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# DURRAH

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**COVER PAGE**  
The watch series from Cartier

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# Still Sparkling

THE SEGUSO FAMILY is one of the oldest Muranese dynasties still active on the island of Murano — the first document identifying their presence dates back to 1397. Today Seguso is still a family business with Italian excellence of style and skilled manufacturing through the production of artistic items, lighting, and interior accents by the brands Seguso Vetro, Seguso Vetri d'Arte, Seguso Vetri, and Seguso Vetri di Murano. CEO Gianluca Seguso speaks with Durrah about the history of his family's business.

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- Home Decor
- Lighting
- Furniture
- Tableware



The history of Seguso is an emblematic story, from 1950 and the birth of an extremely high quality, handcrafted Murano glass. Today, this glass goes through a series of processes and techniques, which allow to create and produce a wide range of products for the home and for the hotel sector.

**THE MOST BEAUTIFUL UNDER THE SEGUSO NAME ARE AS-FOLLOWS:**

**Seguso 1950 & 1960s** The production of Seguso was born in the region of the Venetian lagoon, in the area of the Venetian lagoon, where the tradition of Murano glassmaking has been passed down for centuries.

glass from the studies of craftsmen, made away about a limited edition piece of art.

**Seguso 1970s** The design continues the tradition of the Seguso legacy that is dedicated to the decorative and lighting of objects, as well as to functional and architectural elements. A design of innovation, it is always a cultured and elegant design that meets function and innovation.

**Lighting** continues the tradition of Seguso creating glass into an original line of decorative wall-globe and contemporary styles, consisting of chandeliers, sconces, table lamps, floor lamps, and hanging.

**Furniture** tables, side tables, bar stools and chairs, are in the collection, and besides the luxury and elegance of the presence of stone with the classic shape of Seguso glass. The top are enriched with luxurious Murano glass following the tradition of Murano techniques, produced with an exclusive

design system combining the strong Seguso identity and the expertise of the factory and its wide production capabilities, where primary and raw materials are used in the most innovative and exclusive ways, such as natural and synthetic materials and any other exclusive elements selected.

Seguso built a line, Seguso 1970 and Seguso 1980s have produced glass for home interiors, the tables, and table-top decorations, as well as for international luxury brands such as Giorgio Armani, Antonio Fendi, Fendi, Blumarine and Fiora. The brand also functions as a production source of custom pieces for the most exclusive and commercial projects, in collaboration with top designers throughout world.

[www.seguso.com](http://www.seguso.com)



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## Interview with CEO Gianluca Seguso

### How would you define the brand philosophy of Seguso?

Our brand, or "Maison Seguso" as Mr. Stanislas de Quercze (President of Cartier) suggested we call it during a visit, is the result of continuous respect for the past and desire of innovation. We can say that ours is a company that above all takes care of the details without compromise, and bases the evolution on our four core values: Integrity, Mastery, Sustainability and Beauty.

this concept there is no need to find the balance between tradition and innovation as the tradition of tomorrow is the innovation of today...if and only if it has been handled with respect for the value and core business of the past.

### What have been some of your favourite moments in the brand's history?

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### What does it mean to you, continuing a business that has been in your family for more than six hundred years?

It still gives us a strong sense of pride, but only if it fits in a deep sense of responsibility with the understanding that we are at the beginning of the next six hundred years.

### What have been some of the advantages of having such a rich history of glass making?

It is a source of ideas, techniques and know-how. The secret has been to stay very close to our craft and keep it in the manufacturing process.

### What goes into producing a Seguso (glasswork)?

A Seguso glasswork has without a doubt the highest level of mastery and respect for history. It is the result of a long and complex process which comes from the experience of the highly skilled people working with us. We are not less experienced than others, but the highest level of glasswork goes to each glasswork maker in the workshop. "One of the art glass" and "one of the art glass" that define the highest value added to the product by the hand of a specialist in color and we do. The master of the craft will never let his hands to put his work available to make to master and give the qualities of a genuine Seguso glasswork from 1871.

### How do you maintain the balance between tradition and innovation in your collections?

We at Seguso have a tradition for tradition. For us the balance is the evolution of good innovation of the past, it

the concept there is no need to find the balance between tradition and innovation as the tradition of tomorrow is the innovation of today...if and only if it has been handled with respect for the value and core business of the past.

### What have been some of your favourite moments in the brand's history?

I could answer in two ways, every day has been my favorite, as my favorite moment is tomorrow. When you have passion and you love what you do, you might have tough days and great days, but you never come without the other. The secret of longevity is looking ahead.

### How would you describe the typical Seguso customer?

More than a customer, surely once someone comes to purchase from us they become a friend, a fan, or a member supporting our history and legacy for an eternity. Our clients - as we mentioned, friends - are looking for something that is distinguished to the highest quality and is not easily accessible.

### What can you tell us about the tours Seguso offers to learn about the glass making experience?

Actually we do not give tours, but we really provide the opportunity for a selected number of people per week. By appointment, to see into our history. It is a short but intense journey into the past of Seguso and glassmaking, which is a real discovery experience that cannot be described, but only experienced. You can email [experience@seguso.com](mailto:experience@seguso.com) for more info.

### Where do you see the company headed over the next few years?

Continuing to work towards the highest quality and the highest level of mastery and respect for history. We are looking for the best talent in the world to join our team. We are looking for the best talent in the world to join our team. We are looking for the best talent in the world to join our team.

