

## MURANO 5.0

The synchronicity of two events is behind the creation of the MURANO 5.0 collection: first, I discovered a new type of silicone that is very transparent and has an excellent consistency. Second, I visited a glass factory in Murano and met some of the best glass blowers working today.

I was drawn in by the gestures of the maestro vetraio, by the skill, knowhow and history behind them. I began to think about how I could use my newly discovered material and my working techniques to capture those gestures. Inspired by the great vetrai of the 20th century, I began to create pieces that mirrored their work. I found that the pieces that came out best were the ones that created the illusion of being in blown glass while retaining silicone's typical freshness.

I kept on experimenting, trying out new techniques and creating a collection that was all my own, a combination, a "contamination" of past with present that looks towards the shape of the future.

The MURANO 5.0 collection is a reflection on what I could do if I worked with glass and what a maestro vetraio could do if he worked with silicone. In these pieces I have applied the gestures created to work with a fragile material and applied them to a material that is resistant and flexible. But it's more than just a reflection on material.

The fourth industrial revolution, number 4.0 where robots will replace manual laborers, is here. Hand work, the type of work that is used for both art and craft, the type of work that has for centuries kept our hands, hearts and brains busy and in tune with our times, will disappear.

The MURANO 5.0 collection is a way to look beyond, to change our outlook by short-circuiting knowhow with innovation. Instead of changing the production method, change the material, just like I've used silicone in the place of glass. This is Homo Faber, Man the Maker's revolution: go beyond academic prejudices and connect across time. Take the knowledge of centuries and apply it to new experiments with the most modern, high performance materials. Create new beauty, the kind that robots to come can only hope to recreate.

*Alessandro Ciffo*