The largest European marble reserve, the Alps of Carrara, is close to the sea and not far from Genoa, the most important commercial hub of the Western Mediterranean a fact that favored its circulation. In the first half of the 16th century, Spain became a great client of this precious Italian material. The talk explores the value and prestige of Carrara marble, as an all’antica material and as a device to express a new order: that of a universal monarchy and empire, which unify the Mediterranean Sea to the oceanic expanse.