



ROCALIA

NATURAL STONE EXHIBITION

PRESS KIT 2021



salon-rocalia.com



Associated partner

pierreactual
MATÉRIAUX OUVRAGES TECHNIQUES



30 NOV.
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EUREXPO LYON
FRANCE





CONTENTS

**ROCALIA,
THE NATURAL STONE TRADE SHOW / P. 4**

**NATURAL STONE
IS A FAST-GROWING MARKET / P. 6**

**FOCUS ON THE THEMES
ADDRESSED AT ROCALIA / P. 8**

- The benefits of natural stone
- Natural stone and the environment
- Natural stone and restoration
- Natural stone and digital technology
- Health/safety challenges in the natural stone trades.

2021 HIGHLIGHTS 2021 / P. 11

- The Jobs and Skills Space
- The Rocalia Forum
- The "Building in natural stone in the 21st century" contest
- All set for the WorldSkills trades contest
- Heritage Day

PIERRE ACTUAL, ROCALIA ASSOCIATE PARTNER / P. 16



**SHOW PARTNERS
USEFUL INFORMATION**

p. 17
p. 19



ROCALIA, **THE** NATURAL STONE SHOW

Rocalia is a development vector for natural stone and thus for everyone active in the sector – suppliers of materials and products, manufacturers of machines, toolmakers, service companies, installers, architecture and landscaping professionals for decorative rocks, decors, heritage restoration and urban development ... All of them go to Lyon-Eurexpo at the end of the year to meet up, develop their businesses and experience exchanges between professionals.

The success of the second edition in December 2019 positions Rocalia as the unique Show in France dedicated to natural stone. Technical and product innovations and trends in decorations will be highlighted not only in chats on stands but also during the host of events (demonstrations, conferences and exhibitions) organised throughout the show. To valorise stone trades, solve recruitment problems and provide the skill levels required, the Trades and Skills Space brings together representatives of Job & Training Centres to present everything available in Training for the sector and features demonstrations by natural stone professionals. Heritage restoration, the natural stone core market, will also be the focus of Heritage Day themes.

TO HIGHLIGHT THE FRENCH NATURAL STONE SECTOR AND ITS TRADES

Rocalia is an event focused on the French natural stone sector and everyone in it. France is currently one of the last major producers of decorative rocks in Europe – a position it means to defend and develop.

The Show has many objectives – to highlight this sector which symbolizes French quality and know-how and also to develop and promote recruitment and training. Rocalia is about promoting all the trades in a modernized sector and presenting the rise in the skill levels of its people.

ROCALIA HAS GONE DIGITAL TO ACCELERATE AND FACILITATE CONTACTS BETWEEN PROFESSIONALS AND HELP THEM AS MUCH AS POSSIBLE

For the first time, Rocalia proposes a show mixing onsite meetings as well as digital tools. The "Paysalia Rocalia Connect" digital platform and application are open to all professionals (exhibitors, visitors, sponsors) to facilitate and build contacts before, during and after the Show. These visit assistance tools mean that participants can easily get to where they want to be, make contacts, grow their businesses and chat between equals.

NATURAL STONE, A FAST-GROWING MARKET

THE MARKET FOR NATURAL STONE EN FRANCE



THERE ARE OVER
500
ACTIVE QUARRIES
IN FRANCE



664
SPECIALIZED
COMPANIES

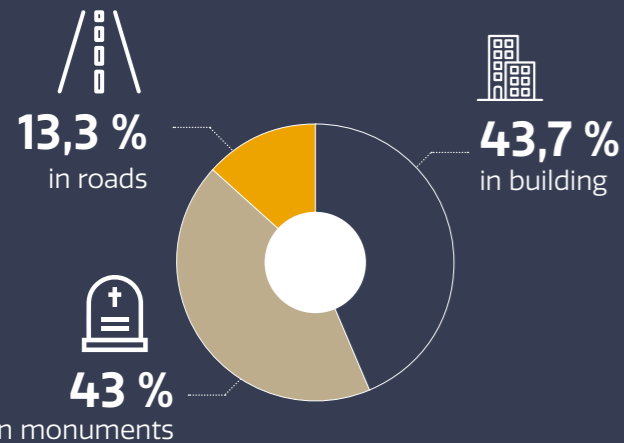


NEARLY
4,000
DIRECT JOBS



546,5
MILLION EUROS
SALES (+3.6%)

Product use (as a % of Sales):



WHAT OUR STONE IS USED FOR

Due to its specific environmentally-friendly properties and the buoyancy of the sector in France, natural stone is used in a wide range of applications:

■ BUILDING

((in particular stone blocks – the basic market) For many years passed over in favour of cement and concrete, natural stone is much more popular today. It is easy to work with as it can be cut to the exact dimension required in the quarry and then easily assembled at the building site with very little waste.

■ URBAN DEVELOPMENTS

Pavements, slabs, urban furniture... Natural stone is ideal for public spaces.

■ DESIGN

Through the diversity of the materials on offer – grains, veins and colours, natural stone is an ideal raw material and highly trendy for interiors (bathrooms, kitchens, living rooms ...) as well as outdoors. Designers have understood its potential and use it regularly!

■ RESTORATION

Natural stone and French professionals with their unequalled know-how craft high quality, sustainable, solutions for large and small public and private heritage restoration projects.

THE BENEFITS OF BUILDING IN NATURAL STONE

100% natural, shaped by nature and the weather, natural stone has a host of beneficial properties for building, restoration and designs. Ecological by nature, its use accelerates building sites, consuming little energy and with few wastes. It has interesting thermal properties and complies with RE (environmental regulation) 2020. Thermally inert, natural stone has an A+ label and contributes to maintaining agreeable temperatures in winter and summer. Reusable and recyclable for ever without treatment or as a by-product, natural stone is an integral part of French heritage. It also contributes to maintaining age-old know-how and creates jobs in the rural areas where it is produced.

Treated with innovative technical solutions, its properties mean it is often adopted for contemporary buildings. It can be associated with other materials from other ecologically-friendly sources (wood, earth, bio-sourced insulators...) as well as more conventional materials (glass, concrete, steel...) to meet the needs of present-day building sites – and those of the future like, for example, the Paris Olympics in 2024 and Greater Paris.

GEOGRAPHICAL ORIGIN LABEL

To guarantee the source and authenticity of natural stone raw materials and the products made from them, the stone sector has adopted a geographical origin label – the IG. The IG label awarded to *Granit de Bretagne*, *Pierre de Bourgogne* and *Pierres Marbrières de Rhône-Alpes* guarantees the origin and quality of these natural stone products.

French natural stones are thus the only building materials with a guaranteed geographical origin.

THE SECTOR IS RECRUITING FOR JOBS WITH PROSPECTS

Perpetuating ancestral traditions, natural stone is also a modernized sector rooted today in the current trends of sustainable development and a circular economy. As SNROC President Jean-Louis Vaxelaire confirms, sustainable natural stone is a source of jobs in trades with a future. *"We must focus on 4.0 model companies. Tomorrow's world will be digital. Training must direct young people into these trades and we need to move even faster in this direction. All the machines sold in the next few years will be computer controlled"*.

The sector is recruiting and needs young people trained not only in heritage restoration but also in more industrial and technical trades. The Trades and Skills Space (see p11) will brief you on these challenges.

THE THEMES HIGHLIGHTED AT ROCALIA

The objective of Rocalia is not only to allow natural stone professionals to meet up and chat but also to provide, through what is on show and the events, realistic solutions to the challenges facing the sector.

THE BENEFITS OF NATURAL STONE

NATURAL STONE IS FIRE RESISTANT

The Notre Dame de Paris fire left its mark in people's minds and the scale of the fire has left the structure fragile to this day. Research work for a doctorate addressed the alterations to the different natural stones used in the construction of historic buildings when exposed to the high temperatures occurring during fires.

The results of this study will be presented at Rocalia. They contribute to the diagnosis of stones in heritage buildings exposed to fire. The aim is to be able to assess the consequences of fire on the structural strength of the construction while determining the impact on its sustainability in the face of today's environmental aggressions.

DEDICATED CONFERENCE

The fire resistance of natural stone

// Tuesday, November 30th from 10 to 10.45am

Speaker: Martin Vigroux, Natural Stone Building Engineer, (CTMNC)

PREFER LOCAL STONE FOR CONSTRUCTIONS

With over 500 quarries in activity, French natural stone production ensures proximity and quality for new projects and heritage restoration everywhere in France. Combined with professionals' expertise, the sector's conversion to digital techniques and new training possibilities mean that natural stone is a sustainable and effective solution for all building works.

The Studiolada architectural collective has implemented a wide range of projects in the East of France using local limestone, Jaumont stone (an oolitic limestone of the Upper Jurassic period), granite and sandstone. Works include the tourist information office in Planinfaing (88), the medical centre in Aucun le Roman (54), the EHPAD (retirement home) in Vaucouleurs (55), the cloakrooms in Mars-la-Tour (57) and the indoor market in Saint-Dizier (52).

DEDICATED CONFERENCE

Natural stone in the 7 regional nature parks in Occitania: an inter-park programme funded by the region to develop the sector

// Wednesday, December 1st, 1.30 to 2.15pm

Speaker: Nathalie Sautter, Deputy Manager of the Haut-Languedoc regional nature park

Building with local stone

// Thursday, December 2nd, 10 to 11am

Speakers: Christophe Aubertin, Architect DPLG, Studiolada collective and Benoit Sindt (associate)

NATURAL STONE AND THE ENVIRONMENT

Providing a 100% natural solution to the sustainability and climatic challenges of the 21st century, natural stone is booming. Quarried in France, in compliance with all environmental regulations, its impact on the environment is minimal. Natural stone can be re-used and recycled virtually infinitely. By-products from quarries and building sites are crushed for use as bituminous mixes for road surfaces or muds for agricultural soils. Last but not least, natural stone is a healthy material and ensures very comfortable living spaces due to its thermal inertia and the absence of indoor air pollution.

Hallmarking French landscapes and villages, dry stone is the right answer to current environmental challenges. Habitats encouraging biodiversity and effective drainage, dry stone walls not only prevent soil and water run-off but also create a micro-climate as they restore at night heat accumulated during the day.

DEDICATED CONFERENCE

The creation and development of a dry stone sector in Normandy

// Tuesday, November 30th, 11am to 12 Noon.

Speaker: Eric Leboucher (FFPPS)

Natural Stone and the 2020 French Environmental Regulations ("RE2020")

// Tuesday, November 30th, 3.30 to 4.30pm

Speaker: Tristan Pestre, CTMNC

The orangery. A new generation of supportive cob construction in Lyon Confluence

// Thursday, December 3rd, 11.15am to 12 Noon

Speaker: Stephan Jeske, Architect with Clement Vergely Architects

NATURAL STONE IN RESTORATION WORK

Solving problems of quality and sustainability, natural stone is ideal for heritage restoration works. The maintenance and restoration of our heritage are challenges for the sector and for France because our heritage attracts tourists. For this reason, ambitious restoration projects are currently undertaken in France and French collective expertise is marshalled to restore Notre-Dame-de-Paris. Several specific talks will be dedicated to this restoration during Heritage Day.

DEDICATED CONFERENCE

Original stones and restoration stones in the rebuilding of Notre-Dame de Paris Cathedral

// Wednesday, December 1st, 9.30 to 10.10am

Speakers: Lise Leroux (LRMH) and David Dessandier (BRGM)

The doctors treating Notre Dame de Paris

// Wednesday, December 1st, 11.10 to 11.50am

Speaker: Régis Deltour, stone cutter, CEO of Mollard Deltour – Bâisseurs de Patrimoine

TRAINING. A MAJOR CHALLENGE FOR THE SECTOR

CFA, Compagnons du devoir, AFPA, Greta... In France, from the CAP to Bac + 5 years, a wide choice of curricula for the natural stone trades exists. All the stone trades are concerned, from basic initial training to vocational training for people already in the profession.

The Trades & Skills Space in the middle of Rocalia presents all the training possibilities offering good career prospects for young people and professionals already in these trades. Conferences and workshops are also organised.

DEDICATED CONFERENCE

Hybrid training courses in bio/geo-sourced refurbishment and construction

// Tuesday, November the 30th, 1.30 to 2.15pm

Speakers: *Stephan Berthier, Architect and university lecturer at ENSA Versailles and Bruno Combernoux, ISRFMP manager*

"The future for heritage-related trades", discussions with the Compagnons du Devoir

// Wednesday, December the 1st, Noon to 12:45pm

Speakers: *François Goven, Historic Buildings honorary general inspector, Bruno Combernoux, ISRFMP manager, Noellie Duperret, travelling companion carpenter, member of the "Study and recreation of the roof trusses in Notre-Dame de Paris" project team.*

Presentation of French training possibilities and School-Company partnerships

// Wednesday, December the 1st, 4.45 to 5:30pm

Speakers: *State education, Compagnons du devoir, Verrechia Sponsorship Funds director Anastasia Andrieu*

NATURAL STONE IN THESE DIGITAL TIMES

Digital technologies enable complex natural stone project completion from the design phase to implementation. It is now possible to design a complex project in 3D and reproduce it precisely with state of the art digital machines before the stonecutter intervenes for finishing.

3D or BIM (Building Information Modelling) also makes it possible for the end user to get a much better idea of what the building will look like.

Precision, performance, improvement of working conditions... Digital technologies impact many aspects of the sector and meet the needs of complex architectural projects and designs.

DEDICATED CONFERENCE

3D digitalization for archiving, documentation, heritage restoration seen through the case study of Notre-Dame de Paris

// Wednesday, December the 1st, 10.20 to 11.00am

Speakers: *Gaël Hamon (Heritage Graphist) and Chiara Cristarella (Graphist)*

THE MAIN EVENTS AT ROCALIA 2021

The complementarity created by sharing the last three editions of Rocalia with Paysalia, the "must" trade show for the Landscaping, Gardening and Sports Ground sectors goes even further in 2021 in what is on show but also in the themes and events. Visitors (professionals in building and outdoor installation, public authorities, private developers and specifiers) get a unique global offer of minerals and plants.

TRADES AND SKILLS SPACE

The initial training of young people plus vocational training for sector employees is a real issue for the natural stone sector. The Trades and Skills Space in the middle of Rocalia focuses on natural stone training and trades. Its objective is to familiarise young people with these trades that promise bright futures and to promote the attractiveness of the sector.

Stands, workshops, conferences, job offers and training as well as the promotion of natural stone trades through live demonstrations. In this Space, all visitors can find information adapted to their needs.

THE ROCALIA FORUM

Throughout Rocalia, conferences and round table discussions are organised in The Forum so that visitors can find the right solutions to meet the sector's challenges.

Find the full Forum programme on page 8 and on the Rocalia web site internetwww.salon-rocalia.fr.

HERITAGE DAY

In 2021, the Rocalia Heritage Day on Wednesday, December the 1st, explores the restoration of Notre Dame de Paris Cathedral through a programme of exclusive conferences led by Heritage Day and Rocalia sponsors.

A little over two and a half years after the fire, works to shore up the site have finished and now the Cathedral restoration job can start. Among the corporations concerned, the stone trades are particularly vital, so what could be more natural than to highlight them during the Rocalia Heritage Day...

FOUR CONFERENCES ARE PROPOSED DURING THIS DAY IN THE ROCALIA FORUM:

9:30am

Original and restoration stones in Notre-Dame de Paris Cathedral

- *Speakers: Lise Leroux (LRMH) and David Dessandier (BRGM)*

10:20am

3D digitalization for archiving, documentation, heritage restoration

seen through the case study of Notre-Dame de Paris

- *Speakers: Gaël Hamon (Heritage graphist) and Chiara Cristarella (Graphist)*

11:10am

The doctors treating Notre Dame de Paris

- *Speaker: Régis Deltour, stone cutter, CEO of Mollard Deltour – Bâisseurs de Patrimoine*

12 Noon

"The future of Heritage Trades", Discussions with Compagnons du devoir
- *Speakers: François Goven, Historic buildings honorary general inspector, Bruno Combernoux, ISRFMP manager, Noëlle Duperret, travelling companion carpenter, member of the "Study and recreation of the trusses of Notre-Dame de Paris" project team.*

15:45pm

UNTEC round table discussion

HERITAGE DAY PARTNERS



SET OFF FOR WORLDSKILLS, THE TRADES CONTEST

Heading for WorldSkills THE trades competition - an event organised at Rocalia by a working group aiming to demonstrate the sector's know-hows and trades through the WorldSkills Trades Competition to be held in Lyon, France, in 2024.

Through their work, experts, team leaders, sponsors, and training schools will detail the trades in the natural stone and landscaping sectors, highlight their excellence and respective know-hows.

The goal is also to promote THE WorldSkills Trades Competition and in particular the national finals (phase 2) in 2022 and the world finals in 2024, both of which will be held at Eurexpo Lyon and to address the challenges facing them.

THEMES FOCUSED ON SPACE: WINTER GARDENS

Winter gardens are the topic chosen for the work which will be executed together by three professions - landscape gardeners and designers, stonecutters and monument designers, part of which will be finished in front of the visitors to the garden and a nearby workshop.

WORLDSKILLS PARTNERS



THE “BUILDING IN NATURAL STONE IN THE 21ST CENTURY” CONTEST

Organized by the National Ornamental Rocks and Construction Trade Association (SNROC) and the Trade Magazine Pierre Actual, the contest rewards recent works executed in France using mainly natural stones quarried and/or cut in France.

Prizes are awarded in three categories: individual or collective buildings, urban development, infrastructures and other sites (interior decoration, landscaping, restoration). The Grand Prix rewards the project that best represents stone construction in the 21st century.

PRIZES WILL BE AWARDED AT A CEREMONY TO BE HELD
TUESDAY, NOVEMBER THE 30TH AT 5PM
IN THE ROCALIA FORUM

ORGANISED BY:

pierreactual
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liste projets

liste projets

PIERRE ACTUAL, ASSOCIATE PARTNER OF ROCALIA

STAND
6E73



SHOW PARTNERS

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Founded in 1933, Pierre Actual is the only French magazine dedicated to the natural stone Trades. Its editorial content covers all subjects related to quarrying, the transformation and the use of natural stone (stone, marble, granite, sandstone, etc.), for a wide range of applications including construction, decoration, urban furniture, restoration, monuments, etc.

Beyond its role as a specialised information channel, Pierre Actual has always supported the natural stone industry in France and the promotion of its materials and know-how. The creation of the Rocalia show is in line with Pierre Actual's determination to boost a sector which has many important references, past and present.

This is why Pierre Actual also created the enviedepierre.com blog which presents contemporary works made from natural stone and connects professionals with specifiers and the general public via a specialized annual directory.

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TRADES AND SKILLS PARTNERS



HERITAGE DAY PARTNER



OTHER PARTNERS



PRESS PARTNERS



USEFUL INFORMATION



DATES

Tuesday, November 30th,
Wednesday, December 1st and
Thursday, December 2nd, 2021



OPENING TIMES

Tuesday, November 30th 2021
9.00am to 9.00pm
Wednesday, December 1, 2021
9am to 6pm
Thursday, December 2, 2021
9am to 6pm



VENUE

Eurexpo – Lyon, France
Boulevard de l'Europe
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<https://www.youtube.com/channel/UC6Dlpew3JBHkXUPGNRY1YYgDos>

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