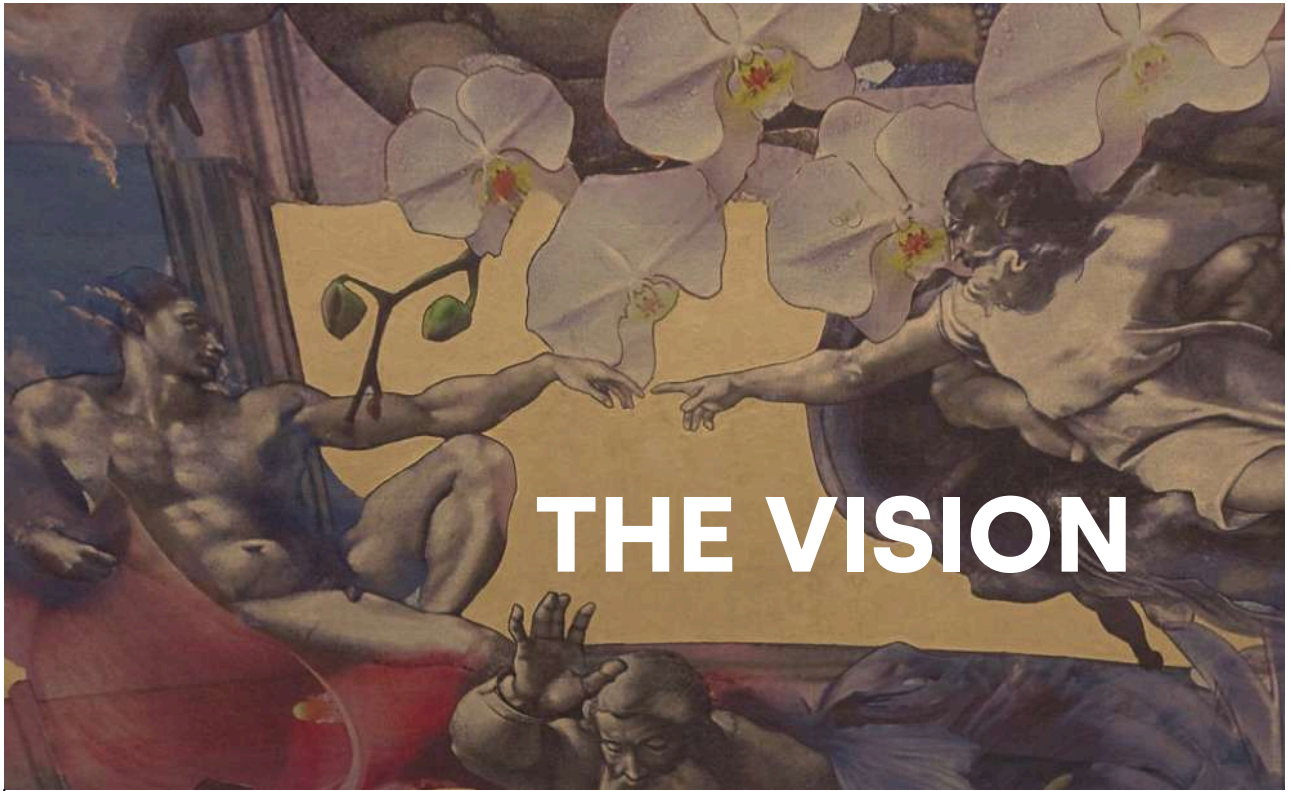
The Vanelli family's bond with marble dates back centuries.

In 1818, Maria Beatrice d'Este, Duchess of Massa and Carrara, granted the family quarrying rights on Monte Bettogli. Since then, marble extracted from the Vanelli quarries has helped shape major works in Europe's leading cities.

The Vanelli family—also heirs to the Lazzoni counts and to the legacy of Carlo Andrea Fabbricotti, a great patron of marble—consolidated ownership of a vast quarrying basin, supported by a commercial network that stretched from Livorno to London and New York.

In 1936, Aldo Vanelli purchased Quarry No. 67 from the Lazzoni counts, laying the foundations of today's family group, which now includes several distinct business entities.



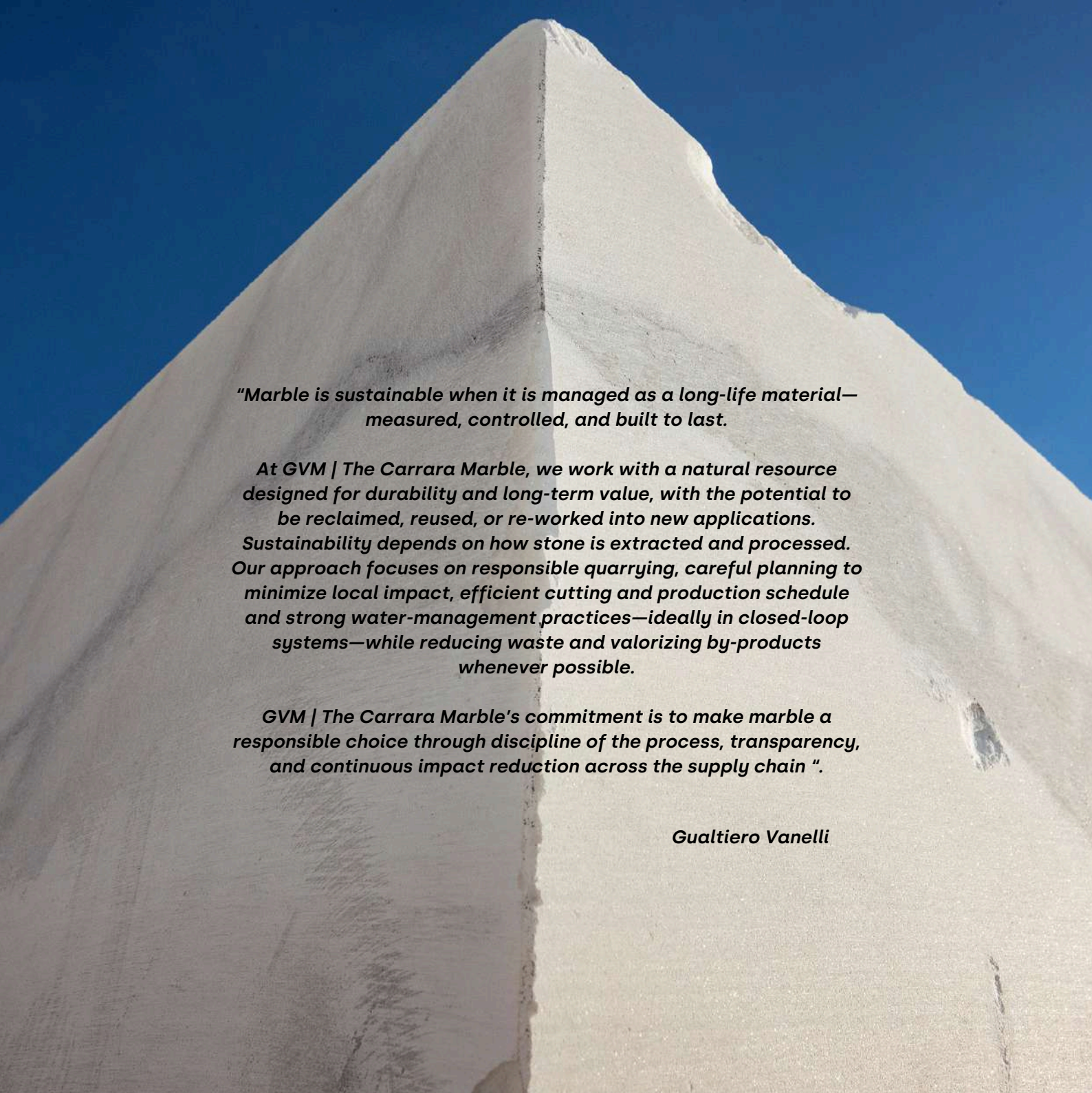


THE VISION

For GVM | The Carrara Marble, branding and service are not cosmetic; they are substance. We believe a luxury project cannot afford uncertainty. Therefore, we apply the same accuracy to marble that a master tailor applies to haute couture:

- Analysis: We understand the identity of the client and the architecture.
- Personalization: We don't just propose what we extract; we look for what is necessary to make each project unique.
- Technique: We merge craftsmanship with technology to ensure precision of details.

Our goal is to "dress a space" not just to supply material. We make the client's project "stronger", because it is made with materials that stand the test of time.



"Marble is sustainable when it is managed as a long-life material—measured, controlled, and built to last.

At GVM | The Carrara Marble, we work with a natural resource designed for durability and long-term value, with the potential to be reclaimed, reused, or re-worked into new applications. Sustainability depends on how stone is extracted and processed. Our approach focuses on responsible quarrying, careful planning to minimize local impact, efficient cutting and production schedule and strong water-management practices—ideally in closed-loop systems—while reducing waste and valorizing by-products whenever possible.

GVM | The Carrara Marble's commitment is to make marble a responsible choice through discipline of the process, transparency, and continuous impact reduction across the supply chain ".

Gualtiero Vanelli

CUSTOM PROJECTS DIVISION

At GVM | The Carrara Marble, our approach is sartorial. We bring to life the values, heritage, and meaning that every piece of marble

carries within it. Clients come to us with a simple idea. From there, we develop it, refine it, and make it real — handling every step, end-to-end, so the client never has to worry about complexity. From selection of materials, technical development, production, quality control, logistics, and on-site coordination, we manage the entire journey with the precision of an atelier. Because the result should be more than beautiful. It should be felt.

A piece that can be admired — and that allows you to breathe in the story behind it.

This is why we created **Custom Projects**: to turn desires into reality, with uncompromising care.

TURNKEY SERVICE.
THE ATELIER IN ACTION.

This is where GVM | The Carrara Marble expresses its true essence.

Being part of the realization of a private villa or a luxury residence requires more than a supplier: it requires a partner.

We speak to each architect and to each client that is seeking uniqueness. Our "Custom Projects" service is an integrated journey:

- Design Consulting: We dialogue with the architect to solve technical and aesthetic complexities.
- Surveying & Engineering: We measure spaces, calculate cuts, and optimize veining (open book, continuous vein).
- Installation: We oversee the site down to the final detail. The client enters with a desire; we return it in the form of monumental staircases, sculptural bathrooms, and eternal flooring.



BESPOKE: YOUR VISION, OUR METHOD.

ROLEX STORE - PORTOFINO | ITALY

GVM | Custom Projects

Statuario



What happens when the timeless excellence of Rolex meets the mastery of GVM |The Carrara Marble Civilization? A unique temple of luxury is born in the heart of Portofino: the Cusi Jewelry Store.

The Living Wall. The absolute star is a sculptural wall composed of 25 slabs of top-quality Statuario marble. Thanks to a revolutionary processing technique, the marble loses its rigidity: the sinuous, 6 cm thick curves seem to move like waves of the sea. It is an optical illusion made possible by natural light, which, reflecting off the surfaces, continuously changes the design of the stone.

The GVM | The Carrara Marble Method. To turn this vision into reality, GVM | The Carrara Marble blended the 200-year tradition of the Vanelli family with cutting-edge robotics. In the Carrara workshops, CNC mechanical arms, guided by expert artisans, use software derived for aeronautics and 3D animation to shape the marble with millimetric precision.

PRIVATE VILLA - LOS ANGELES
GVM | Custom Projects



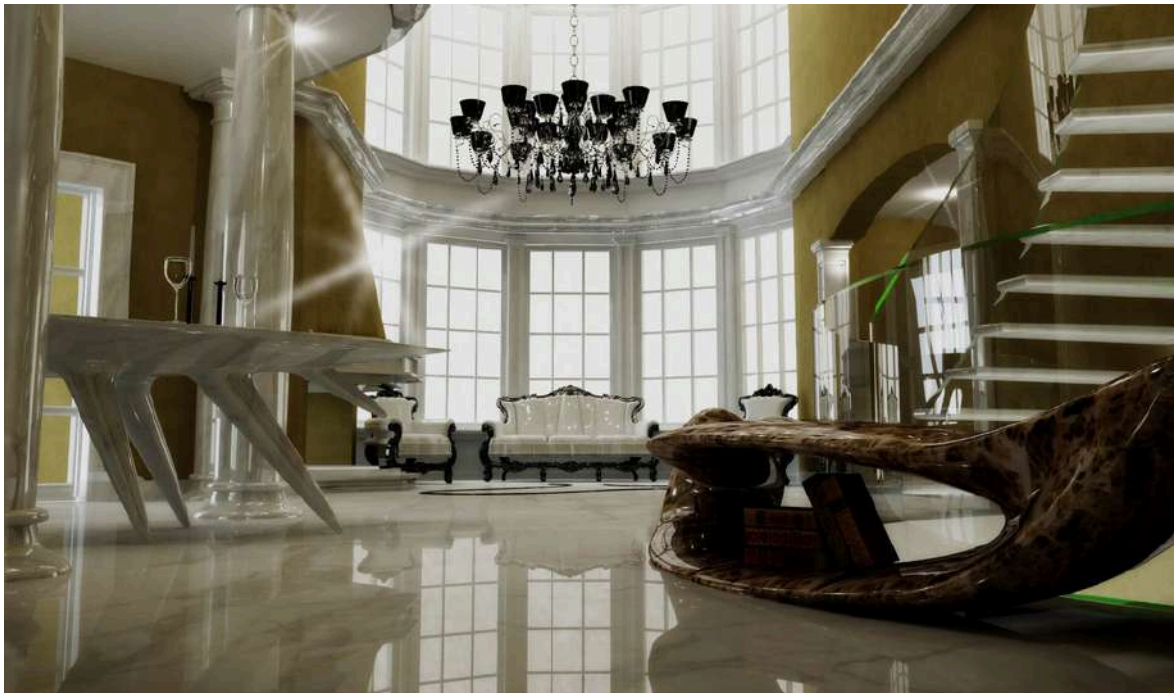
PRIVATE VILLA - LOS ANGELES
GVM | Custom Projects



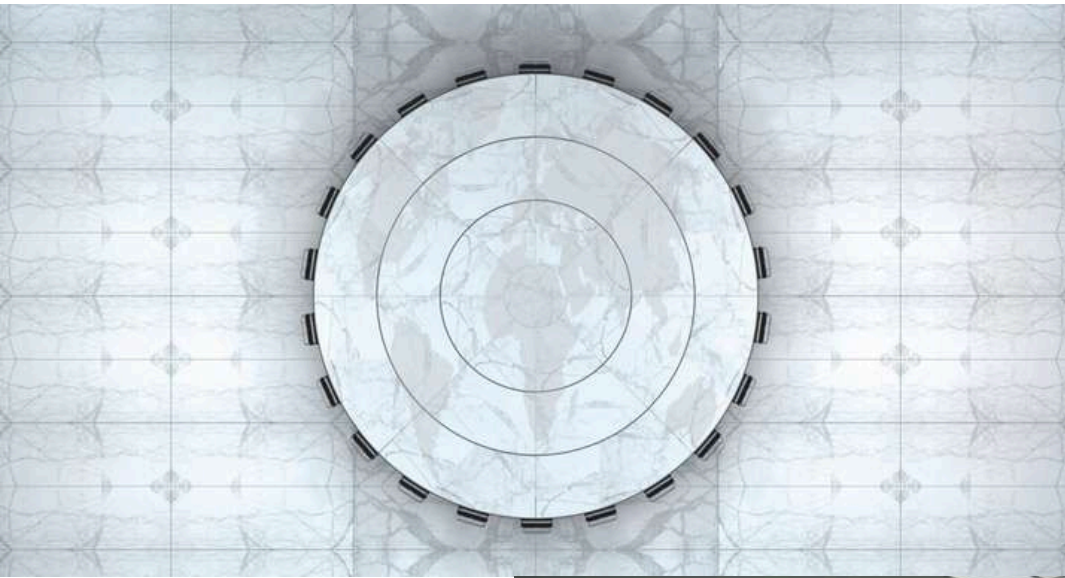


PRIVATE VILLA – NEW JERSEY
GVM | Custom Projects

From Calacatta gold veins to Statuario marble,
from Bardiglio Imperiale to Portoro marble.



Main Conference Room floor.
400 mq of ultra-lightened marble that develops a progressive open vein..



EX ARSENALE - LA MADDALENA | SARDINIA | ITALY
GVM | Custom Projects



BATHROOM DETAILS - PIETRASANTA | ITALY

GVM | Custom Projects

Statuario + Texture





BATHROOM DETAILS - PIETRASANTA | ITALY

GVM | Custom Projects

Paonazzo

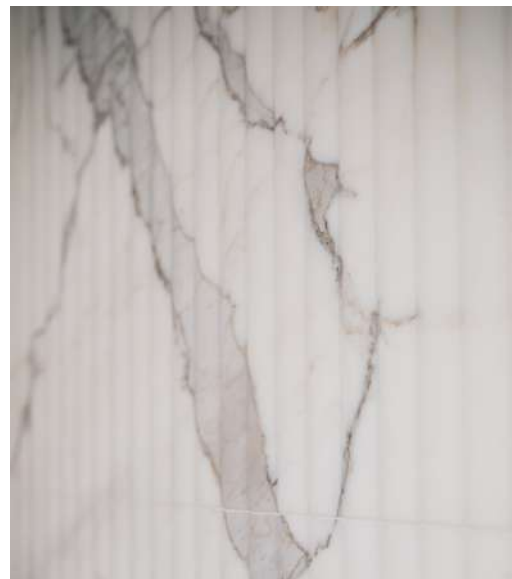




BATHROOM DETAILS - PIETRASANTA | ITALY

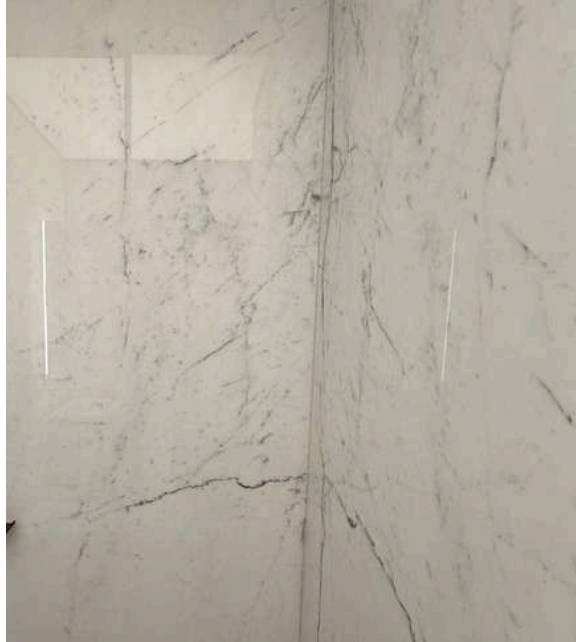
GVM | Custom Projects

Calacatta + Texture



BATHROOM DETAILS - PIETRASANTA | ITALY
GVM | Custom Projects
Calacatta Gold Veins





BATHROOM DETAILS - SOFIA | BULGARIA

GVM | Custom Projects

Statuario





YACHT DETAILS - ATHENS | GREECE

GVM | Custom Projects

Statuario



THE ESSENCE OF STONE

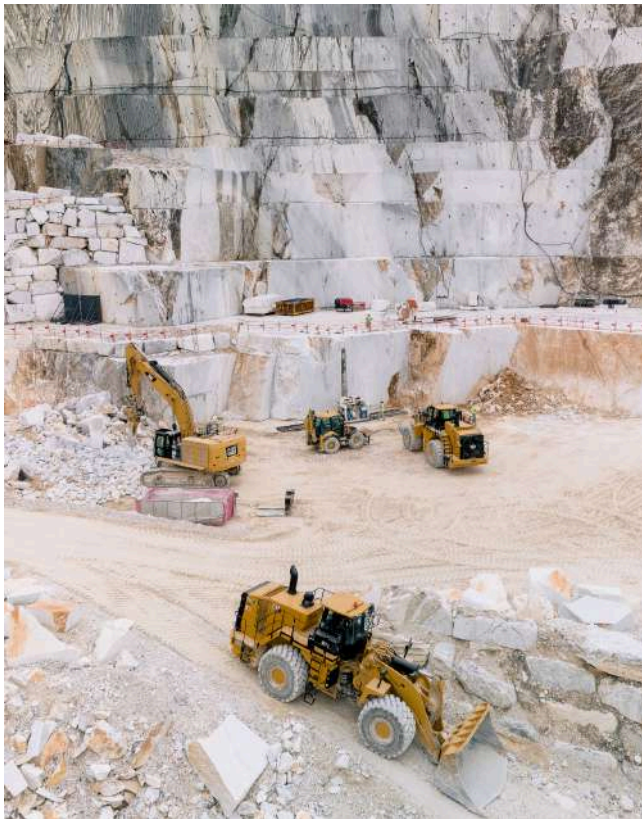
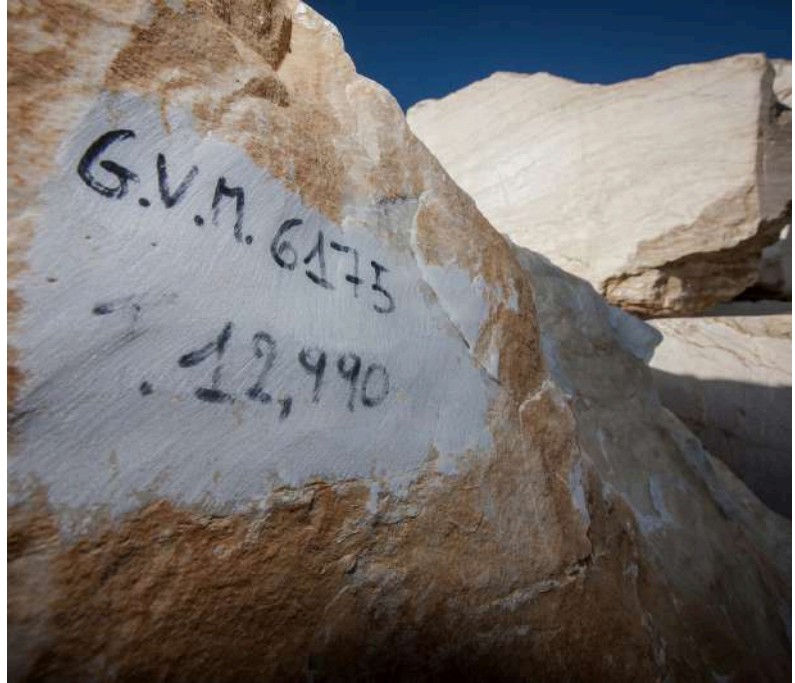
Stone is not just a surface. It's a presence. Marble carries light, depth, and a one of a kind identity—something you can't replicate with industrial patterns.

Our group owns many quarries today, from which we extract a variety of high quality marble, including Statuario, Calacatta, Calacatta Brutalist, Paonazzo and Bardiglio. However, it is the Statuario marble that has given the group the greatest prestige.

It is famous all over the world for its purity, beauty, and used by famous artists like Michelangelo Buonarroti throughout the centuries.



CARRARA: WHERE MARBLE BECOMES CULTURE



Carrara is not simply a place of extraction.

It's a centuries-old design ecosystem: quarry, artisans, engineers, and contemporary architecture speaking the same language.

GVM | The Carrara Marble was born here, with one obsession: make the process of stone selection feel effortless for all clients.



M175-11
143,580

147



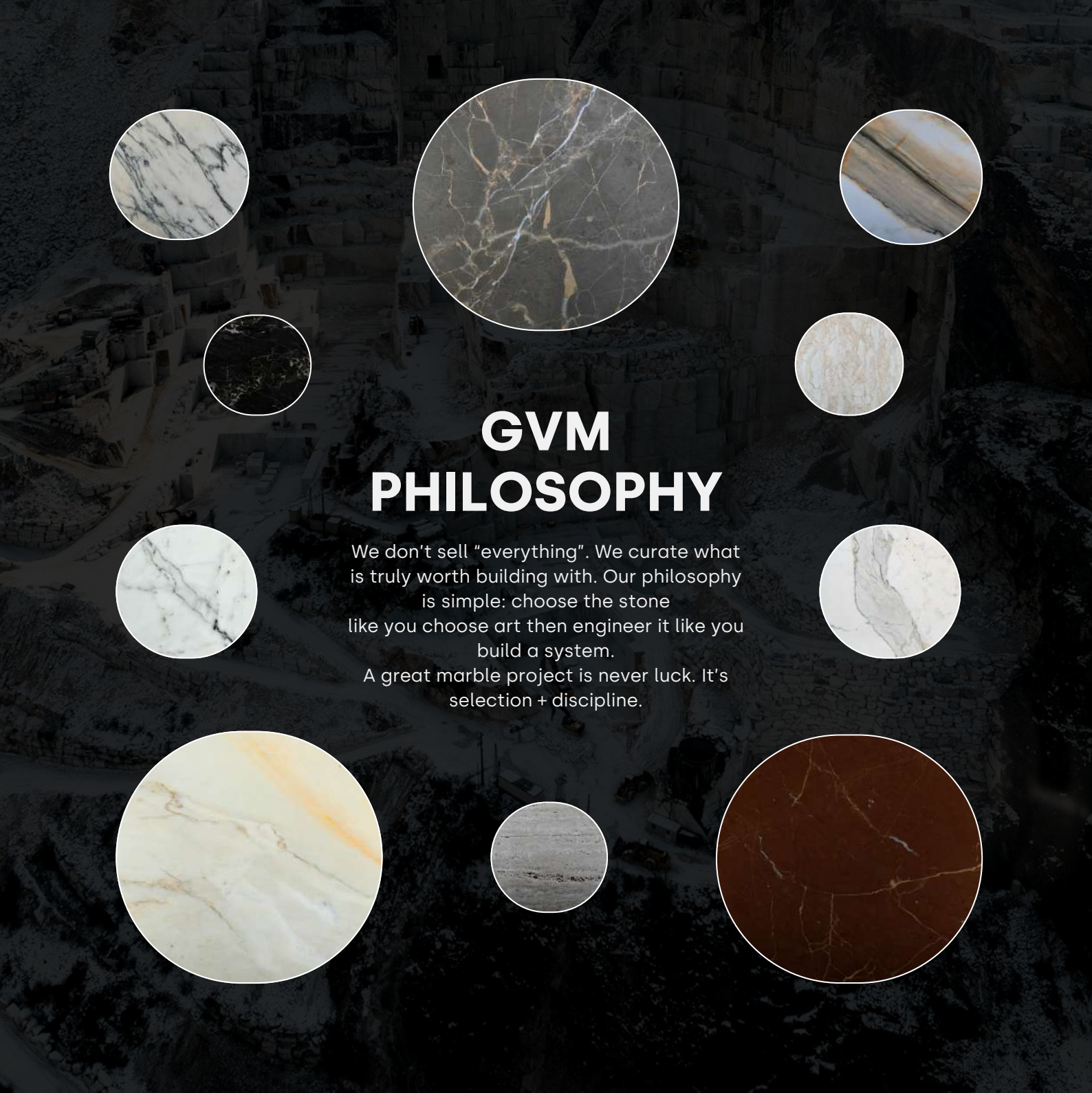
WHY CLIENTS FALL IN LOVE WITH US

Marble changes a space because it interacts with light. It creates depth, movement, and emotion.

Marble also asks for responsibility: understanding variation, reading slabs, and planning layouts.

That's why the right partner matters.





GVM PHILOSOPHY

We don't sell "everything". We curate what is truly worth building with. Our philosophy is simple: choose the stone like you choose art then engineer it like you build a system.

A great marble project is never luck. It's selection + discipline.





GVM SIGNATURE SELECTION

CALACATTA BRUTALIST

Elegant Drama: movement and contrast. A bold architectural statement.

Best for: Feature walls, statement floors, sculptural counters.

STATUARIO GVM

Pure Light: minimal veining, timeless, museum-like presence.

Best for: bathrooms, galleries, quiet luxury interiors.



CALACATTA GVM

Iconic Warmth: rich veining, premium identity, strong character.

Best for: kitchen islands, hospitality lobbies, signature surfaces.





BLOCKS: THE POWER OF SELECTION AT THE SOURCE

Everything begins in the quarry.

Our strength lies in our ability to "read" the mountain. We select marble blocks - Statuario, Calacatta, Brutalist, Paonazzo - directly at the origin, evaluating their purity, structure, and yield potential.

To our B2B clients, we offer not just volume, but guarantees: every GVM | The Carrara Marble block is inspected to ensure continuity and quality. It is the raw material for those who wish to build, sculpt, and create without compromise.

THE ORIGIN. THE ABILITY TO SEE
THE FUTURE WITHIN THE RAW
MATTER.



SLABS: NATURE TRANSFORMED INTO ART



Our slab collection is curated like an art gallery.

We do not stockpile slabs; we select surfaces that possess a voice.

Through cutting-edge processing and finishing, we reveal the soul of the block. Every slab is ready to become a protagonist: from book-matched flooring to statement accent walls. To our clients we offer a visual and tactile experience in our showroom.

An experience that guides the choice toward the most right material for the project's character.

**THE GALLERY IN CARRARA. A
REASONED EXHIBITION, NOT A
WAREHOUSE.**

GVM: HOSPITALITY EXCELLENCE BY LA CIVILTÀ DEL MARMO



GVM | The Carrara Marble is proud to be part of La Civiltà del Marmo group, a reality born from a deep-rooted love for an ancient, noble, and timeless material: marble.

Since 1818, the group has preserved the allure of a stone that has narrated the stories and cultures of civilizations, elevating them into Art. Under the guidance of the Vanelli family, this heritage continues today in a perfect balance of business, art, and nature. For us, marble is an identity to be lived, not merely a material to be extracted.

It is from this vision that we made a step into the hospitality world: investing in guest experiences means offering the opportunity to immerse oneself in environments where marble is no longer just a decorative element, but the very essence of the stay. Through exclusive properties and historic residences, GVM | The Carrara Marble tells the story of marble in a new way, making it the protagonist of unforgettable moments of conviviality and relaxation.





ADRIEN BRODY AND "THE BRUTALIST" IN THE MARBLE QUARRIES, THANKS TO A FRIENDSHIP

Carrara became a filming location for *The Brutalist* (Brady Corbet), one of the most celebrated titles of the 2024–2025 season: several key sequences were shot in the Carrara marble quarries (Bettogli area) and around the city, bringing the imagery of the Apuan Alps onto the international film industry.

The project also took shape thanks to the personal connection between Gualtiero Vanelli and Adrien Brody. After its Venice premiere—where it won the Silver Lion for Best Director—the film went on to receive three Golden Globes and then closed out the 2025 Oscars with three wins from ten nominations: Best Actor (Adrien Brody, as László Tóth), Best Cinematography (Lol Crawley), and Best Original Score (Daniel Blumberg).

COLLABS

ADRIEN BRODY / ALESSANDRO MENDINI / ANDREA BOCELLI / ANSELM
KIEFER / BARBARA BERLUSCONI / BON JOVI / CARLOS SLIM / CITTÀ
DEL VATICANO / DANIEL BUREIN / DAVID BRYAN / EDRA / EVA
CAVALLI / FILIPPO TERZANI / FLAVIO MANZONI / FRANCESCO
ACQUILINI / FRANK GEHRY / GOLDEN GOOSE / INTER CLUB / KENYE
WEST / KIM KARDASHIAN / LAMBORGHINI / LEONARDO DI CAPRIO /
LUKAS LANDYN / MAO MORATTI / MARCO CASAMONTI / MARCO
NEREO ROTELLI / MARO GORKY / MASERATI / MATTHEW SPENDER /
MUSEO SOUMAYA / NICOLA MINARDI / NIKKI BEACH / OFF WHITE /
OLIVER STONE / OLIVIER FRANCOIS / PANAMA BY BORSALINO /
RONALD BURKLE / SANLORENZO YACHTS / SILVIO CAMPARA /
STEFANO BOERI / TORART / VANESSA BEECROFT / VERONICA
BOCELLI / VIRGIL ABLOH / VITTORIO SGARBI

Choosing GVM | The Carrara Marble means trusting a reality that knows the weight and value of stone while rejecting approximation.

We build relationships as solid as the marble we work. We are the atelier where the brand and the person find their highest expression, transforming a simple renovation into an investment in beauty that lasts forever.

THE PROMISE

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Photography | Enrico Amici, Valentin Coman

We are not sellers; We are curators.

Stone Atelier from Carrara
www.gvmarmi.com