



carlo moretti

Press release

New initiatives by Carlo Moretti: from HOMI Milan to the opening of new premises for the flagship store and the official showroom during Milan International Furniture Fair

Following the change in ownership last year, Carlo Moretti is launching a number of **ambitious new projects**. It will kick things off in Milan in April this year during the **53rd Milan International Furniture Fair, when it will open the new premises for the Carlo Moretti flagship store and official showroom at 48 Via della Spiga**. The **first date for the diaries** of trade professionals is **HOMI MILAN** at Fiera Milano in Rho **from 19 to 22 January**. It will see the presentation of a **selection from the collections** and the **new Carlo Moretti catalogue for giftware and tableware**, which contains the *collezioni d'autore, calici da collezione, fondamentali, rossomoretti, contemporanei, cristalli di Murano* and *complementari* collections. The *Luce* catalogue for lighting products will be published before the end of September 2014.

The Carlo Moretti “artisan factory” was founded in Murano in 1958 by the brothers Carlo and Giovanni Moretti. There was nothing else quite like it on the glass-making island, because there was a special synergy between the entrepreneurs/makers of the creations (which were produced in their furnace) and the master Murano glass-makers. Drawing on their family’s entrepreneurial background in the glass business, Carlo and Giovanni took charge of a small craft company that produced glasses and began a development process that transformed it into a place where creativity and strategic planning came together to form an individual, unmistakable identity. Since the early 1970s, Carlo Moretti has presented a fresh take on glass. The forms of items are intertwined with their functions, through continual experimentation with shapes and materials.

Carlo Moretti has always closely embraced contemporary Italian design. Over the years, it has produced a vast range of authentic **collector’s items which are permanently on display in more than 20 museums worldwide**. This has established the company as one of a select group of leading players in its field.

The new managers of the company have confirmed that all production will continue to take place on the longstanding site in Murano. Carlo Moretti already operates in all of the key global markets, including Italy, Germany and the USA. Its goal is to stay true to its brand identity in a contemporary setting while **developing and consolidating its presence in the international markets** using a new strategy for gradual, constant innovation of its management, products and market approach. Meanwhile, it will also venture into the *Contract Lighting* sector.

The new owners acquired not only the company but also the Carlo Moretti **archives**, which boast a wealth of studies and research. The archives contain a huge array of products and designs from the 1970s, 1980s and 1990s, many of which have never previously been seen. They will provide inspiration for future designs.

Items by Carlo Moretti can be found in important public and private collections all over the globe, including those of the world’s top decorative arts museums, 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 Museum of Decorative Arts in Paris; the Design Museum at the Belém Cultural Centre in Lisbon; the Glass Museum in Charleroi; and the Glass Museum in Murano.

Press office: AND’S STUDIO – Andrea Pilastro – andrepilastro@andstudio.it – Tel. +39 02 45487375 / Ilaria Gianoli – ilariagianoli@alice.it – Mob. +39 333 6317344