



carlo moretti

Company profile

Carlo Moretti is an “**artisan factory**”, one of the last few remaining in Murano. Founded more than fifty years ago, on the 30th October 1958 by Carlo and Giovanni Moretti – two brothers from a Murano family with a background in the business side of the glass-making industry – it was acquired in 2013 by two determined managers from the sector and a Venetian holding company that operates in the world of fashion.

The mission is to **develop and consolidate** the brand’s presence **on international markets**, while respecting the brand’s identity in a contemporary context by means of a new strategy involving an ongoing, progressive and innovative management, products and market approach and the implementation of the *lighting – contract* sector. This vision holds an added value for the current management that feels bound to promote this unique Italian product in the world.

The Carlo Moretti Murano Crystal objects have always been created combining **innovation and continuous research**. Private collectors **seek out these unique, numbered and signed pieces for their** recognizable style falling between industrial design and artistic creation. Most importantly, as confirmation of their quality and value, the Moretti pieces are included in the permanent collections of the most important Decorative Arts Museums of the world, such as the Berlin Staatliche Museen Preussischer Kulturbesitz Kunstgewerbemuseum, the Geneva Musée Ariana, the Helsinki National Board of Antiquities, the Prague Museum of decorative Arts, the London Victoria and Albert Museum, the New York Cooper-Hewitt Museum and The Museum of Modern Art, The Corning Museum of Glass, the Paris Musée des Arts Décoratifs, the Lisbon Museo Do Design del Centro Culturale di Belém, the Charleroi Musée du Verre, not to mention the Murano Museo del Vetro.

Carlo Moretti’s stylistic cypher is the constant **search** for new, clean and essential lines, together with technical innovation and development of the most appropriate professional tools: this is how these pieces are born, confirming the **endless magic** of this material in which two contradictory natures, solid and liquid, can co-exist. Creations that often require the collective work of eleven people, under the guidance of a master glassmaker. It all starts with a drawing and from there the idea takes shape, thanks to the expertise and ability of the master glassmaker. Each piece, blown by mouth into a wild pear wood mould, is finished using the flying hand technique and completed with the heated application of coloured canes, drops, murrine and other elements making each piece unique and recognisable.

Since the early 1970s, Carlo Moretti has stood out for its **pursuit of new styles and for its continuous experimentation with shapes and materials**. From the study for the improvement of the Murano Crystal characteristics, to the development of the production of coloured, single layer or coated glass, with rare earth oxides giving rise to new colours, the firm combines the centuries old know how of the Murano master glassmakers with contemporary Italian design.

1974 was a turning point with the rediscovery of Murano Crystal, which in the past had been the heritage of the island’s glassmakers but had then been abandoned and forgotten. Extraordinary designs are created, such as the *Ottagonale* glass of 1974 and the *Ovale* glass of 1976 – where “form” acquires an expressive power and a process of subtraction and simplification wins out over excess – the *Cartoccio* vase from 1983 – which drew inspiration from the rough paper cones in which grain for pigeons was sold in Piazza San Marco – and the *Asimmetrico* range of glasses and vases from 1986.



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Since 1990, Carlo Moretti has **renewed its offer annually**, with new colours, shapes and patterns for the *Calici*, *Bottiglie da collezione* (*Collector's Glasses and Bottles*), the *Diversi* table glasses and the *Piccoli* small sized vases. Lastly, there are some Carlo Moretti pieces that go beyond design and production, such as the *Minimax*, a limited edition of 20 sculpture pieces, and the 1996 **Monolite** series, an authentic artistic creation, produced using a particular glass fusing technique in the kilns designed for the firm's participation in the *Aperto vetro* exhibition at Palazzo Ducale in Venice. For the 53rd edition of the International Milan Furniture Fair in 2014, the Duvetica store in Milan hosted an exhibition dedicated to these **glass sculptures**, which belong to the Moretti brothers' private collection. It was curated by **Ettore Mocchetti and Giovanni Moretti**, who recently passed away.

This continuous evolution of shapes and colours has resulted in the Moretti production of lightly coloured crystal and strongly coloured glass-paste, which have characterized most of the production since 2000. The Moretti coloured glass-paste pieces have revolutionized household objects, introducing contrasts and audacious and very refined colour combinations, which have contributed to the education of the Italian and international market tastes.

Every piece is signed by hand with a diamond tipped stylus to make it distinctive and unique. The production of limited edition objects, all mouth-blown and hand finished, supplied with a warranty certificate indicating the series number, date and production technique, have all contributed to establish a name and a brand synonymous of quality.

Confirming the new direction taken by the Venetian artisan factory, **Carlo Moretti** opened two new stores in 2014: the first in Milan during the 53rd edition of the International Milan Furniture Fair, a new, large space of 130 square metres extending over two levels at Via della Spiga 48; the second was opened in December, in the city of Kitzbühel, a small space overlooking the Vorderstadt, the Austrian town's main street.

The uniqueness of the Carlo Moretti production has always been appreciated and has received widespread international recognition from the markets and critics and collectors. Main awards include the Internationalen Handwerksmesse-München Gold Medal, Internationale Kunsthandwerk-Stuttgart Prize (1966), Macef Prize (1976), Arango International Design Competition Glass that Works - Miami Fl. USA (1984). Carlo Moretti was also among the 1987, 1989 and 1991 Selezione Compasso d'oro for its *cavo cono* glasses, the *ovale piede ovale* glasses, and the *soffio* stem glasses, and also part of the Selezione ADI for the 2005 Japanese World Exposition in Aichi, again for the *ovale piede ovale* glasses.

Press office:

AND'STUDIO – Andrea Pilastro – andrepilastro@andstudio.it – tel. +39 02 45487375