



Venice, 10-17 September 2017

## ***The Venice Glass Week***

***Fondazione MUVE, Fondazione Cini, Istituto Veneto and Consorzio Promovetro Murano are promoting the first international festival devoted to Murano glassmaking. All the major institutions of Venice are invited to take part. The aim of the festival is to revive and promote the most important artistic and industrial activity of Venice.***

*The program of the festival will include exhibitions, conferences, seminars, screenings and open-days of furnaces. It is possible to take part in the program of initiatives by submitting a proposal by 28th February 2017. The first edition of the festival will take place in September 2017.*

A new far-reaching program of events devoted to **glass** – the main artistic and economic driver in Venice known throughout the world - is scheduled to take place in Venice from 10th to 17th September 2017. *The Venice Glass Week* is an international festival devoted to the art of glassmaking, notably from the Island of Murano, and aims to celebrate and revive artistic glass. The main promoters of the festival are important city institutions that already have experience in this field: **Fondazione Musei Civici di Venezia, Fondazione Giorgio Cini, Istituto Veneto di Scienze, Lettere ed Arti and Consorzio Promovetro Murano, the most important association in the glass sector, which also manages the *Vetro Artistico Murano* trademark of the Veneto Region.**

***The Venice Glass Week*** will take place from 10th to 17th September 2017, featuring exhibitions, conferences, seminars, educational activities, screenings, events, the opening of the furnaces to the public and other happenings all linked to artistic glass. Besides the initiatives organized by the four main promoters, the program envisages to include events promoted by all those who wish to participate in the festival. More than forty partners, including foundations, art galleries, glassworks,

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museums, cultural institutions, universities, training centers and private collectors have already confirmed their participation in the festival.

Venetian artistic glass is famous all over the world. Despite the severe crisis that Murano glass has suffered since the 2000s, glassmaking has been one of the key drivers of the Venetian economy for over 700 years, involving 1,100 employees and 150 companies, with a yearly revenue of €165 million, 66 million of which in foreign market exports.

In recent years, some of the most prominent Venetian institutions have devoted great effort to revive high-quality artistic glass in order to bring it back into the center of local, national and international attention. For example, the *Murano Glass Museum* has undergone a thorough restoration and extension under the supervision of the Fondazione Musei Civici, doubling the gallery space at Palazzo Giustinian, thanks to the restoration of the former Conterie, once owned by a beads firm. In a completely renovated museum visitors can now appreciate the key turning points of the fascinating thousand-old history of Murano glassmaking. Other examples are: LE STANZE DEL VETRO, a joint initiative of Fondazione Giorgio Cini and Pentagram Stiftung; the Venetian Glass Study Days and the Glass in Venice award, granted by the Istituto Veneto di Scienze, Lettere ed Arti; the many initiatives by the Consorzio Promovetro to promote and safeguard Murano glass such as the *European Glass Experience* program aimed at fostering the art of glassmaking among younger generations. All these initiatives have been very successful with the public and the international media and are a common platform for broader action involving the whole city of Venice.

To take part in *The Venice Glass Week* the application form must be compiled and a project submitted by 28th February 2017. The Organizing Committee will evaluate the projects and exclude those that do not focus on artistic glass. All the events of *The Venice Glass Week* will bear the festival's logo and will be advertised on the events calendar in the website [www.theveniceglassweek.com](http://www.theveniceglassweek.com) and through social media: facebook, twitter, instagram, youtube.

*The Venice Glass Week* logo was designed by the student **Anna Scaini** and was selected among proposals submitted by five students from the 2nd year of the Graphic Design course, coordinated by Professor Davide G. Aquini of IED Venezia, visual communication partner of the festival. The color of the logo is the traditional Venetian red, which has always evoked liveliness and vivacity, enthusiasm and passion. The design of the logo recalls a stylized vase with two wings like those of the lion of St. Mark.

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### **For further information**

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## ***Application form for participation in The Venice Glass Week***

**10 – 17 September 2017**

### **Introduction**

*The Venice Glass Week* is a joint initiative of Fondazione Musei Civici di Venezia, LE STANZE DEL VETRO - Fondazione Giorgio Cini, Istituto Veneto di Scienze, Lettere ed Arti and Consorzio Promovetro Murano to promote the art of glassmaking in Italy and internationally, with particular focus on Murano and Venetian glass through the promotion of exhibitions, conferences, seminars, schools, screenings and further initiatives featuring artistic glass.

All the communication materials related to the activities of the festival will bear a distinct logo and graphic brand but at the same time each activity can be advertised featuring its own logo as well.



The requests for participation must be presented no later than 28th February 2017 and will be evaluated by the Organizing Committee comprising representatives from each of the promoters.

Commercial ventures and activities that do not focus on artistic glass are excluded from participation.

Participants must inform the organizing secretariat about any possible modifications or additions to the information here enclosed as soon as possible – and in any case no later than 90 days before the beginning of the festival – in order to update the program of activities.

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### Form

(please return to: [info@theveniceglassweek.com](mailto:info@theveniceglassweek.com))

I, the undersigned, having read the above introduction, wish to apply to take part in *The Venice Glass Week* program of activities and therefore provide the following information:

#### APPLICANT'S DETAILS

Name:

Address:

Website:

Contact person (name and surname):

Contact details (email address and phone number):

#### ABOUT THE ACTIVITY

Title(s):

Description (max 4,000 characters including spaces, please attach description):

Duration (from – to):

Opening times (dates and hours):

Venue [please indicate the kind of venue (exhibition space, auditorium, museum, school, theatre...) and address]:

Will the activity/ies) feature its/their own logo? (please specify 'yes' or 'no' and, in case, attach it to this form)

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Dedicated web page (if available please enclose url):

Further materials (it is possible to include further information material about the proposed activity/ies):

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