

A photograph of two men in a glass factory. The man on the left is bald and wearing a dark blue shirt, looking down at a folder. The man on the right has a beard and is wearing a light blue shirt, looking towards the camera. They are holding a large, brown, textured folder. In the background, there is a glowing furnace with molten glass being worked on.

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VETRI D'ARTE • MURANO



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 Titian, 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 has adorned royal houses, the Vatican, as well as prestigious hotels and theaters. Today Seguso Vetri d'Arte creates prestigious projects of lighting and furniture for the finest residential spaces, international hotels and private label projects for major brands of luxury and fashion. 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.

The attention to "tailor made" projects together with the ability to propose luxury as unique emotion has made Seguso the partner of major international architectural studios on many residential designs and contract projects," such as those for prestigious international hotel brands - including Starwood, Kempinski, Sheraton, Raffles Hotels, Wynn Hotels, the Venetian

hotels, the Hotel Danieli, Hotel Cipriani and Hotel Bauer -, and for luxury brands in the fashion and beauty sectors like Armani, Dior, Fendi, Coach, Blumarine, Svaroski, Estée Lauder, Burberry, Coach, Mikimoto, Memphis, Neiman Marcus, Montblanc... Seguso Vetri d'Arte glass lighting, furniture and accents were used as the central theme and store concept for all Blumarine boutiques worldwide and Seguso glass door handles can be found worldwide, at the entrance of the Christian Dior boutiques.

With each new piece of glass that is blown, life is breathed into their art with the same passion and love that has remained in the Seguso family's veins for centuries.

Today, Seguso Vetri d'Arte is run by its current generation, brothers Gianluca, Pierpaolo and GianAndrea Seguso, who are leading the company into the future with new and exciting designs that complement contemporary as well as classical architecture. 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. Throughout its long history, Seguso Vetri d'Arte is a name that has been synonymous with exceptional craftsmanship, mastery, discretion, discernment and of course, eternal quality. With the glass-blowing art having been passed only ever from father to son across twenty-two generations, the secrets of Seguso's incredible creations have always remained at the heart of the family, unknown, and unrivalled anywhere else in the world.

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GIANLUCA SEGUSO



Gianluca's aim, since day one, has been to make possible the expansion and international development of Seguso, 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, and developed the company's relationships with some of the world's major distribution groups for the first time.

Under Gianluca's leadership, Seguso 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 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 years. 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 Genedese. At the heart of everything Gianluca has done for Seguso 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 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.



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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 Seguso's identity 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 glass in a beautifully delicate exploration of the link between glass and fashion.

For Pierpaolo, this development of Seguso's interests 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's creation of the most beautiful blown glass in the world while working alongside his brother, Gianluca, 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.



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GIAMPAOLO SEGUSO

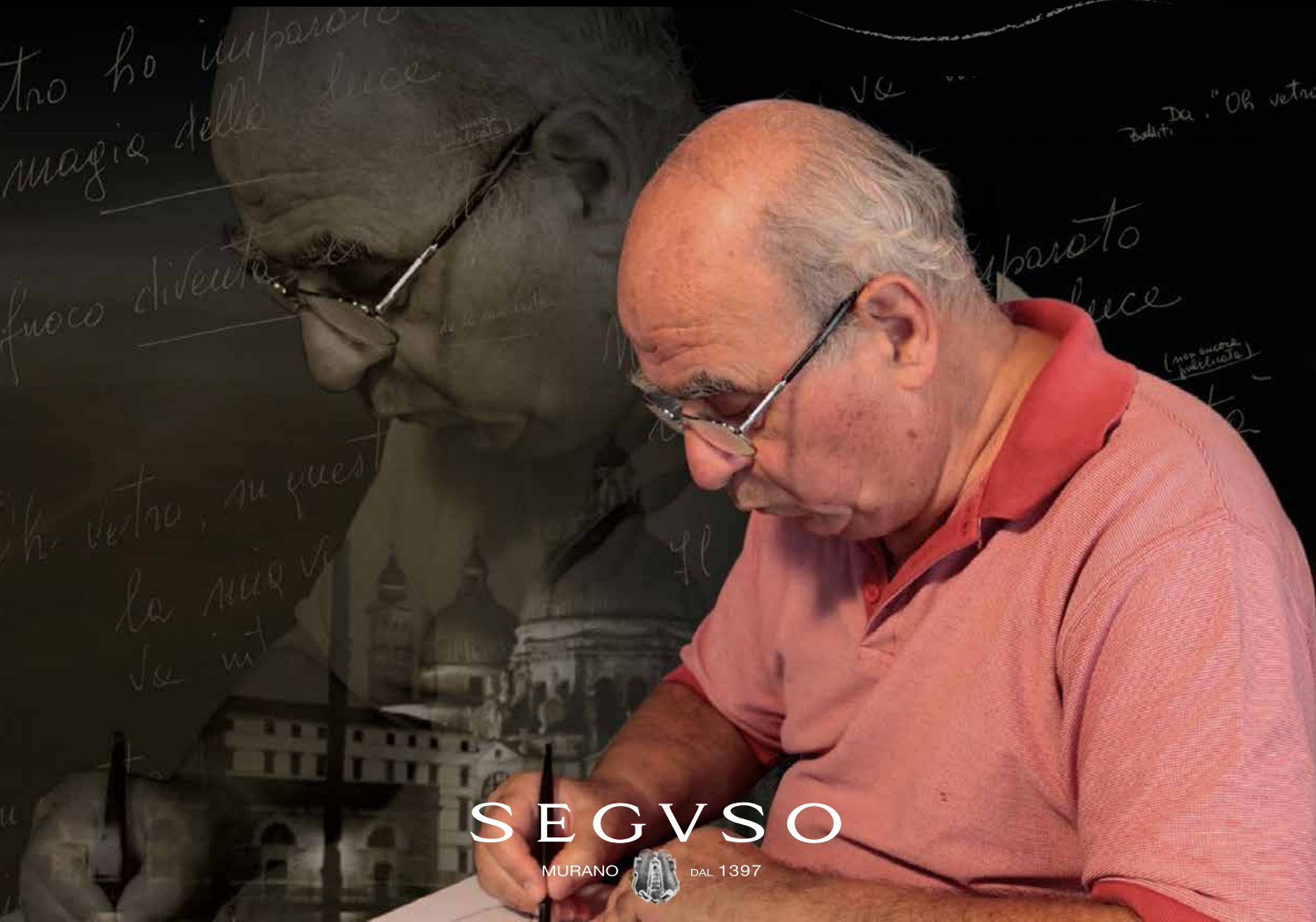
Giampaolo Seguso was born in Murano on 17th November 1942, a descendant of a long line of glassmakers going back six centuries. He spent his youth far from the business, studying and immersing himself in his country's culture. He joined his father, Archimede Seguso, in the family firm at the age of 25, where he began his life-long love affair with the world of glass.

The first work marked with his signature was in 1983. In 1993 he joins his sons in the new company Seguso Viro, which starts as a Renaissance bottega. During this time two artwork collections inspired by renaissance glass techniques were created: the incalmo and the ragnatela. A poet, philosopher and artist, Giampaolo's designs today are each etched with his unique verses of poetry, making them some of

the most coveted pieces of glass in existence. He creates these masterpieces in his Murano studio, where he receives collectors and experts from around the world. Giampaolo has been honoured with an honorary laureate degree, and his works are housed in many museums, from the Victoria & Albert in London, to the Museum of Modern Art and the Corning Museum of Glass in New York.



GIAMPAOLO SEGUSO



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