

“StoneGal seeks to build the future of natural stone from its origin” Alejandro Miras, director of StoneGal

In a context of transformation for the natural stone sector, where sustainability, innovation, and the relationship with architecture are becoming increasingly relevant, StoneGal positions itself as a new international platform from Galicia. Three months ahead of its second edition, from June 17 to 19, 2026 in Vigo, we spoke with Alejandro Miras, the event's director, about the evolution of the fair and the role it aspires to play within the global landscape.

For those who are not yet familiar with StoneGal, how would you define the project and what place does it aspire to occupy within the international natural stone landscape?

StoneGal is, above all, a platform created with the aim of going beyond the traditional concept of a trade fair. It is not just an exhibition space, but a meeting point where industry, architecture, and thought converge around natural stone.

Our ambition is to position ourselves as a strategic node within

the international calendar, especially in the European Atlantic sphere, connecting producing territories, processing companies, and specifiers within a single ecosystem. We want to contribute to building a contemporary vision of the sector, where the material is not only commercialized, but also interpreted, projected, and revalued.

What was the initial vision that gave rise to StoneGal and why did you consider it necessary to promote a new platform for the sector at this time?

The origin of StoneGal dates back to last year and to a very clear reflection: the natural stone sector needed its own space, differentiated and aligned with current challenges. In recent years, many trade fairs have diluted the prominence of stone within a broader offering of materials, which has led to a certain loss of identity.

We believed it was time to regain that focus, but from a contemporary perspective. It was not about replicating existing



models, but about creating a format that integrates industry, sustainability, innovation, and architecture into a single discourse. Natural stone has a lot to say in today's context, but it needs spaces where that value can be communicated clearly and meaningfully.

In a context with established international trade fairs, what makes StoneGal different, not only as an event, but as a platform for connection, business, and thought?

The main difference is the approach. StoneGal is not conceived merely as a showcase, but as an ecosystem. We are as interested in transaction as in conversation, as much in the product as in its context.

We have designed a more human, closer format, more oriented toward generating real relationships among the different actors in the sector. In addition, we naturally integrate architecture, design, and material culture into the fair, something we consider fundamental for the future of natural stone.

Do you believe that the natural stone sector needs to rethink the way it communicates its value? What aspects should evolve?

I think that rather than rethinking, it needs to evolve. Natural stone has extraordinary attributes—durability, authenticity, sustainability—but they are often not communicated in a way that aligns with current market demands.

Today, the sector has the opportunity to connect with new nar-

atives linked to the circular economy, energy efficiency, or conscious architecture. It is not just about talking about the product, but about explaining the value of the material in its context: how it is extracted, how it is processed, and what impact it has in the long term.

What kind of experience do you aim to offer exhibitors and international visitors in this second edition?

We want to offer a more qualitative than quantitative experience. We are working on a format that facilitates real encounters between professionals, with tools that optimize networking and generate concrete business opportunities.

In addition, we are strengthening the content program and interaction dynamics, so that visitors do not just walk through an exhibition space, but take part in a complete experience.

Looking ahead to the event from June 17 to 19, 2026, what do you hope professionals visiting StoneGal will take away with them?

We would like those who visit StoneGal to take away more than contacts or catalogs. We want them to take away a vision.

That they understand the real potential of natural stone in today's context, that they discover new ways of applying it, and that they identify opportunities for collaboration.

Looking to the medium and long term, what ambition does StoneGal have within the global natural stone industry?

The ambition is to consolidate StoneGal as a benchmark within the international circuit, not only because of its scale, but because of its ability to generate value.

We want it to be a space where the sector meets, dialogues, and evolves. A place where a contemporary narrative of natural stone is built and where Galicia plays an active role as a strategic node within the European map.



StoneGal

NATURAL STONE ONLY