

# 2008 MIA Awards

Grande Pinnacle • Pinnacle • Rocky • Migliore • Scholarship



MARBLE  
INSTITUTE  
of America



One of the annual highlights of the Marble Institute of America is its annual Awards Luncheon. It's where we publicly recognize the winners of the MIA Rocky Advertising Awards, the Pinnacle Awards, the Natural Stone Scholarship Award and the MIA Migliore Award for Lifetime Achievement.

This year's luncheon will showcase an additional award – the presentation of the Grande Pinnacle Award, sponsored by Marmomacc, the world's most important stone show. The Grande Pinnacle Award takes one of the industry's most prestigious award programs to a higher level by recognizing the "best in show" in what always is a tough competition.

In this brochure, you'll find all of the winners of the various competitions. It may also serve as a stimulus for you to enter the Advertising and Pinnacle Awards competition next year.

I know you will join me in congratulating all of the winners and to thank our two sponsors, Salem Stone for the Rocky Advertising Awards, and Marmomacc for the Grande Pinnacle Award.

Jim Hogan  
2008 MIA President  
Carrara Marble Company of America, Inc.

<b>TABLE OF CONTENTS</b>	<b>Page</b>
<b>Pinnacle Awards</b> .....4-13 <i>The natural stone industry's premier design and installation competition.</i>	
<b>Grande Pinnacle Award</b> .....10-11 <i>Sponsored by Marmomacc</i>	
<b>Fourth Annual MIA Rocky Advertising Awards</b> .....14-17 <i>Sponsored since its inception by Salem Stone of Winston-Salem, NC.</i>	
<b>MIA Natural Stone Scholarship Award</b> .....18 <i>Given to an up-and-coming industry associate who presents the most compelling essay on his or her aspirations in the industry.</i>	
<b>Migliore Award for Lifetime Achievement</b> .....19 <i>Presented to an individual for lifetime achievement in the natural stone industry and service to the MIA.</i>	

# In Recognition of Excellence

## Pinnacle Award

For many years, the Marble Institute of America's Pinnacle Awards have been recognized as one of the stone industry's most prestigious competitions. Beginning with the 2008 competition, MIA has added another category to the four traditional ones – Best of Show, for which the winner will receive the Grande Pinnacle Award, sponsored by Marmomacc, the world's most important stone show, held in Verona, Italy.

The magnificently crafted Grande Pinnacle Award was designed by Tobia Scarpa of Venice, Italy, an award-winning architect, designer and restoration specialist whose designs have been displayed in some of the world's most famous museums.



The Pinnacle Awards honor stone companies around the world for residential, commercial and renovation projects that clearly stand above the rest. Awards are presented to projects whose beauty, creativity, ingenuity and craftsmanship exemplify professional mastery in the use of natural stone.

The Pinnacle Awards are open to all MIA member companies. Projects submitted must comply with MIA standards as defined in the MIA Dimension Stone Design Manual.

The 2008 Pinnacle Awards were judged in Austin, Texas, by a distinguished panel of four judges:

**Stan Haas**

Nelsen Partners, Austin, TX

**Jack Seiders**

Immediate past president of MIA  
Architectural Granite & Marble, Inc.,  
Austin, TX

**Christian Pongratz**

Pongratz Perbellini Architects  
of Verona, ITALY

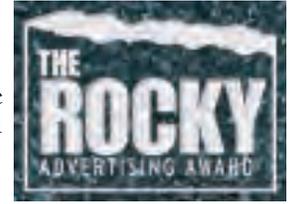
**Chuck Muehlbauer**

Technical Director,  
Marble Institute of America



## Advertising Award

In 2005, when the Marble Institute of America initiated the Rocky Advertising Awards Competition, the goals were two-fold: to recognize the best advertising and promotional materials created by MIA members and to advance the quality of advertising throughout the natural stone industry. The awards later were expanded to include the fast-growing category of websites for consumers and business to business.



As evidenced by the quality of entries for the fourth annual Rocky Advertising Awards, there is no doubt that both goals have been achieved.

The Rocky Awards are sponsored by Salem Stone of Winston-Salem, North Carolina, and were judged in 2008 at MIA headquarters in Cleveland, Ohio. The following panel of judges from the Cleveland-area advertising and web development community spent several hours reviewing the entries to select the best in each category and to honor others that merited recognition.

The 2008 Advertising Awards judges:

**Liz Radivoyevitch**, Owner/Graphic Designer  
RAD Graphics, Inc., Cleveland, OH

**Susan Myers**, Owner/Graphic Designer  
Clear Blue Sky Design, LLC, Cleveland Heights, OH

**Chris Peer**, Managing Director  
Idea Engine, Inc., Rocky River, OH

## Migliore Award for Lifetime Achievement

The Migliore Award for Lifetime Achievement was established in 2003 to recognize an individual who has made extraordinary contributions to the natural stone industry and the Marble Institute of America. The award is named for MIA's long-time Technical Director, the late Vincent R. Migliore, who was its first recipient.

The 2008 award winner was chosen by the MIA Board of Directors from nominations submitted by the MIA membership.



## Natural Stone Scholarship Award

MIA created the MIA Natural Stone Scholarship Award to provide educational opportunities for individuals relatively new to the natural stone industry and interested in furthering their careers within it. The scholarship covers travel and registration costs to StonExpo for the person(s) selected.





## MIA Member Company:

**Dee Brown, Inc.**  
Garland, TX  
Stone Subcontractor

## Other Project Team Members:

**City of Frisco, TX**

Owner

**Holzman-Moss Architecture**

Architect

**Lee Lewis Construction**

General Contractor

**Cold Spring Granite Company (MIA Member)**

**Texastone Quarries (MIA Member)**

Stone Suppliers

## Judges Comments:

“I liked the use of split face granite, which is normally a throw-away bi-product, in combination with the split face limestone. Great design and clever use of materials.”

“I love the way the contrasting colors are bridged by the uniform texture – well done!”

“This project was one of the best in demonstrating the breadth of stone in finish and coursing. The beautiful contrast between smooth and split-faced stone represents a rich palette that will anchor this public building for many generations.”

## George A. Purefoy Municipal Center Frisco, Texas

### Project Description:

Designed by Malcolm Holzman, the George A. Purefoy Municipal Center was designed to have elements in keeping with Richard Clayton designs of the early 1900s. This LEED Silver Certified project utilizes all natural stone materials sourced within 500 miles of the site.

West Texas Hadrian limestone was utilized in six different patterns. The patterns included a variety of machine-smooth and split-face stone in varied sizes. The limestone was also utilized in half-round radial face column covers, sills with hand-pitched edges, and copings.

The main entry feature and the south side council chamber utilized 8" coursed height split-face Sunset Red Granite. This granite was also utilized in other locations as coping. Another unique feature element included split-face granite wedges 1-1/4" in thickness cast into precast column covers and hung at either side of the main entry.

Stone Installer performed all CMU, limestone, granite, architectural and granite-clad precast, and stone-related moisture control items on the project. Work was completed within the project schedule.





## MIA Member Company:

**Titan Stone, LLC**  
Fort Lauderdale, FL  
Stone Contractor

## Other Project Team Members:

**Pelli Clarke Pelli Architects**  
Architect

**Balmori Associates with EDAW**  
Exterior Plaza Designers

**Curtain Wall Design & Consulting (MIA Member)**  
Exterior Wall Consultant

**Performing Arts Center Builders**  
JV of Odebrecht

**The Haskell Company**  
**Ellis Don Construction**  
General Contractor

**Savema, Spa (MIA Member)**  
**GMT, Spa**  
Stone Fabricators

## Judges Comments:

*“Very impressive convincing owners to switch from stucco to granite and reap the long term benefits of a durable, yet beautiful material.”*

*“Wow! Layman or professional – one cannot ignore this striking form.”*

*“...from the “ordinary and expected”... to the “extraordinary” when the owners requested stone for exterior cladding. This results in a landmark project which will endure.”*



## Adrienne Arsht Center for the Performing Arts Miami, FL

### Project Description:

Upon completion, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County was the nation's largest performing arts center constructed in the last thirty-five years.

Originally conceived as a relatively plain stucco facade, this mammoth project had the distinction of a dramatic upgrade to natural stone cladding.

Flamed Italian Sardo Beige granite was selected for its silver minerals which almost look like little 'mirrors' at certain angles. The other exterior granites are flamed Topaz Gold and honed Verde Maritaca.

Natural stone contractor/fabricator, Titan Stone, contracted MIA-member Curtain Wall Design & Consulting to provide the shop drawings and the engineered installation details. Titan then selected MIA-member Savema of Italy to perform the fabrication. The interior's natural stone counters were fabricated and installed by Titan Stone.

All together, Titan Stone's masons erected nearly 31,000 pieces and over 230,000 square feet of granite on the exterior skins of the Center's two enormous buildings.





## MIA Member Company:

**Marble World, S.A. de C.V.**  
Garza Garcia, NL, Mexico  
Stone Supplier and Installer

## Other Project Team Members:

**Bernardo Hinojosa**  
Architect

## Judges Comments:

*“I like architectural design that is out of context with what you expect. Great design for a golf clubhouse and good selection of exterior granite.”*

*“Simplicity in design & quality in craft combine for a pleasing result.”*

*“The sophisticated stone finishes on this project provides a strong design statement to this clubhouse. I was impressed with the clean, strong sculptural lines of this building, and how the stone reinforced them.”*

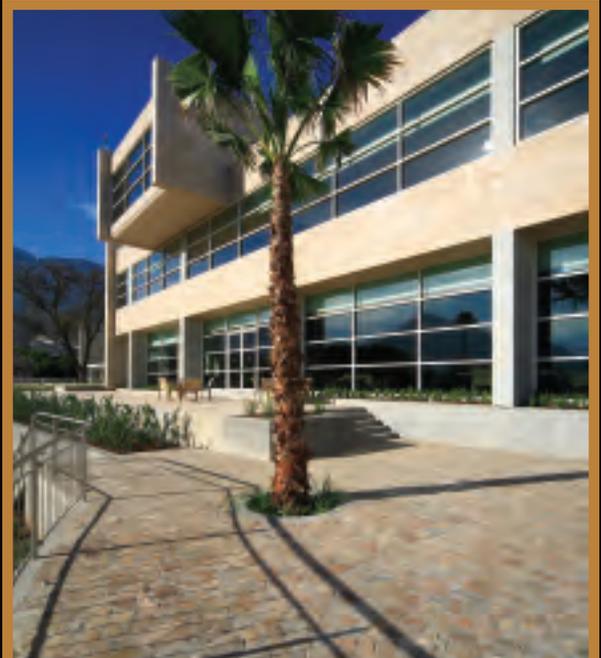
## Club Campestre Monterrey Monterrey, Mexico

### Project Description:

The Club Campestre Monterrey is one of the most important and exclusive Golf Clubs in Mexico. In 2007, after consulting with the entire membership, the Board of Directors decided to completely tear down the old Club House, and build a new one.

The Architect desired uniquely finished granite for the exterior and interior walls of the building and went with a mixed bushhammered and honed finish for these vertical surfaces. These exterior and interior walls consist of 80,000 SF of Chinese G 682 granite. In the main lobby, the same Chinese G 682 granite was utilized, but for the floors, bathrooms, and lounge areas 50,000 SF of Tunas Green and Castor Brown Brazilian Granites were utilized.

The 130,000 SF of natural stone that was used in this project took 4 months to be fully installed.



# Special Award for Artistry and Technology



## MIA Member Companies:

**Campolonghi Italia SrL**  
Massa, ITALY  
*Stone Supplier and Fabricator*

**Dee Brown, Inc.**  
Garland, TX  
*Installation Consultant*

## Other Project Team Members:

**Webcor Builders**  
*General Contractor*

**Brad J Goldberg, Inc.**  
*Artist/Stone Installer*

**Giovanni D'Angiolo (MIA Member)**  
*Stone Consultant*

## Judges Comments:

*“Interesting combination of artistic lighting and ‘in your face’ solar technology.”*

*“A graceful blend of technology and art.”*

*“This is a unique combination of artistry and technology. Brad Goldberg’s solution of ‘carbon-conscious’ art work features a great contrast of materiality – stone that’s massive for columns and stone that’s translucent for light tubes – and all woven together with the technology of the photo voltaic panels.”*



## “Illumination”, Solar Light Sculptures Culver City, CA

### Project Description:

“Illumination”, is envisioned as a sustainable artwork which combines sculpture, landscape, solar power and light. “Illumination”, alludes to both the physical and metaphorical sense of the word and consists of a series of seven solar-powered light sculptures which define the entrance drive to the new Symantec facility in Culver City.

The idea of harnessing the beautiful quality of light in Southern California and using it as a synthesis of artistic expression and sustainability is the basis of this “Carbon-Conscious” art work. Energy from the sun is collected via photovoltaic arrays which are incorporated into solid 18'-0" tall x 2'-9" diameter free-standing, honed Carrara white marble columns topped with horizontal, 1'-4" diameter x 12' long “light tubes” fabricated from translucent white marble. The “light tubes” house a striking interior lighting component which emits a glow through the luminous stone. This project achieved LEED Gold Certification from the U.S. Green Building Council.





Photo © Alex Jamison Photography



## MIA Member Company:

**Rugo Stone, LLC**  
Lorton, VA  
Stone Installer and Supplier

## Other Project Team Members:

**Lehman Smith McLeish**

**WDG Architecture**  
Architect

**Balfour-Beatty**  
General Contractor

**Santucci Armando, s.r.l.**  
**North Carolina Granite Corp**  
Stone Suppliers

**Santucci Armando, s.r.l.**  
Stone Fabricator

## Judges Comments:

*“Stone always must be properly selected – this was professionally selected.”*

*“Clean, straighter lines and good combination of cool, contemporary colors. I really liked the patterns of the statuario marble in random viewing patterns, as opposed to traditional book-matching, to achieve a very modern look.”*

*“This sleek modern lobby interior is spectacular in its simplicity. The elegantly veined marble is almost sculptural in its planar contrast with the dark Basaltina sandstone floor.”*

## 2101 L Street Washington, DC

### Project Description:

2101 L Street, NW is a renovation project where the existing structure remained and the interior was modified for a new ground level lobby design.

This is a modern design: clean, long, narrow wall panels and pavers where alignment of stone joints between walls, floors, and doorways are critical.

The lobby paving consisted of 4,000 SF of Basaltina vein cut sandstone quarried near Rome, Italy. The lobby wall veneer consisted of 3,400 SF of Statuario Venato marble quarried in Carrara, Italy.

This entire project utilized designer involvement from the selection of blocks with the right vein pattern, to the placement of panels on the slabs, culminating with the factory dryset over a 5 day period to fully blend the walls.



Photo © Alex Jamison Photography



## MIA Member Company:

**Walker Zanger**  
Charlotte, NC  
Stone Supplier and Fabricator

## Other Project Team Members:

**Goldman Properties**  
Developer

**Ideal Construction**  
General Contractor

**Expertise Stone**  
Stone Installer

## Judges Comments:

*“The detail in the paving is remarkable – extremely imaginative. Interesting use of textures in the facade.”*

*“Not a traditional residential entry, but an entry most New Yorkers would appreciate.”*

*“The crisp geometry of the façade of this building and the layering of the 2 planes of stone comprise a strong solution to the urban fabric. The technology involved in the slabs used in the sidewalk represented a Herculean effort coupled with a beautiful result.”*



Photo © Paul Warchal

## 25 Bond Street New York, NY

### Project Description:

25 Bond Street is a new luxury residential building located in NoHo, a neighborhood with many distinctive cast-iron and masonry structures. The design combines the qualities of these historic building types in a muscular yet graceful composition very clearly of our time.

Two types of stone were used for the façade, Benjamin Gold from Israel and Oro Tocano from Egypt, to form a double-layered screen. The qualities of the stone screen were studied to be similar in character to the masonry context and in openness to its cast iron neighbors. The façade was also carefully crafted and detailed, as evidenced by the hand-tooled, medium pointed chisel finish and pinwheel jointing of the stone. 15,000 SF of stone was crafted by hand. Several different finishes, on the same stones, were used for the terrace and roof-top paving, lobby, and courtyard.



Photo © Paul Warchal



## MIA Member Company:

**Walker Zanger**  
Charlotte, NC  
Stone Distributor

## Other Project Team Members:

**Phil Kean Designs**  
Designer and  
General Contractor

**CRT Studio, Inc.**  
Interior Designer

**Tile Market, Inc.**  
Stone Supplier

**Tile Works Plus, LLC**  
Stone Installer



## Judges Comments:

“This is a beautiful example of how warm and soft a natural stone can feel. A great residential space!”

“I loved the straighter lines, the way the color tones of the stone blended with the other finishes and the softness of the stone to achieve the spa atmosphere.”

“An extremely soothing environment. The smaller travertine mosaics are a pleasing contrast with the larger format.”

## NeMo (New Modern) Winter Park, Florida

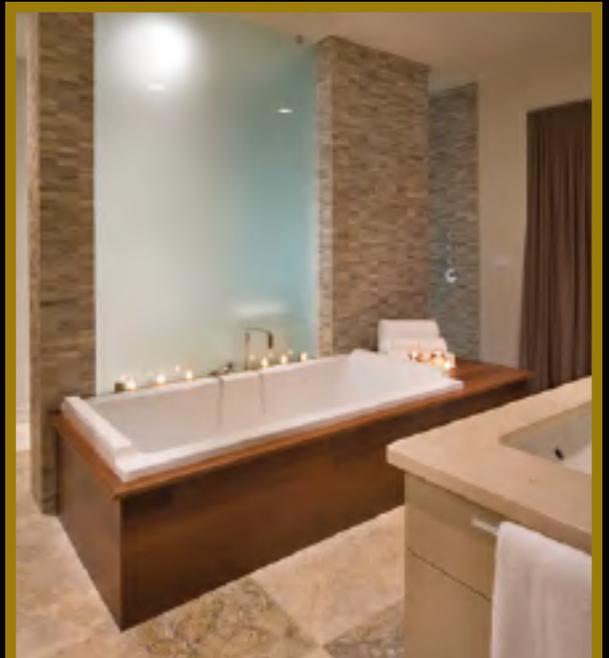
### Project Description:

Natural materials, neutral colors, a water feature and an abundance of light combine to create this harmonious, tranquil and resort-like Master Bathroom/Spa Suite. The simplified palette and consistent building materials facilitate the transition from inside to outside.

Large, square, honed and filled travertine flooring tiles run throughout the interior, across the lanai, and around the pool deck. Massive sliding window walls disappear into pockets to transform the Master Bath/Spa/Pool areas into a single indoor/outdoor space.

The suite's volume is defined by the crisp, geometric shape of travertine tile above the tub and on the shower walls. The spa-like atmosphere is created by natural light playing on the neutral grey and sand color of the travertine and the sand tone of the polished Crema Marfil marble slab countertop. All elements combine to provide warmth and consistency.

A weeping wall water feature at the end of the pool contributes the sound of tranquility to the bath and spa areas. Water flows over a Golden Harvest ledge stone quartzite wall into the beach area of the pool completing the resort/spa-like atmosphere desired.







## MIA Member Company:

**Dee Brown, Inc.**  
Garland, TX  
Stone Subcontractor

## Other Project Team Members:

**Dallas County**  
Owner

**James Pratt & Associates**  
Architect

**Thos. S. Byrne, LTD**  
General Contractor

**State Stone Corporation (MIA Member)**

**Freshwater Stone & Brickwork, Inc.**

**Granicor (MIA Member)**  
Stone Suppliers

## Judges Comments:

*“This project is classic renovation/restoration, matching stones and workmanship that are no longer in use. Well done.”*

*“This is a true renovation challenge – to match the material and craft from 4 or 5 generations also is a remarkable feat.”*

*“A beautifully crafted renovation to a magnificent building! The challenge is matching stone and construction techniques from over 100 years ago.”*

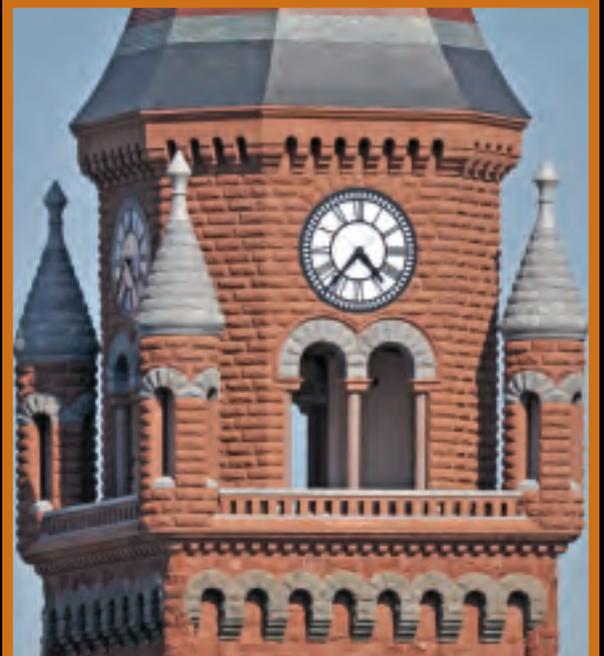
## Old Red Courthouse Clock Tower Dallas, TX

### Project Description:

Constructed in the 1890s, the Old Red Courthouse has always been an historic landmark for Dallas County. Construction of Old Red is in the Richardson Romanesque style utilizing load-bearing brick masonry, and full-depth through-wall cubic stone.

Original 1890s construction included the bell tower, but it was dismantled in 1919 when the building's structure proved incapable of supporting it. In the 1990s a movement to restore Old Red began. Restoration was ultimately undertaken by phase resulting in the bell towers completion in 2007.

Modern construction allowed the new bell tower to be supported by a steel structure, eliminating the source of the original bell tower's problems. Extensive research was undertaken to match the original stone, resulting in the use of Torrey sandstone, and Vermillion and Morning Mist granites. Stone was fabricated in cubic through-wall pieces with hand-pitched faces. It was laid in largely the same fashion as in the 1890s, but utilized modern engineered anchorages to hold the 5,500 cubic feet of stone.





## MIA Member Company:

**KEPCO+**  
Salt Lake City, UT  
Stone Installer

## Other Project Team Members:

**State of Utah Capitol Preservation Board**  
Client

**Capitol Design Team**  
Architect

**Jacobsen-Hunt Joint Venture**  
General Contractor

**Campolonghi Italia (MIA Member)**  
AGM (MIA Member)

**Bestview International (MIA Member)**  
Stone Fabricators



## Judges Comments:

*“The magnitude of this addition and renovation is impressive. Beautiful job of matching original materials. Loved the carved lions.”*

*“Utah State Capitol – this great and stately building has been carefully renewed to its original majesty with its new plazas and the state campus.”*

*“The new blends with the existing seamlessly. An attractive result!”*



## Utah State Capitol Podium Salt Lake City, UT

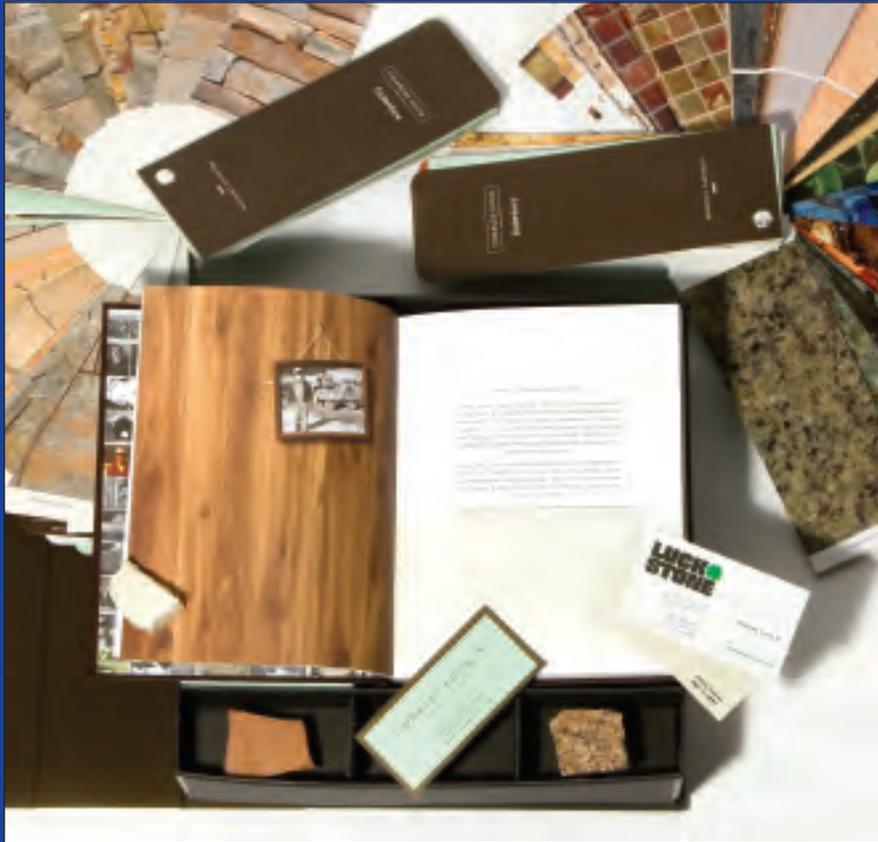
### Project Description:

Incorporating six types of natural stone from four different countries and utilizing the teamwork of four MIA-member companies, the recently completed Utah State Capitol Podium project truly embodies the stately elegance and international appeal of natural stone. Constructed as part of the Utah State Capitol Renovation, the 122,500 SF of natural stone encompassing the Podium offers an ornate public space that can be used for ceremonies, demonstrations, or concerts.

The majority of the Podium paving utilizes Charcoal Gray pavers, though Impala Black granite and Red Vanga pavers were also used to create a smooth transition between the existing paving and the new Podium.

Gris Alcazars granite was used to fabricate the veneer cladding and the intricately detailed pieces, including the 1,280 balusters. Two new granite stairways were also constructed; each new stairway is framed by two 16,000 pound lions which were hand carved from blocks of Carrara White Marble.

Collateral Material • Direct Mail | Rocky Award



MIA Member Company:  
**Charles Luck Stone Center**  
 Richmond, VA

*Best of Show*

**Judges Comments:**

“From the package to the swatches of marble... Charles Luck used every opportunity to brand themselves as the high quality stone purveyors in the nation. The attention to detail in their product swatches and their beautiful informative book communicated a deep knowledge of their industry and a passion for what they do. Bravo on a gorgeous piece that I’m sure will serve them well.”

“Spectacular! A wealth of information in an elegant package. Versatile enough to be distributed as individual parts. Superb production and presentation. A collector’s item!”

“A graphic designer’s dream project! This piece is a rare glimpse at a holistic branding, design and application that really communicates.”

Collateral Material • Brochure | Rocky Award



MIA Member Company:  
**Innovative Stone**  
 Hauppauge, NY

**Judges Comments:**

“Unique layout and presentation, creative use of ‘leaves’.”

“Creative size, beautiful photography and photo illustrations.”

“Nice concept. Marble samples presented in a very creative manner, spiral bound from top added another unique element.”

## Print Advertising • Magazine | Rocky Award



**MIA Member Company:**

**Clervi Marble Co.**  
San Francisco, CA



### Judges Comments:

*"Creative, clean imagery, professional photography, 'feel good' ad."*

*"Love the personal touch and the clear message, elegant and touching."*

*"Very nice, clean, effective."*

## Web Design • Business to Business | Rocky Award

**MIA Member Company:**

**KEPCO+**  
Salt Lake City, UT



### Judges Comments:

*"Clean, powerful, easy to navigate, appropriate for its industry."*

*"Nice branding, strong design and content."*

*"Great example of consistent brand identity, clean, powerful navigation."*



**MIA Member Company:**  
**Intrepid Marble & Granite**  
Portland, OR

**Judges Comments:**

“Very nice, clean design, thorough and simple.”

“Easy for consumer to navigate, educational, clean/professional photos and design.”

“Gorgeous, elegant and very appealing design, site structure is easy to navigate.”

**Collateral Material • Brochure**  
*Rocky Certificate*

**MIA Member Company:**  
**Masonry Pte. Ltd**  
Singapore, CHINA



**Judges Comments:**

“Nice layout/design with embossing textures. Beautiful images. Art, print, design exquisite. Interesting shape and size. Beautiful piece. Coffee table book.”

**Collateral Material • Brochure**  
*Rocky Certificate*

**MIA Member Company:**  
**Pokarna Limited**  
Secunderabad, A.P., INDIA



**Judges Comments:**

“Nice use of colors. Finishing and presentation beautiful. Nice resource for stone samples. Beautiful imagery and continuous branding.”

# Print Advertising Rocky Certificate

MIA Member Company:  
**Pokarna Limited**  
Secunderabad, A.P., INDIA



## Judges Comments:

"Nice concept and execution. Different. Nice to see a company take a chance on messaging and pull it off. Great photography and creativity."

# Web Design Business to Business Rocky Certificate

MIA Member Company:  
**Intrepid Marble & Granite**  
Portland, OR



## Judges Comments:

"Beautiful color. Elegant design and photography. Clean, simple and comprehensive. Fast to navigate. Design draws me in."

# Print Advertising Rocky Certificate



MIA Member Company:  
**Charles Luck Stone Center**  
Richmond, VA



## Judges Comments:

"Consistent campaign imagery. Interesting photos connecting stone to everyday objects. Very nice."

# Web Design Business to Consumer Rocky Certificate

MIA Member Company:  
**HartzStone**  
Newtown, CT



## Judges Comments:

"Very clean and user-friendly. Lots of information. Great for navigation through site. Very concise, clear message."

# Marble Institute of America Natural Stone Scholarship Award



**Jeff Lassiter**  
International Flooring and  
Protective Coatings, Inc.  
Norfolk, VA



The Natural Stone Scholarship Award was established by the Marble Institute of America to provide educational opportunities for aspiring fabricators, installers or administrative apprentices interested in furthering their careers in the natural stone industry. This year's winner is Jeff Lassiter, a machine operator at International Flooring and Protective Coatings, Inc., Norfolk, Va.

Lassiter's selection was based on an essay explaining his commitment to the natural stone industry and why he desires a career in it. "If this past year is any kind of an indicator, I'm sure my future in the natural stone industry is very promising, said Lassiter in his essay. "Honestly, I believe I have found something I'll be happy doing for many years to come." In a letter of recommendation, Roy Wells, Stone Division Manager of International Flooring & Protective Coatings, Inc. said, "Jeff has incredible potential and exhibits all of the qualities necessary to succeed in this business. He has advanced very rapidly and earned my trust and confidence. I can assign Jeff complex jobs and he has yet to disappoint us."

## Thanks to Our Award Sponsors:

**MARMOMACC**

*Sponsor of the MIA Grande Pinnacle Award*



*Sponsor of the MIA Rocky Advertising Awards*

## About the MIA

For over sixty years, the Marble Institute of America has served as the authoritative source of information on standards of natural stone workmanship and practice and the suitable application of natural stone products.

Membership in the association is worldwide and includes natural stone producers, exporters/importers, distributors/wholesalers, fabricators, finishers, installers, and industry suppliers — all committed to the highest standards of workmanship and ethics.

MIA publishes a monthly newsletter for members, markets a range of technical publications and consumer pamphlets on natural stone, sponsors business and technical meetings and seminars on industry-related topics, provides educational programming for architects and construction specification professionals, and conducts the "Rocky" Advertising Awards and the annual Pinnacle Awards competitions recognizing outstanding natural stone projects worldwide. MIA also sponsors an industry accreditation program for high quality fabricators and commercial installers.

MIA is also a leading promoter of stone usage in the commercial and residential marketplaces. MIA produces a number of consumer education materials on the use of natural stone and its proper care and maintenance and hosts an informative Web site for consumers at [www.usenaturalstone.com](http://www.usenaturalstone.com).

# Louie Carnevale Receives the 2008 Migliore Award For Lifetime Achievement

## Celebrating Over 50 Years in the Stone Industry

Louie Carnevale was introduced to the marble industry at the age of seven by his father Arcangelo who was mill shop foreman at the E.B. Lohr & Sons Company. He worked in the shop on Saturdays and during school vacations to learn the trade. Upon graduating from high school, he turned down an opportunity to attend college and became a Journeyman Stonemason, the start of an outstanding career was underway. Two years later, he and a partner, Ed Lohr, Jr. (the son of his father's employer), established Carnevale and Lohr in Los Angeles and began installing marble jobs throughout the West. Initially, they contracted out their services for installation jobs by estimating and making shop drawings at night, and installing stone during the day.

In 1964, Carnevale and Lohr established a full-service mill shop at its current location in Bell Garden, a suburb of Los Angeles. Louie has always been hands on and became well known for his excellent work, including projects like Our Lady of the Angels in Los Angeles, the interior at the Creative Artists Building in Century City, and the Getty Museum and Getty Villa. With prestigious projects like these and many others, Carnevale and Lohr has established itself as one of the nation's leading stone companies.

Louie Carnevale has had a stunning career not only as a craftsman and ethical businessman, but as a mentor for those aspiring for a career in the stone business and as a leader in the stone industry. Louie Carnevale's reputation as a craftsman and as a quality-conscious and ethical businessman is legendary.

In addition, Louie has consistently given back to the stone industry. At the beginning, he taught the apprentice Marble Setters Class and was an officer of the Masonry Group Marble Chapter. For years, he was a negotiator on labor contracts between unions and contractors. Louie joined the MIA as the West Coast Director in 1982 and served as President in 1989. During his term, he helped bring the Dimension Stones of the World (Color Plates) to the industry. It is still being used today by architects and designers.

Many of his former employees have started their own companies, with encouragement and advice from Louie Carnevale. "There's plenty of work for everybody who does a good job," he said.

As Carnevale and Lohr celebrates its 50th anniversary, his peers have chosen him to receive the Migliore Award for Lifetime Achievement, named for MIA's long-time Technical Director, the late Vincent R. Migliore. It is the epitome of recognition MIA bestows on one of its members.

For Louie's dedication to high standards and quality, and a continuing presence as a strong supporter of the association, the Marble Institute of America is proud to present him with this prestigious award. He is in the distinguished company of previous Migliore Award for Lifetime Achievement winners – the late Vincent Migliore, Joe Kapcheck, Malcolm Cohen, Bernie Polak, and Vic Green.

***Congratulations to Louie Carnevale for receiving this prestigious award!***



**Louie Carnevale**  
Carnevale & Lohr Inc.  
Bell Garden, CA



*"I knew Vincent Migliore for many years and can't imagine a more deserving person than Mr. Louie Carnevale to receive this Migliore Award for Lifetime Achievement. I think he would be proud of Louie's achievements."*

Jeffrey Matthews, Trade International



MARBLE  
INSTITUTE  
*of America*

**Marble Institute of America**

28901 Clemens Road • Suite 100 • Cleveland, OH 44145

Phone: 440.250.9222 • Fax: 440.250.9223

[www.marble-institute.com](http://www.marble-institute.com) • E-mail: [miainfo@marble-institute.com](mailto:miainfo@marble-institute.com)