



SEGUSO VETRI D'ARTE for BIENNALE CINEMA 2017.

Synonymous of an extraordinary creative and entrepreneurial experience that combines history, tradition and the avant-garde, Seguso Vetri d'Arte – an undisputed protagonist of the 1900's, the most important chapter in Murano's glass history - is the expression of one of the oldest art glass dynasties in the world. **Since 1397**, the Seguso family still binds its name to the most significant projects in Murano glass throughout the world and is the Ambassador of Italian artistic and manufacturing excellence.

On the occasion of the **Biennale Cinema 2017**, Seguso Vetri d'Arte supports the new project of La Biennale di Venezia for the facade of the Cinema Palace at the Lido.

The installation conceived by La Biennale di Venezia and using Murano glass elements created by Seguso Vetri d'Arte, will adorn the extraordinary scenery of the famous red carpet, **inspiring the public for the 74th International Film Festival**.

Numerous Seguso Vetri d'Arte glass artworks are in the permanent collections of over 100 prestigious international museums - including the Victoria & Albert Museum in London and the MoMa in New York.

Integrity, sustainability, mastery, and beauty are the pillars on which the Seguso family is committed, exporting the culture of Murano glass to the world.

Passion, the responsibility of belonging to a great dynasty and the awareness of being a guardian of beauty created with "honesty and mastery" are the engine.

Today, Seguso Vetri d'Arte is led by Gianluca and Pierpaolo, the **23rd Seguso generation** and respectively President CEO and Creative Director, who work with their brother Gianandrea and their sister Mariagiulia.

With the support of American partners Vernon Hill, the successful businessman who has revolutionized the banking world from New York to London, and his wife Shirley, a visionary architect and designer, Seguso has developed a plan for the international growth of the company.

Seguso Vetri d'Arte is today a partner selected by international Luxury Maisons such as *Dior, Fendi, Swarovski, Montblanc, Estée Lauder, Blumarine, Tiffany*, as well as by major international architects for exclusive projects around the world. Among the most recent are: *Four Seasons Resort in Dubai*, *the Hotel de Paris in Montecarlo*, *the historic Four Seasons Grill restaurant in New York*, *Bosco Café at the Red Square in Moscow*, *the Devonshire Club in London* and the largest chandelier ever realized in the world, just installed in a **Thailand** residence. Seguso Vetri d'Arte is the only company that can boast a wide range of Murano production: gifts, lighting, furniture, and custom projects. The attention to tailor-made design joins supreme craftsmanship and the ability to propose luxury as a unique emotion.

With a sense of responsibility, and with the awareness of being heirs of a secular tradition, the 23rd Seguso generation, has begun a project to share the majesty and beauty of Murano glass craftsmanship and its family tradition, looking to the future. A process that has led to the creation of the Seguso Experience - a visit to the furnace, a multi-sensory journey, unchanged over the centuries.

The project has been selected for its strong cultural value by *Adi Design Index 2016 - Design for Communication* section – which annually selects the best in Italian design. Thanks to this nomination, the Seguso Experience now enters the pre-selection of the prestigious *Compasso d'Oro Award*.

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