

RIEDEL CRYSTAL IS THE OFFICIAL PARTNER OF THE ISTITUTO VENETO DI SCIENZE, LETTERE ED ARTI

THE RIEDEL AWARD IS FOUNDED, A PRIZE FOR GLASS ARTISTS AND DESIGNERS UNDER 30

Riedel Crystal, an Austrian company with a centuries-old family tradition in the production of crystal goblets and decanters, announces its partnership from 2014 with the **Istituto Veneto di Scienze, Lettere ed Arti**, the Venetian academy that has been promoting and safeguarding scientific and humanist culture at an international level for more than two centuries.

The experience gained by the Istituto Veneto in organising the *Glass in Venice* international prize - a project accomplished with the Fondazione Musei Civici di Venezia to promote the heritage of glass art connected to the refined tradition of Murano masters - and the contacts it has established with the world of culture and design, have allowed this prestigious association with Riedel Crystal and the founding of the **Riedel Award**. The competition, part of the *Glass in Venice* prize programme, is intended for young artists and designers under 30 from all over the world, who will present a design relating to one or more glass working techniques to a jury of experts and trade professionals including Georg J. Riedel.

In addition to being the first company in the world to have presented the revolutionary concept of the functional goblet in 1973, Riedel is distinguished from other manufacturers by its close links to the refined art of glass and crystal. The Austrian company's most precious goblets - those of the historic *Sommeliers* line - and all the decanters are made in fine crystal using the traditional technique of mouth blowing. The Riedel family's glassworks, founded in 1956 by Claus Riedel in Kufstein, Austrian Tyrol, still has master glassmakers working for it, who every day draw on their 'centuries-old' knowledge and skills, handed down from father to son.

So Riedel Crystal is linked to the Istituto Veneto not only by glass; both partners also share art and design in their historic development. The products labelled Riedel all show a unique focus on design,

always precious, original and functional. The CEO and president of Riedel Crystal himself, **Maximilian J. Riedel**, the eleventh generation at the helm of the company, is the main designer of the ranges of goblets and decanters.

‘We are highly privileged to begin this association with the Istituto di Scienze, Lettere ed Arti’, said Georg J. Riedel, the tenth generation of Riedel Crystal. ‘Glass in Venice represents the natural development of the commitment the academy has made to glass art since the end of the 19th century, a strategic meeting point with Riedel. Our two organisations share a centuries-old tradition, along with a strong sense of conserving and promoting glass techniques and an insoluble link with art and design’.

The president of the Istituto Veneto, Gian Antonio Danieli, is pleased to announce the start of a new association with the historic Riedel Crystal company, ‘a company that unites a long and refined history of working glass with constant research in the field of glass design’, he declared. ‘The prize that will shortly be announced is the first step in this partnership. Many other projects will follow, emphasising a shared interest in the field of glass’.

The designs entered for the Riedel Award must be presented by 31 May 2014. The prize giving will take place in Venice in October 2014. Further information and the competition announcement will soon be available at www.glassinvenice.it.

About Riedel Crystal

Riedel, the world leader for 250 years in the production of crystal goblets differing according to use, was the first ever to recognise that the taste of wine is strongly affected by the shape of the glass from which it is drunk. Riedel has been recognised as the number one brand in the production of glasses ‘in harmony with the wine’, the only one able to accompany specific wines and liquors. Famous for the extremely innovative introduction of the first specific goblet for a grape variety, the Burgundy Grand Cru of 1958, and the mouth-blown Sommeliers collection, launched in 1973, Riedel has become the preferred brand of wine experts, food and beverage professionals and demanding consumers all over the world. Riedel is

recognised as having transformed wine culture over the course of the last 50 years: its functionally designed decanters, the numerous collections of goblets and the 'O' collection without stems have all been selected for display in the Museum of Modern Art, the Corning Museum of Glass, the MOMA in San Francisco and many other museums. The Riedel brand is distributed throughout Europe, North and South America and Asia, and has been chosen by the best and most exclusive restaurants all over the world. For further information, go to www.riedel.com.

About the Istituto Di Scienze, Lettere e Arti

The Istituto Veneto di Scienze, Lettere ed Arti is descended from the Reale Istituto Nazionale set up by Napoleon for Italy at the beginning of the 19th century. This was then refounded by Emperor Ferdinand I of Austria in 1838 under the name of the Imperiale Regio Istituto di Scienze, Lettere ed Arti. It became the Reale Istituto di Scienze, Lettere ed Arti when the Veneto was annexed to Italy and was recognised as being of national interest, along with the other main academies of the pre-unity states.

The Istituto's main mission is to increase, promote and protect science, literature and the arts. The Istituto Veneto di Scienze, Lettere ed Arti has been based in the Palazzo Loredan, in Campo Santo Stefano, Venice, since 1891. However, most of its activities directed toward the public are held in the nearby Palazzo Franchetti. In addition to the ordinary academic activity and monthly members' meetings, it periodically promotes scientific and humanist events, study meetings, conferences, seminars and post-graduate and post-doctorate specialist schools. It also promotes and conducts scientific research projects, working with academies, universities, secondary schools and research centres, both nationally and internationally. The Istituto has awarded numerous prizes and scholarships since it was founded to encourage research into scientific and historical subjects. For further information, go to www.istitutoveneto.it.