



SEGVSO

VETRI D'ARTE  
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# RARE, PRECIOUS AND UNIQUE

## *The Greatest of Venice's Secrets*

The Seguso family has been creating, designing, dreaming, inspiring, provoking and loving their art form for over six hundred years. Few can even stand alongside the masterful family in terms of heritage, passion and true longevity.

The history of Murano glass started at the end of the 13th century and since then the island has been known worldwide. With this, essentially begins the history of the Seguso family, given that as early as 1397 an historic document certifies the work of Filius Seguso in a glass furnace.

The exquisiteness of Murano craftsmanship is such that in a short time it becomes the aesthetic standard. During the sixteenth century, Murano glass flourished and was celebrated by the great painters Caravaggio and Tiziano, who depicted glasses and carafes in some of their most famous works, including Bacchanal of Andri and the Bacchus. Seguso's work rose to great prominence and was prized by many. It was seen by the Pope, and written about by poets.

Year after year, decade after decade, century after century, the Seguso family has solidified its fame as one of the most important art glass dynasties. Seguso Vetri d'Arte has written many precious pages in the history of glass, reaching the twenty-first century without ever compromising the values of tradition, interpreting this art with unchanged sensitivity and renewed creativity. Today, six hundred years later, Seguso Vetri d'Arte continues to lead the world with its supreme craftsmanship, with the authenticity of a product that does not follow industry rules, but honors the extraordinary potential of the material, the skillful and ancient gestures, a creative sign always extraordinarily unique, a work of art.

For six centuries, the work of Seguso Vetri d'arte has adorned royal houses, the Vatican, as well as prestigious hotels and theaters. Glass pieces by Seguso Vetri d'Arte are in the collections of more than one hundred prestigious international museums including the Victoria & Albert Museum in London, the MoMa in New York, Corning Glass Museum and the Museum of the Glass in Murano.

Today Seguso Vetri d'Arte is 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. A very special project recently united **Seguso Vetri d'Arte with the 74th Venice International Film Festival**: 300 blown glass globes created the extraordinary scenery that illuminated the façade of the Palazzo del Cinema of Lido in Venice, an installation conceived and designed by the Biennale di Venezia to host the stars on the red carpet for this most prestigious film festival, "a sign of lightness and authentic Venetian spirit."

The support to the prestigious institution is renewed on the occasion of the 16th International Architecture Exhibition, opening on May 26th.

This collaboration is another important acknowledgment for Seguso Vetri d'Arte, ambassador of Italian artistic and manufacturing excellence in the world.

Among the latest, important achievements is the opening of the showroom – at the Petrovskij Passaž, Moscow's well-known luxury shopping arcade, close to Chanel, Tiffany and Cartier boutique - that introduces Seguso Vetri d'Arte brand and products to the Russian market. The partnership between Seguso and the Russian entrepreneur Mikhail Kusnirovich, has thus started. Mr Kusnirovich, who acquired majority stakes in several prominent shopping centres in Moscow, most notably GUM in the historic Red Square, is founder and president of Bosco dei Ciliegi group. With elite holdings in fashion, beauty and restaurants throughout Russia, he oversees one of the country's largest multi-brand luxury retail chains.

Last February, the prestigious group opened to the world of Interiors. The project is called Bosco Casa, where Seguso Vetri d'Arte represents the reference partner for lighting, furniture and tailor-made Murano glass.

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. Their father, Giampaolo, is today one of the great artistic souls of the company and works at the Seguso furnace, creating one-of-a-kind designs for the most discerning customers as well as writing his own beautiful poetry, which is hand etched on each art object.



# GIANLUCA SEGUSO

Gianluca's aim, since day one, has been to make possible the expansion and international development of Seguso Vetri d'Arte, all the while upholding the values that have remained so dear to his family for centuries, since Seguso's inception. Gianluca began working with the family aged 20, he spent his first four years of work in each department of the manufacturing process and office, the following nine years he moved to New York where he opened a flagship New York showroom and staff offices. It was here, as Head of Sales for the region, that he gained a firm foothold for Seguso Vetri d'Arte, and developed the company's relationships with some of the world's major distribution groups for the first time. Under Gianluca's leadership, Seguso Vetri d'Arte has been able to reach beyond the homes of the great and the good in Venice, and can now be found in the finest residences, museums, art galleries and private collections around the world.

His global outlook has lifted the Seguso Vetri d'Arte name out of Murano, and positioned it firmly on the world map.

To make this possible, Gianluca dedicated himself for two years in 2006 and 2007, to the reorganization and

restructuring of Seguso's production capabilities. With a keen understanding of business, Gianluca's ability to improve the efficiency and output of the company has proven invaluable to its ability to grow and develop. In 2009, having made significant progress, he was able to complete the reacquisition of the historical brand Seguso Vetri D'Arte, and bring it back into the family fold after more than 30 ye-

ars. He was also involved in the acquisition, led by the Rubelli textile group, of the American luxury furnishing company Donghia and has remained a member of the Board of Donghia for over 5 years. Gianluca also spearheaded the company's most significant acquisition to date, unifying the renowned company, Gino Cenedese. At the heart of everything Gianluca has done for Seguso Vetri d'Arte to date, has been the set of values instilled in all members of the Seguso family. His leadership of the business has been visionary and progressive, enabling Seguso Vetri d'Arte to transition smoothly into the future, while his attention to ethics and innate respect of origin and tradition, mean that he has never lost sight of its past.







# PIERPAOLO SEGUSO

With an innate artistic sensibility, Pierpaolo has truly followed in his family's footsteps and has developed an exceptional talent for glassblowing that has seen him make his own unique and brilliant contribution to the Seguso family name.

Having studied at the School of Art in Venice, before completing an architecture degree at the University of Venice, Pierpaolo's grounding in and technical understanding of his art knows no bounds. He joined the family business aged just 19, and within just five years had already progressed to Creative Director, a testament to his passion, creativity and talent. Working initially with artistic glass, Pierpaolo imbued his creations with a fresh, contemporary aesthetic that has been celebrated and remained a part of the identity of Seguso Vetri d'Arte ever since. In more recent years, Pierpaolo's artistic flair has drawn him into collaborations with a number of international luxury brands. With glass always as his medium, Pierpaolo has worked alongside the likes of Boscolo Hotels, Donghia, Fendi, Frette and Mikimoto. Of particular note was his realisation of an imaginative concept for Blumarine boutiques around the world, that blended Swarovski crystals with Seguso Vetri d'Arte glass in a beautifully delicate exploration of the link between glass and fashion.

For Pierpaolo, this development of the interests of Seguso Vetri d'Arte is a personal passion. Alongside his glassblowing, he has also overseen the development of the company's corporate image, even opening an architecture and design studio in 2002 with the stated purpose of creating a space dedicated to the development of other collaborative projects.

Through all of his work, Pierpaolo's unending dedication, care and precision have remained paramount.

His unique combination of technical understanding and artistic ability mean he has been able to continue Seguso Vetri d'Arte creation of the most beautiful blown glass in the world while working alongside his brothers, Gianluca and GianAndrea, to bring the business into the 21st century and remain at the pioneering forefront of the glassblowing industry.

All the while, they have acted as careful guardians of six hundred years of precious work.





# GIANANDREA SEGUSO

Growing up in Venice, surrounded by the beauty and hence the glass art that is part of his family DNA, was instrumental in the formation of GianAndrea, the youngest of the three Seguso brothers and the 23rd generation of the Seguso dynasty.

Seguso is among the oldest family traditions in the world and since 1397 has shaped the most refined Murano glass in Venice, creating unique works of art.

An extroverted personality and curious, since his university years GianAndrea has felt the need to cultivate diversified interests: studying art history and psychology, theater, exploring the themes of interpersonal communication. This did not prevent him from devoting himself to the family business with enthusiasm. In 2000 he worked with his brother, Gianluca, in the commercial development of the fledgling Seguso USA, taking care of the organization of events and following a few top clients in Europe and America.

His sensitivity and the call of art, however, pushed him to follow an independent path to realize a long time dream of his to open an independent art gallery to launch young glass artists. From this important collaborations were born, such as a meeting with Philippe Starck for the construction of a boutique hotel in Venice, and projects for noted private collectors.

His return to the family business takes place after completing further experiences: first alongside a historical brand of the classic interior design world in the development of important projects and

private residences, then subsequently engaged in the business development of an ambitious design project for an Italian company, whose standout product designs are by, Gio Ponti, Achille Castiglioni, Lo Mazzi Durbino, Franco Poli, Harri Koskinen.

Today, GianAndrea, thanks to his rich and multi-faceted experience, has resumed his place alongside to brothers, Gianluca and Pierpaolo. He follows the commercial development of new markets and special projects that see Seguso Vetri d'Arte glass as a star in the world.

Art and beauty continue to be at the center of his personality and of his essence.



# LIGHTING

Uniqueness, contemporary style and the vocation of Made in Italy are the fundamental values that place Seguso Vetri d'Arte into the landscape of luxury design.

The manufacturing excellence characterizes each Seguso Vetri d'Arte chandelier. A quality internationally recognized, as evidenced by the numerous projects for royal families, public and private institutions, the Vatican, exclusive residences and environments around the world.

The strong attitude towards planning the "tailor made," together with the ability to bring luxury as an emotion and unique lifestyle has made Seguso Vetri d'Arte the partner of major international architectural studios, many residential projects, and numerous "contract designs", such as those for prestigious international hotel chains - including Starwood, Kempinski, Sheraton, Raffles Hotels, Wynn Hotels, Four Seasons, or the Venetian Hotel Danieli, Hotel Cipriani and Hotel Bauer - and for the luxury fashion and beauty industry brands as Armani, Dior, Fendi, Coach, Blumarine, Svaroski, Estee Lauder...

At the center of each Seguso Vetri d'Arte project is the tradition and culture of Murano glass interpreted in a contemporary tone and expertly joined to the needs and tastes of our time. Seguso Vetri d'Arte chandeliers, sconces, floor and table lamps are the expression of a process of re-reading and the reinterpretation of matter that transforms the lighting fixture into an object of extraordinary beauty.





## COLLINA lantern and table lamp

The Filigrana (filigree) and A Canna (reeds) techniques, among the most traditional of the Murano abecedary, is transformed into a sign of vibrant contemporaneity in Collina, the new proposal designed by Shirley Hill, who with great artistic sensitivity and attention to technical research, enhances the mastery of Seguso Vetri d'Arte. Pure white is the colour chosen for the version that uses the Filigrana processing to imprison the most poetic and delicate of plots in the transparency of crystal glass.

A graphic design is the hallmark of the model worked with thick black rods: the eclectic american architect creates a lamp in which crystal glass becomes the canvas of an optical geometry. Collina is available as table lamp and lantern. Collina collection lives in the tradition, yet evolves through an extraordinary artistic investigation.



## CANNETO chandelier

Canneto is a lighting installation of remarkable scenographic impact. Designed by Pierpaolo Seguso, it is inspired by the reeds growing in the sandbanks of the Venetian lagoon. The structure is characterized by an irregular cascade of Murano glass reeds in harmonious movement, whose individual elements, proposed in different pastel shades, create suggestive play of light and reflections. Thanks to its modularity, Canneto can take on a truly remarkable size (growing in height for over 10 m and with an extension without limits).

This special project combines contemporary design, creative strength and skilful craftsmanship, the result of an artistic investigation and technical research that the Seguso dynasty has handed down for over 620 years and 23 generations.



## EILÀ chandelier

A chandelier that reinterprets a retro mood in key design and contemporary decor, a balance between form and charm, simplicity and refinement. Eilà, by Pierpaolo Seguso, traces a strong and modern sign, by relating the space with the ineffable transparency of glass from Murano, shown here in gray-gold.

The oval form, is characterized by arms that branch off in a straight line from the central disc of burnished metal and ending with a sharp curve. The same cups, formed from disks with submerged gold, respond to the need for the absolute formal rigor and discreet decorative style. The essentiality is tempered only by the small white lampshades that surmount each of the 12 lights that make up the chandelier.



## PIER chandelier

Precious as every chandelier created from the breath and craftsmanship of the Seguso Vetri d'Arte maestros, PIER reinterprets the most classical of Venetian chandeliers. Working by subtraction and giving up the most typical elements of the Murano tradition, PIER emphasizes the formal balance and simplicity of its design, almost angular. Its identifying elements are the arms to the sharp angle. Among them are inserted small stylized leaves that give rhythm to the composition.

Made of mirrored glass, it is composed of 10 lights that are arranged on two levels to create an impressive chandelier. Thanks to its horizontal construction, Pier is perfect for decorating with a dramatic touch, even with ceilings that are not particularly high. It is also available in 20,5 lights and wall sconce with 2 lights.



## REZZONICO chandelier

Exceptional in size and craftsmanship, the REZZONICO is a chandelier of timeless elegance, interpreting with grace and shine of unequalled splendor the magnificent Venetian style Ca' Rezzonico.

This unique work of art by Seguso Vetri d'Arte is a blooming garden, an elaborate sequence of precious elements which engage in a grand flourish of gold elements, entirely created by hand even in their most elaborate details.





## SPLENDOR chandelier

From the archive of Seguso Vetri d'Arte, the SPLENDOR collection of glass lighting is reintroduced.

While keeping the avant-garde style, past and present combine into a luminous sculpture creating a striking image. A design which transfers a delicate aesthetic. Lighting with great meaning from the project point of view that shows the artisan mastership of the Seguso Vetri d'Arte furnace to make vibrant the material of emotions through the code of discreet refined luxury. Splendor is available in several dimensions and colors.



## AMARIS table lamp

Classic and refined, AMARIS table lamp brings the elegance of Murano glass lighting into the home interiors, to restore the splendor of everyday objects. Its charm is given by the glass elements which form the stem: blown in irregular forms, like precious gold nuggets, they give evidence of Seguso Vetri d'Arte glass mastership.

# FURNITURE

The project as emotion, luxury as a synonym for material research, a refined understatement, the richness of detail, a new modernity. These are the hallmarks of the Seguso Vetri d'Arte furniture collections. Tables, side tables, benches, armchairs and chairs which combine the luxury and elegance of the palazzos of Venice with the unique magic of Seguso Vetri d'Arte glass. A sign of innovation and rigorous and elegant design characterizes furniture that combines experimentation and tradition. The legs are enriched with luminous blown glass following the wisdom of Murano techniques, produced with an exclusive design patent confirming the mission of Seguso Vetri d'Arte to follow a strong track of identity.





## MORI round table

The round table is synonymous with friendly harmony and Seguso Vetri d'Arte has chosen to enrich the MORI collection with two important models of Classical proportions, to play a leading role in space. Their common denominator is the preciousness of their legs. Made of blown Murano glass, they stem from a central base with delicate stems of jewels fanning outward. The transparency of glass is a counterpoint to the natural design of the precious wood and together they make up a volume that enriches the space in absolute elegance.

From a structural standpoint, the leg conceals a solid steel core that strongly stabilizes the table.

The spheres in glass show off the skills of technical execution by the Seguso Vetri d'Arte maestros. Created in lapis colors with some of the most classic Murano techniques Costa, Rigadin, Ritorto and Balloton. The MORI table comes in two sizes, with a diameter of 135 cm and 110 cm.



## BACAN screen

More and more, the home is an organic set of spaces and elements without net barriers between the different living areas. This intuition has led to Bacan, the new screen that Seguso Vetri d'Arte presents at Milano Furniture Fair.

It would be reductive to define it as a furnishing complement. It is rather an artwork that was born from the eclecticism of Pierpaolo Seguso and develops in a composed geometry of reeds. It actually recalls the reeds of the Venetian lagoon, creating a magical game of transparencies.

A kaleidoscope of colors and techniques, in which the tradition of Murano blown glass and the excellence of Seguso Vetri d'Arte masters is declined to the contemporary lifestyle, underlining the work of incessant research that has been handed down for 23 generations.





## AMARIS COLLECTION - console and coffee table

The collection of furniture by Seguso Vetri d'Arte is enriched with a new console and coffee table, whose concept cleverly highlights the whole beauty of Murano glass.

The large surface of the AMARIS CONSOLLE is elegantly supported by two legs that open to the stem and draw a smooth curve. They are formed from a composition of glass elements, made of clear with gold sommerso glass, blown in irregular forms like pieces of

actual gold. The aesthetic result is of great impact: the console becomes ethereal and its legs float in space like a precious necklace pendant.

The top surface, made of wood with a particular geometric inlay in cherry and ebony, is characterized by a slight depression on three sides and by a thick profile.

The collection also includes the AMARIS COFFEE TABLE with an oval elliptical top. A broad profile in glossy black lacquered wood frames the beveled crystal shelf that seductively gives a glimpse from the glass legs. Even in this case, the stretch of identity is dictated by the volume and the processing of the glass spheres that make up the legs. The sheen of white and crystal glass is dominant: accentuates the "wealth of simplicity."

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