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PRESS KIT



at Salone del Mobile 2015
PAD 11 stand G22 - G28

SEGUSO TO UNVEIL NEW DESIGNS AND THE 'SEGUSO EXPERIENCE'

Seguso, the world's oldest Murano glassblowing company, will exhibit an exceptional collection of lighting, furniture and vases at Salone del Mobile in Milan this April, as well as inviting visitors to explore 'The Seguso Experience' for the first time.

Renowned for its extraordinary 600-year history, Seguso will showcase a hand-picked selection of pieces that embody both traditional craftsmanship and visionary design. Never-before-seen products will include hand-crafted room dividers, jewel-like shelves, elegant lighting and vases created using innovative new techniques pioneered by the Seguso family.

A modern day room set-up will display some of Seguso's most beautiful designs in an elegant, 'home' environment, while elsewhere, some of the most important Seguso pieces ever created will be displayed via screens, including those designed for Royal Families,

the Vatican, and museums and art galleries all over the world.

A hospitality area will offer guests the opportunity to relax at an elegantly crafted glass bar and sip cocktails from Seguso stemware, while meeting members of the Seguso family and hearing about their incredible history.

Seguso's stand at Salone del Mobile will also introduce visitors to The Seguso Experience. Evoking the rustic, industrial air of the Seguso furnace, part of the stand will offer visitors a glimpse into Seguso's special home on the island of Murano. Guests will learn about the historic building that has seen some of the world's most exceptional pieces of blown glass come to life, and how this magical space can be used today, for private dinners, special events and parties.



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LIGHTING

Uniqueness, contemporary style and the vocation of Made in Italy are the fundamental values that place Seguso into the landscape of luxury design. The strong attitude towards planning the “tailor made,” together with the ability to bring luxury as an emotion and unique lifestyle has made Seguso 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, 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 Among the most recent projects; the Four Seasons Resort of Dubai, a five-star luxury property where Seguso chandeliers, sconces and lamps adorn the public spaces, the restaurant and the rooms for exclusive events (the largest is lit by an imposing chandelier of 35 arms), leaving a mark of elegance. At the center of each new project that Seguso proposes at EuroLuce 2015 there is the tradition and culture of Murano glass interpreted in a contemporary tone and expertly joined to the needs and tastes of our time.



RUGIADA chandelier

Designed by Pierpaolo Seguso, the Rugiada Chandelier is inspired by the soft reflection of the morning dew. A central, mirrored column reflects the light created by the chandelier arms, resulting in an allover, beautiful glow. Despite its grand scale, the Rugiada Chandelier maintains a delicateness through its gentle curves and elegant arms.



MOLIN chandelier and sconce

This piece, which is a reimagining of the classic Ca'Rezzonico chandelier design, combines the ancient traditions of Murano glassmaking, with a modern sensibility. The Molin uses the Balloton technique to create the modern, four-columned centre, which contrasts against the chandelier's more traditional arms.

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VENTO chandelier with Led

An iconic Seguso design, the Vento chandelier is now twenty years old. To celebrate this important anniversary, it is to be re-released as a modernised LED version at Salone del Mobile. Originally conceived by Giampaolo Seguso, Vento incorporates elements of one of Seguso's most traditional Venetian chandeliers, the Ca 'Rezzonico, while imbuing it with movement and a more playful spirit. 'Vento' meaning 'wind' captures the moment when a breath of wind caresses and folds the leaves of a tree. LED light technology on each of the chandelier's branches is concealed by a bulb sculpture, whose shape evokes a small flame dancing in the wind. Crafted using Sommerso and Rigato techniques, the Vento chandelier is available in white, crystal and crystal gold. The Vento collection also extends to a wall sconce and floor lamp in two different heights.



NELLE ALPI chandelier

Designed by Pierpaolo Seguso, this chandelier evokes an organic form, a reminder of the strength of a tree and the harmony of its leafy branches that open outward. Arranged on three levels and finished in copper hues, the arms in blown glass are deliberately irregular, reminiscent of the natural growth of a tree.

Unusually, this piece combines blown glass arms which evoke delicate growth and movement with a strong metal centrepiece.

The Nelle Alpi chandelier is available with 15 or 10 arms and as a wall sconce with 2 arms



SFERA chandelier

A contemporary chandelier that showcases numerous Muranese glassmaking techniques, the Sfera is a truly unique design with a modern day appeal.

This piece can be custom-made in any combination of colours, making it an extraordinary statement piece for any interior.

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TOUJOUR sconce

Elegant and refined, the Toujour Sconce acts as a jewel-like embellishment for more intimate interior spaces. The mirrored wall mount, available in silver or gold, reflects the intricate glass elements while throwing out a gentle, illuminating glow.



MORI sconce

An extension of Seguso's extremely popular collection of Mori tables, the Mori sconce showcases a variety of Muranese glass techniques through its linear grouping of three dimensional spheres. It is a unique torchiere that is a sculptural piece of art for the wall.

As with all Seguso lighting, size and colour are completely customisable to fulfil the needs of any design project.



MAROCCO sconce

Taking inspiration from a Moroccan lantern, this sconce celebrates arabesque design, with ancient references in its form and tone.

It is hand made from blown glass, and uses the Balloton technique which creates tiny bubbles across its surface.

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BOCCIA E BIRILLO table lamps

In these new table lamp designs lie all the unmistakable signs and skill of the Seguso glass masters. Pure, simple forms, beautifully crafted in gold leaf overlay emphasize the transparency and lightness of glass. Both lamp bases are available with a barrel shaped black shade.

FURNITURE

During Salone del Mobile 2015, Seguso will introduce an important new furniture collection designed by Pierpaolo Seguso, which pushes the boundaries of glass, celebrating both its strength and its beauty.



BARENA table

Barena sees Seguso moving in a more contemporary direction, exploring fluid shapes and curves to create collection of modern, statement furniture.

The hero piece in the Barena collection is a large three legged table which is breathtaking in its simplicity. An elliptical top, shaped like a smoothly polished river stone, is supported by three sculptural Murano glass blown legs. Created using the Filigrana technique, each leg is a work of art in its own right, playing with light and dark to create a beautiful depth and transparency.

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BACAN screen

A new product category for Seguso, the Screen is a captivating way to add functional art to a space and employs myriad techniques to throw out an explosion of colour and reflections. The screen shown here is an allegory of the glass furnace, drawing inspiration from the natural elements used to create the magic of Murano glass: fire and water.



MARCIANA Display Shelf

Another new product category for Seguso, the Display Shelf blends the simple beauty of Venetian mirrors with intricate, handcrafted glass elements. Between each shelf is nestled an iconic Seguso glass sphere design, each using a different technique or colour.

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OBJECTS

Each Seguso vase is a unique piece, strictly hand made by its master glassmakers. Objects from iconic forms, resolute and contemporary, clothed in transparency or in colors, the composition of which are secretly passed down from generation to generation. Each work is the result of research that comes from the deep knowledge of the ancient techniques of Murano and evolves to express the modernity of our time. At Salone del Mobile 2015 Seguso presents a new selection inviting the visitor to create a personal collection and transform their living space into a private museum.



SABBIATO SOMMERSO

Using the Sommerso technique, one colour of glass is 'submerged' within the other, producing a tonal effect. The dramatic contrast of black against white is softened by the hazy quality that this technique creates.



PULEGOSO

The three dimensional bubbles within this vase are created by the Pulegoso technique, creating almost solid spheres within the glass, which transitions gradually from black through to clear.

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MURRINE

The use of Murrine in this vase is a particular strength of the very versatile Seguso glass masters. Optically enchanting, the spiralling black continues infinitely within its clear surround.



FILIGRANA

A new collection of vases using the iconic Filigree technique in brightjewel colours.

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