



# carlo moretti

## Carlo Moretti Venezia 'factory of originals'

Carlo Moretti is a “**factory of originals**”, one of the last few remaining in Murano. Founded more than fifty years ago, on 30th October 1958 by Carlo and Giovanni Moretti – two young brothers from a Murano family of glass entrepreneurs – it was acquired in 2013 by 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 ongoing and progressive innovation in management, products and market approach together with the implementation of the **lighting-contract sector**. This vision gives an added value for the current management that feels a string “duty” to promote this unique Italian product in the world.

As confirmation of the new course undertaken by this Venetian artisan factory, a new flagship store was inaugurated in 2015 in **Murano** (the island where the company has its head office) as well as the already existing store in **Venice**. A shop in shop is also present at the luxury fashion shop Ieri+Oggi in **Kitzbühel** since 2014.

Carlo Moretti has always created Murano Crystal objects, 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, including the Berlin Staatliche Museen Preussischer Kulturbesitz Kunstgewerbemuseum, the Geneva Musée Ariana, the Helsinki National Board of Antiquities, the Prague Museum of Decorative Arts, London’s 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 at the Cultural Centre of 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, 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 knowhow of the Murano master glassmakers with contemporary Italian design.

1974 was a turning point marked by the rediscovery of the Murano Crystal, a long lost traditional technique of the island’s master glassmakers. Extraordinary projects were created at that time, such as the 1974 “Ottagonale” and the 1976 “Ovale” glasses, in which the form became a means of expression defined by simplification and reduction rather than by addition. Other projects included the 1983 “Cartoccio” vase inspired by the simple paper wrapping used to sell pigeons feed in Piazza San Marco, and the 1986 “Asimmetrico” glasses and vases series.

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 “Bora” and “i Diversi” table glasses and the “i 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,



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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, Director of AD Italy and Giovanni Moretti**. 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 establishing a name and a brand synonymous with quality. Carlo Moretti is a brand that looks towards the future, one in which innovation, reliability and transparency are united with product quality, the result of synergy in its production and its workers' passion. Highly qualified professionalism that embodies values such as efficiency, internationalisation and allowing ample space for imagination without forgetting its concrete responsibility towards an outstanding brand that continues to interpret modernity, while respecting the Venice Lagoon thanks to its socially responsible behaviour towards the environment. The uniqueness of the Carlo Moretti production has always been appreciated and has received widespread international recognition from the markets and critics and collectors. The main awards include the Internationalen Handwerksmesse-Munchen 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 Compasso d'oro selection 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:** CARLO MORETTI - [info@carlomoretti.com](mailto:info@carlomoretti.com) - tel. +39 041 736588