

# World Furniture

*International Markets Review*

86 June 2020 - Year 22

[www.worldfurnitureonline.com](http://www.worldfurnitureonline.com)

### SCENARIO

UNITED STATES, ASIA, BRAZIL

### PROFILES

SCAB DESIGN, MARGRAF, FLOS, OMNIA LEATHER

### FOCUS

A NEW ERA OF WORKING FROM HOME?  
CONTRACT, OFFICE, COUNTRY PROFILES  
KITCHEN FURNITURE IN EUROPE, ITALY, CHINA  
NYC, INDIA, EU MARKET FOR LIGHTING FIXTURES

### STORYTELLING

SANTIAGO SEVILLANO STUDIO, MURANO WAVE GLASS

# AUTOMATION

BIESSE.COM

## VERSATILE EFFICIENCY.

Easy use, optimisation of the production process, constant top machining quality on every type of material - even the most delicate. Automated solutions for panel movement to reduce standby time and eliminate the risk of damage to the material.



Selco WN6 ROS



POSTE ITALIANE SPA - SPED. IN ABBONAMENTO POSTALE - 70% LOMI

## STORYTELLING

## HANDICRAFT

## PROJECTS &amp; VISIONS

by Paola Govoni

# THE ART OF MURANO WAVE GLASS

In the Venice lagoon, on the island of Murano, a recently renovated furnace is home to 'Wave Murano Glass' led by the young Master and production manager Roberto Beltrami. Born in 1977, the company quickly attracted the attention of the market for its product originality and the capability to create new shapes and concepts with an 'ancient' material.

The Venetian island has been famous for its furnaces and glass tradition since 1295.

Today, Wave Murano Glass is a special kind of glass laboratory whose Master was a former physics scholar in Boston now taking benefits from his knowledges in material dynamics and thermal reactions to find out new and ecological solutions, also capable to improve old glassblowing techniques. He did it for two classic methods called 'Rubino Oro glass' and 'Opalino glass' which have been forbidden because of too high arsenic concentration. After studying and experimenting new options, Roberto

Beltrami succeeded in finding a new formula, which allows to create these arsenic-free glasses making them more 'eco-friendly' without decreasing their artistic value at all.

Moving from an ancient and traditional handicraft Roberto Beltrami brings continuous innovation and a touch of modernity to his activity.

Traditional tools used to create Murano glass have been also innovated thanks to Roberto Beltrami's technical knowledge. An oven, where 10 crucibles work simultaneously, allows the use of many colours at the same time and makes possible a wider range of creative possibilities.

Today, the Wave Murano Glass team is composed of most skilled artisans of the island. They were able to develop series of exclusive projects and capable to start profitable collaborations with top furniture and design markets and leading brands in the luxury sec-



Blowing glass while wearing the mask is a new challenge in Covid-19 times

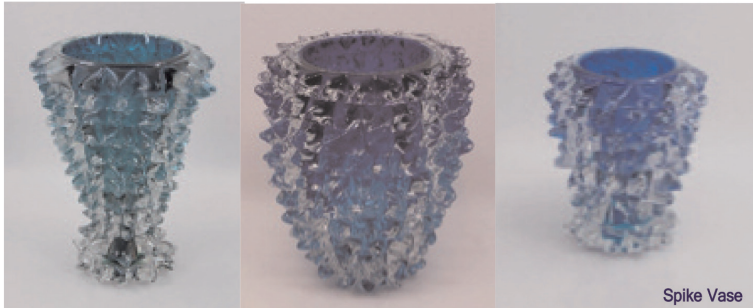


Virtual Press Tour of the 'Murano Wave Glass' furnace

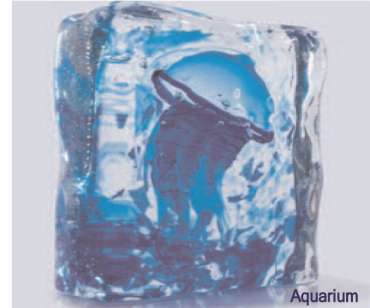


PROJECTS & VISIONS

STORYTELLING  
HANDICRAFT



Spike Vase



Aquarium



Scilla Basin

tor, for international Clients that ask to fulfil their 'glass dreams'.

A VIRTUAL PRESS TOUR

At the end of April 2020, during the lockdown due to the Covid-19 emergence, Roberto Beltrami opened the doors of his furnace to a group of journalists, who could pay a visit online in a virtual and unique Press Tour, following all steps of the glassblowing process and experiencing the Art of transforming sand with fire and air in the creation of exclusive artworks.



A tour in the Wave Murano Glass furnace always allows to discover the secrets of glassblowing and ancient processing techniques, revisited in a contemporary key through steady innovation. Blowing glass while wearing a mask is a new challenge in Covid-19 times, that requires even

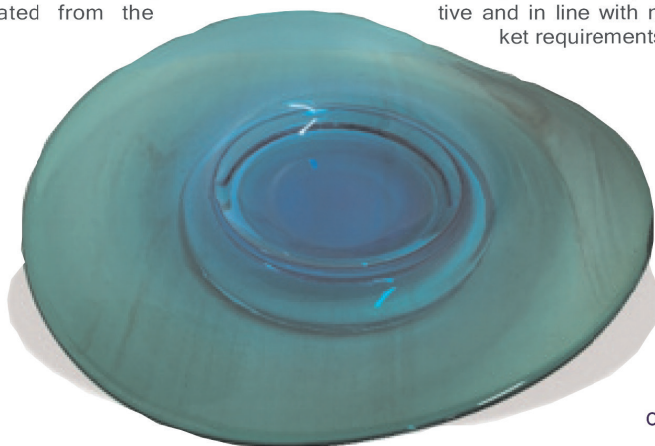
more concentration, attention, flexibility and a lot of training. After the reopening following a two-month lockdown period, activities take place in accordance with all requested Covid regulations.

NEVER FORGET BEAUTY AND ART

In a renewed creative phase generated from the

unprecedented Covid-19 time with largely shared changes in our everyday's life, Wave Murano Glass reminds us that Beauty and Art are a not-to-be-missed part of our life.

Despite present difficulties, we should keep on safeguarding traditions and being aware of the future. Always looking ahead and trying to find new ways to remain proactive and in line with market requirements.



Oculus