



carlo moretti

Press release

Carlo Moretti – MAISON & OBJET Paris – 5/9 September 2014 Hall 7/ Stand F152

Carlo Moretti: the **new fixture** on the industry scene will feature at the international **MAISON & OBJET design fair from the 5th to 9th of September**. The event, at the Paris Nord Villepinte, will see the presentation of the new 2015 collection dedicated to **giftware and tableware**, including the *collezioni d'autore, fondamentali, rossomoretti* and *contemporanei* collections. A selection of items from the "Cristalli 2014 -2015" catalogue will also be on display.

Murano has never seen anything else quite like this "artisan factory", which was founded on the glass-making island in 1958 by the brothers Carlo and Giovanni Moretti. Here, a special synergy sprung to life between the master glassmakers of Murano and the entrepreneurs/designers of the pieces made in the factory's furnace. Carlo and Giovanni, whose family background lay in the business side of the glass industry, took over a small company that produced hand-crafted glasses and transformed it into a place where creativity and strategic planning came together to create an individual and unmistakable brand. Since the early 1970s, Carlo Moretti has presented a fresh take on glass, creating a dialogue between form and function through continuous experimentation with shapes and materials.

Carlo Moretti has always had a strong connection to contemporary Italian design. Over the years, it has created a vast range of authentic **collector's items, which are on permanent display in more than 20 museums worldwide**. This has established the company as one of a select group of leading players in its field.

Today the company is already present in key markets, including Italy, Germany and the U.S.A. and its new management have confirmed that production will continue to take place exclusively at the long-established Murano site. Its goal is to **develop and consolidate its presence in international markets**, while staying true to its brand identity in a modern environment. This is to be achieved via a new strategy involving constant, progressive innovation in the management of its products and its approach to the market, as well as venturing into the *Contract Lighting* sector. By 2015 the "Light" (Luce) catalog will be implemented. In anticipation to its release a selection of table and floor lamps will be presented during this 2014 Maison & Object event. The new management also acquired the Carlo Moretti **historic archive**, which constitutes a genuine treasure trove of study and research. It has a vast array of products and designs from the 70s, 80s and 90s, many of which have never been exhibited and which will form the foundation for future projects.

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 July, in the city of Kitzbühel, a small space overlooking the Vorderstadt, the Austrian town's main street.

Carlo Moretti pieces can be found in both important private and public collections, including leading decorative art museums the world over, such as: the Ariana Museum in Geneva; the National Board of Antiquities in Helsinki; the Victoria and Albert Museum in London; the Cooper-Hewitt Museum and the Museum of Modern Art in New York; the Corning Museum of Glass in Corning, New York; the Museum of Decorative Arts in Prague; the *Musée des Arts Décoratifs* in Paris; the Design Museum at the Belém Cultural Centre in Lisbon; the Glass Museum in Charleroi; and the Glass Museum in Murano.

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