

VENINI

# VENINI

Company Profile

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# The voice of our masters

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Only those who transform glass into art  
can tell about it

VENINI

ABOUT

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# VENINI is Venice

Founded in the heart of **Murano (Venice)**, the iconic island of glassmaking, VENINI embodies **the essence of a tradition** that has shaped the cultural identity of this unique place.

Each masterpiece signed by VENINI is **an expression of an unbreakable bond with Murano and Venice**, which for centuries have been the cradle of artistic excellence and a hallmark of **Made in Italy**.



Murano Boutique





Founder Paolo Venini

## ABOUT

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# VENINI is History.

An ambitious project that was born in **1921** from the vision of Milanese lawyer **Paolo Venini** and Venetian antiques dealer **Giacomo Cappellin**, who founded "Vetri Soffiati Cappellin Venini & C."



ABOUT

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## VENINI is Craftsmanship.

The **Furnace** is the heart of VENINI. Here, the ancient art of glass takes shape through the expert hands of **master glassmakers**. Each artwork is born from an entirely artisanal process, the result of knowledge passed down through generations and refined over time.

The skill of the master glassmakers lies in their ability to tame molten glass, transforming it **into a work of art**.



Fazzoletto Inside the Furnace



Silvia Damiani, VENINI's President

## ABOUT

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# VENINI is Passion, Entrepreneurship.

An emblem of **Italian excellence** that has shaped the world of art glass for over a century. Founded on bold creativity and masterful craftsmanship, VENINI's legacy is one of relentless pursuit of beauty, innovation, and artistic expression. In 2016, this journey reaches a defining moment with the **acquisition by the Damiani family**, a milestone that unites two icons of **Made in Italy**.



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# VENINI is Art Glass.

For over a century, VENINI has been **the guardian of an invaluable artistic heritage**, interpreting and passing down the extraordinary craftsmanship of the **Murano tradition in artistic glassmaking**.



Geacolor, Gae Aulenti



VENINI ICONS IN THE NEW MOKA COLOR OF 2025

Identity beyond time and space.

Timeless masterpieces, **unmistakable symbols** of art and design that have cemented VENINI's global renown.





99.80, Gio Ponti

## ABOUT

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# VENINI is Art Light.

Renowned for its iconic pieces, which have become true symbols of Italian craftsmanship and artistry, VENINI stands out on the international design scene. In addition to being a hallmark of excellence in Murano artglass, it boasts an extensive and prestigious **Art Light catalog**.

In recent years, **lighting has become a strategic focus** for VENINI, representing the core of **significant investments in research, development, and production**.

**Art Light** is also at the heart of high-profile contract partnerships with some of the most prestigious global brands in the retail, hospitality, and luxury residential sectors, affirming VENINI's role as a benchmark in the world of bespoke decorative lighting.



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ABOUT

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# VENINI is Design.

An **unmistakable DNA** that blends **ancient techniques with a contemporary aesthetic vision**. Paolo Venini was the first to introduce **Artistic Direction** to the Furnace.

Over the years, more than 200 creatives, including **Fabio Novembre, Gae Aulenti, Carlo Scarpa, Ettore Sottsass, Gio Ponti, Peter Marino, Tadao Ando**, have enriched VENINI's repertoire, maintaining a stylistic coherence that **transforms glass into a universal artistic language**.



Muse, Fabio Novembre





TADAO ANDO



RON ARAD



ATELIER OÏ



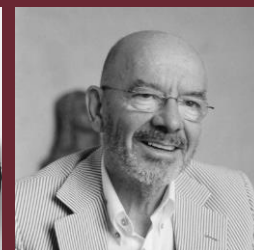
GAE AULENTI



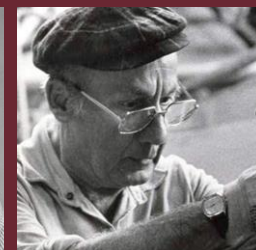
E. BABLED



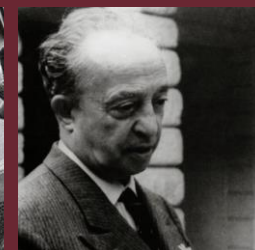
BARBER - OSGERBY



MARIO BELLINI



FULVIO BIANCONI



TOMASO BUZZI



TONI ZUCCHERI



ALDO CIBIC



RODOLFO DORDONI



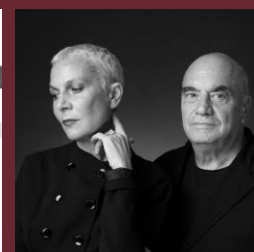
L. De SANTILLANA



L. De SANTILLANA



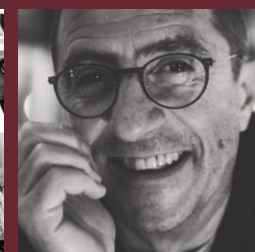
PETER MARINO



D. e M. FUKSAS



M. GUGGISBERG  
P. BALDWIN



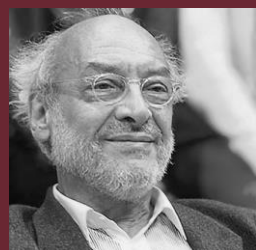
FRANCESCO LUCCHESI



SONIA PEDRAZZINI



FLO PERKINS



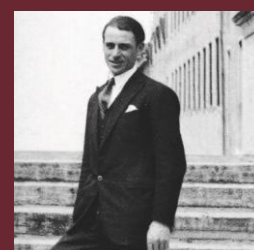
GAETANO PESCE



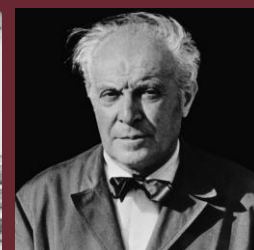
A. MENDINI



FABIO NOVEMBRE



N. MARTINUZZI



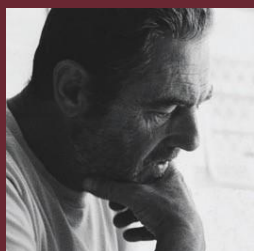
GIO PONTI



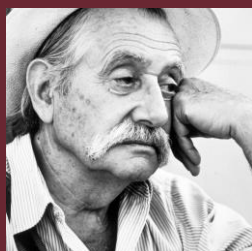
L. RANUCCI



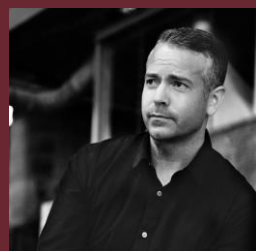
CARLO SCARPA



TOBIA SCARPA



E. SOTTASS



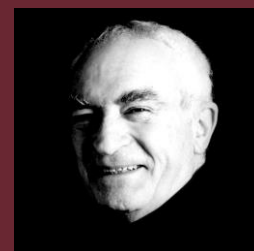
MARC THORPE



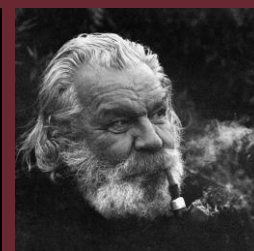
MATTEO THUN



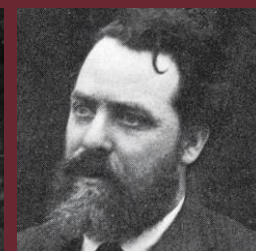
GIORGIO VIGNA



MASSIMO VIGNELLI



TAPIO WIRKKALA



VITTORIO ZECCHIN

AND MANY  
OTHERS...



## ABOUT

# VENINI is Cinema.

VENINI is actively present at the most important international film events, strengthening the connection between glass art and the seventh art. Its presence in the world of cinema is consistent and widely recognized, reflecting the brand's prestige and expressive power.

This relationship has deep roots: VENINI plays a leading role in the film **Moonraker (1979)**, an iconic chapter in the James Bond saga, where agent 007 follows the trail of his enemy to the **Venini Museum**, a key setting in the plot. A remarkable cameo that cements VENINI's place in the international cinematic imagination.

- Premiere The Room Next Door with Pedro Almodovar | 2024
- Ciak Cocktail Party, Festival del Cinema in Venice | 2024





VENINI



ABOUT

## VENINI is Literature.

Venini and its art, at the heart of a substantial literature that tells the story of a century of excellence in Murano glass.





MSC Explora III

## ABOUT

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# VENINI is Tailor made.

VENINI's **expertise** and **technical mastery** are available to clients seeking **tailor-made projects**, unique and **exclusive** solutions, customized in every detail VENINI's Contract Division boasts collaborations with luxury brands in hospitality, cruising, jewelry, and haute couture.

CONTRACT  
DIVISION  
VENINI

**AP**  
**AUDEMARS PIGUET**  
*Le maître de l'horlogerie depuis 1875*

1895  
**BERLUTI**  
PARIS

**BOTTEGA VENETA**

  
**BUCCELLATI**  
MILANO DAL 1919

**BVLGARI**

*Cartier*

**Cassina**

  
**CHANEL**

  
CHEVAL BLANC

*Chopard*  
GENÈVE

  
**CIPRIANI**

**DAMIANI**

**Dior**

**D&G**  
DOLCE & GABBANA

8  
EIGHT

**GUCCI**

  
**HERMÈS**  
PARIS

**JIMMY CHOO**

 *Loro Piana*

**MSC**  
CRUISES

**paco rabanne**

  
**PATEK PHILIPPE**  
GENÈVE

  
**ROLEX**

**SAINT LAURENT**  
PARIS

**TIFFANY & CO.**

Van Cleef & Arpels

  
**VERSACE**

  
*Yacht Club de Monaco*



# Highlights of Venini's

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Most iconic collaborations.





"Danza del Mare" and "Incanto del Mare" are the result of the collaboration between the MSC Foundation and Venini, embodying the Foundation's commitment to protecting and enhancing the marine environment. Designed by artists Monica Guggisberg and Philip Baldwin, these majestic installations, standing 12 meters tall with a diameter of 3 meters, celebrate the beauty and fragility of the sea through the art of glass.

MSC Seascape and MSC Seashore



VENINI

BVLGARI



Boutique Milano



Boutique New York



Boutique Paris



Boutique Hong Kong





Boutique New York



Boutique Miami



Boutique Milano



A huge collection of 100+ items



VENINI

LOUIS VUITTON



Boutique Venice





Boutique Dubai



Boutique Macao



Boutique Singapore



VENINI

# *Loro Piana*



Boutique Kuwait and Toronto





Boutique Kuwait



Boutique Riyadh



VENINI

*Chopard*



Boutique New York City



VENINI

GUCCI



Christmas Ornaments

Design Ancora project



VENINI

DOLCE & GABBANA



Dolce & Gabbana Casa



Rosso Maraviglia collection

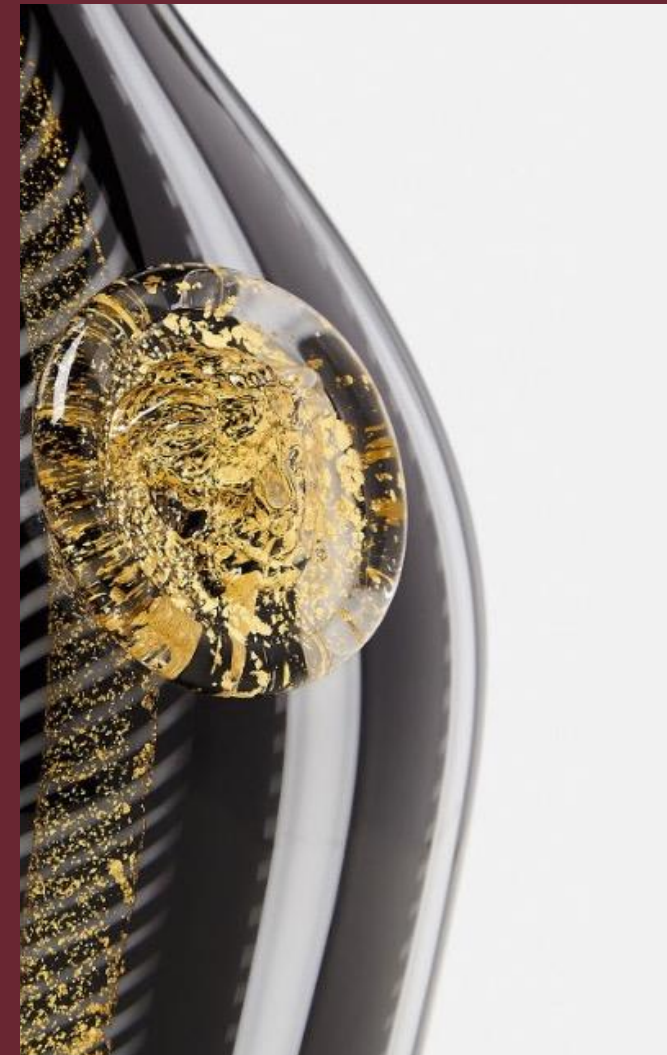




Poliedro Collection

VENINI

VERSACE



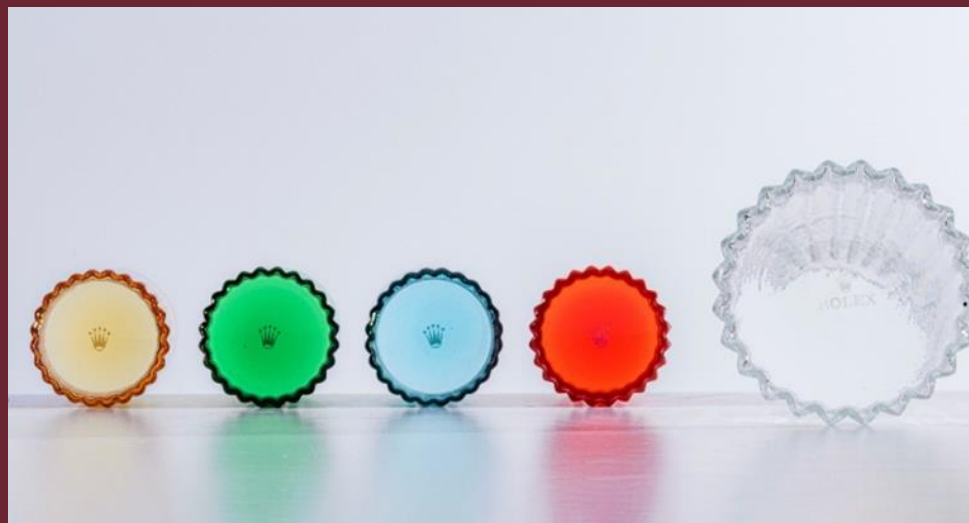
Home Decor Collection



# ROLEX



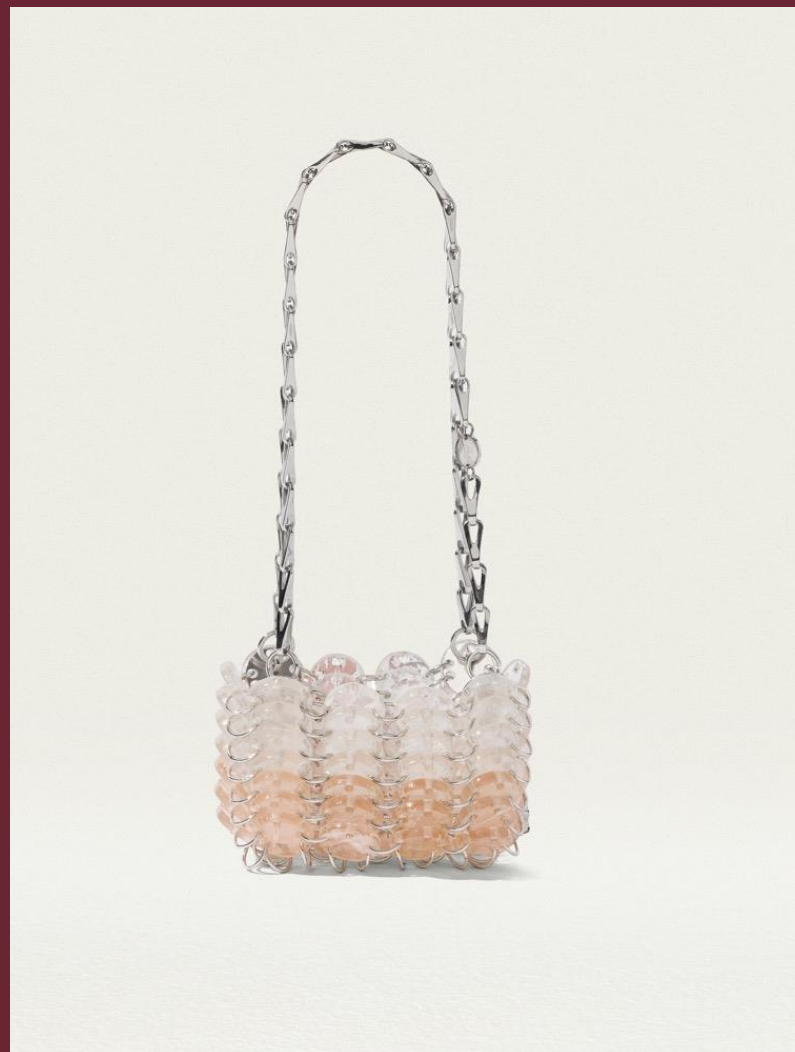
Boutique Zagreb, Croatia



Candles, Glasses and water jug











*Yacht Club de Monaco*



An exclusive selection of custom items to adorn the yacht club





Clessidre collection



Art Light Collection



Home decor and Room Fragrances

# BOTTEGA VENETA



Custom perfume display table



# Cassina



# Van Cleef & Arpels

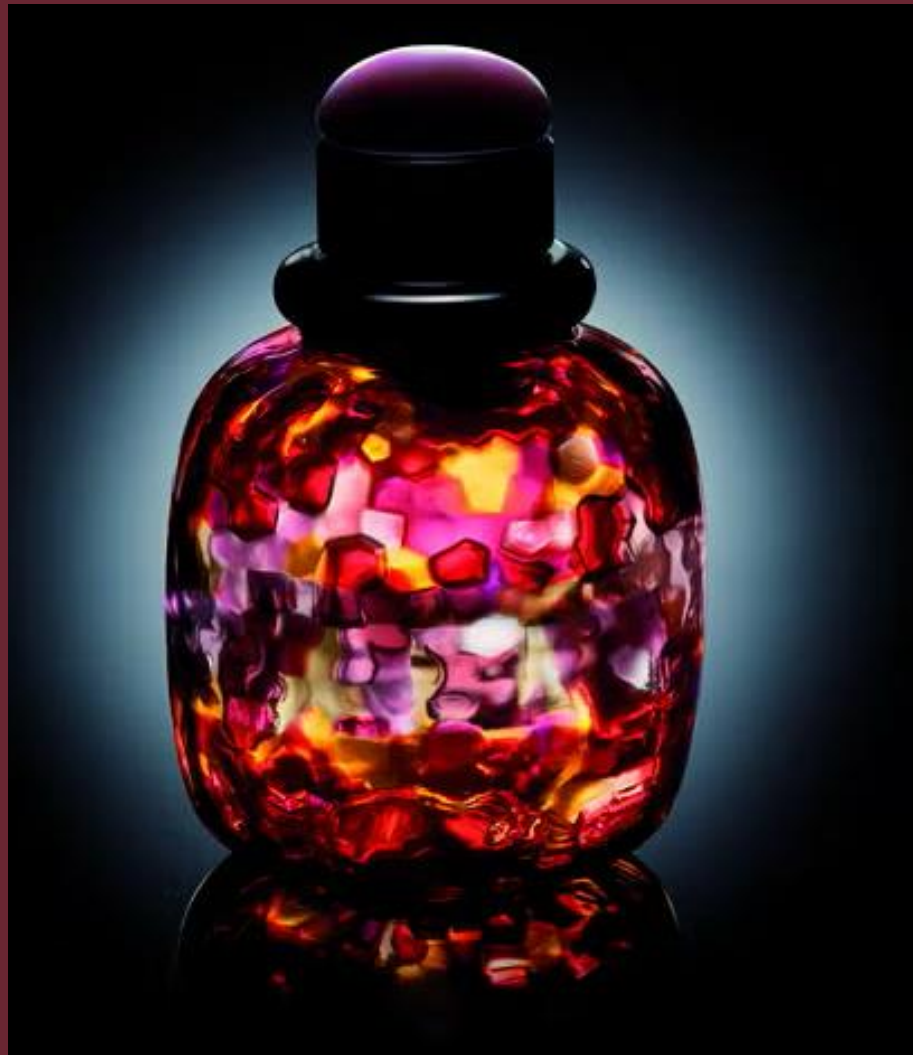


Christmas Ornaments



VENINI

# SAINT LAURENT



Custom perfume bottle special edition



## Collaborations with Hotels and Private Residences



CHEVAL BLANC



Lenny Kravitz's house, Paris



CARLTON CANNES



EIGHT HOTELS



## Collaborations with Hotels and Private Residences



Hotel Adlon Kempinski

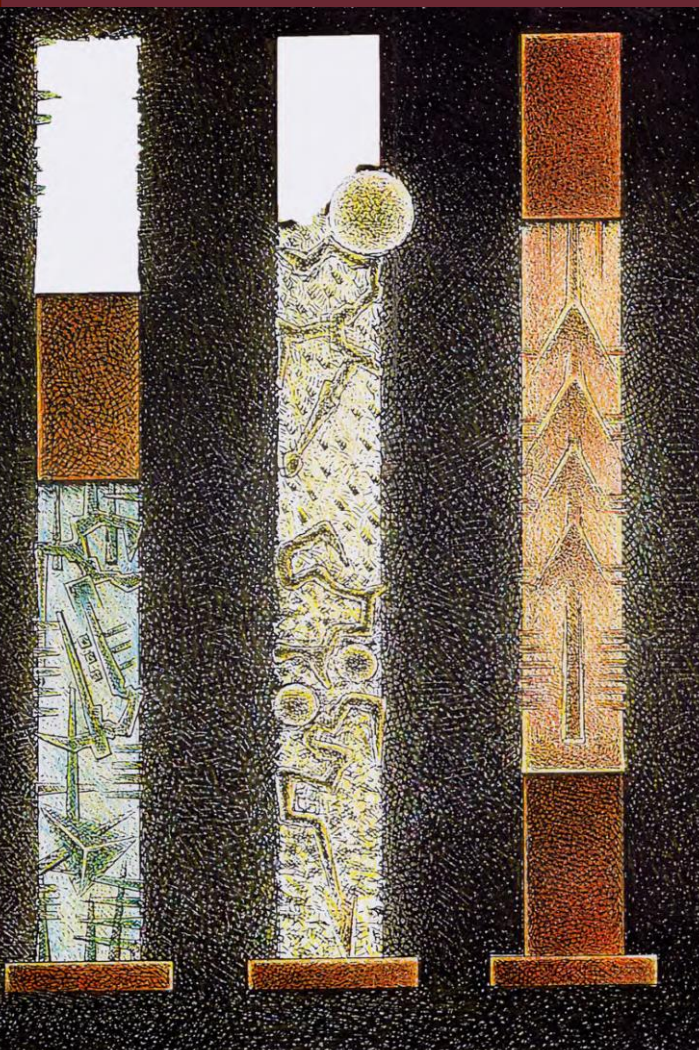


BELMOND



PARK HYATT™





Lampada - Stele I



# Events and Exhibitions

VENINI

 Salone  
del Mobile.  
Milano

DOWNTOWN  
**DESIGN**

STRATEGIC PARTNER  
 DUBAI  
DESIGN  
DISTRICT



SALONE DEL MOBILE MILAN



DOWNTOWN DESIGN DUBAI





THE VENICE GLASS WEEK 2024



HOMO FABER



Silvia Damiani receives Premio Leonardo (2023) from President Sergio Mattarella, a prestigious recognition established by Comitato Leonardo – Italian Quality Committee to promote and enhance Italian excellence worldwide.





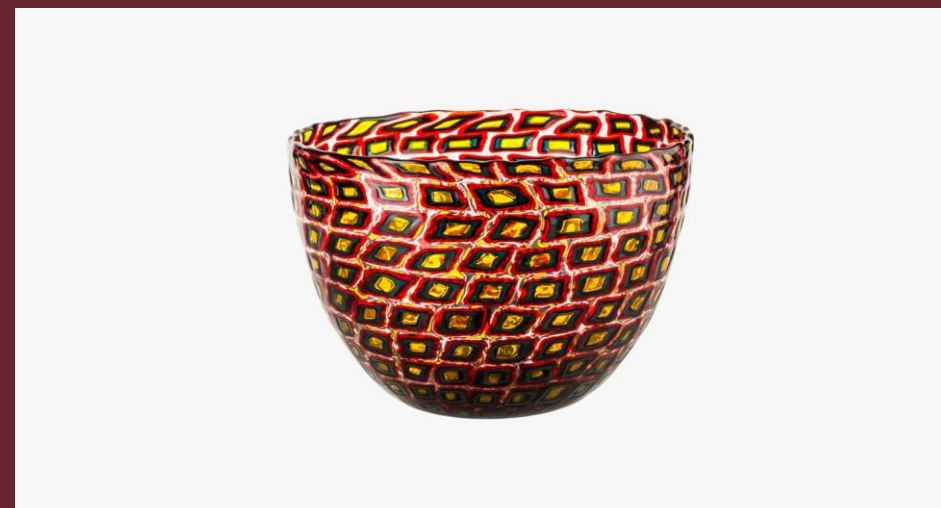
VENINI

# QUIRINALE CONTEMPORANEO

Progetto «Quirinale Contemporaneo»

THE TRICOLOR OF VENINI FLAPS AT THE QUIRINALE «Uovo Tricolore»,

Mr. Guido Damiani with the President of the Italian Republic Sergio Mattarella and his daughter Laura in a private audience.







THE EXPERIENCE  
STORE



VENINI has an international retail expansion plan, with several new boutiques already opened around the world and others set to launch very soon. This strategic initiative underscores the brand's commitment to strengthening its global footprint and showcasing its iconic Murano creations in the most prestigious international locations.

## Stores around the world

Milano, Via Montenapoleone

Milano, Piazza San Babila – opening soon

Murano, Venezia

Venezia, Piazza San Marco – opening soon

Bologna , Galleria Cavour

Roma, Via Due Macelli – opening soon

Dubai, The Dubai Mall – opening soon

Riyadh, Solitaire Mall – opening soon

Abu Dhabi, The Grove – opening soon

Hong Kong, IFC – opening soon



VENINI

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