



SIEGVSO

VETRI D'ARTE
MURANO DAL 1897



EXPERIENCE

PRESS KIT



SEGUSO EXPERIENCE

In Murano, ancient knowledge, emotions and the magic of the Seguso Vetri d'Arte furnace

The furnace Seguso Vetri d'Arte is an exceptional place where sand and fire mark the beginning of a journey that transforms incandescent matter into precious objects.

Seguso, one of the oldest families on the island, dedicated to the art of glassmaking for 23 generations since 1397, has chosen to open the doors of their furnace, to share a manifestation that is elicited by an authentic furnace, where every day the glass takes on colors and shapes that contribute to the beauty of countless architectural projects around the world.

SEGUSO EXPERIENCE is an innovative experiential concept that marks a new path of shared values and culture of Murano glass. It descends into the alchemy of sand, transformed by fire into a noble material, grasping the know-how of creating with ones hands, following the breath that gives life to matter rendered in a unique and original form, because it is never perfectly repeated; it is the wonder of the elicit gestures of the glassmasters, at times rapid and decisive, occasionally slow and gentle; it is to witness step by step that the path of Murano glass has remained unchanged for centuries, following the knowledge and techniques handed down generation by generation; it is the realization that to create works of excellence that can withstand time, one must know how to respect the time of the material and the creative gesture. In an atmosphere full of fascinations that affect sight, hearing, smell and touch, the



Seguso Experience traces an untold story that celebrates glass, its alchemists, the creative genesis, the hands that give shape, and shows a future of innovation and research that joins the tradition. Along the path marked by impressive Seguso chandeliers that display themselves in all of their beauty, guests can see the glassmasters busy at work, the various phases of glass production such as tempering, finishing, decoration... and discover the existence of the Room of Secrets, where the formulas for the compositions of glass colors are guarded, as well as the Seguso Archive, a heritage of immense artistic, historical and cultural value consisting of thousands of drawings.

Seguso welcomes guests to their home with all the warmth and hospitality that has distinguished the family for 600 years.

**The Seguso Experience is by reservations only.
The furnace Seguso is also available for private dining and exclusive events. For info:**

experience@seguso.com

For information, HR images and press tour in the furnace

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