

Maison&Objet, Paris
Hall 7, Stand G19
January 19 - 23, 2018

***“From fire to ether excelling substance
in Murano is called glass”***

Purho – with its Italian soul mixed with an international character – has chosen the prestigious Maison&Objet showcase in Paris to unveil its new collections *Cubes* and *Pastelli* by **LPVK**, *Chiara* by **Purho design** and to reintroduce *Normanna* by **VI+M Studio**, now featuring new sophisticated nuances.

Made of Murano glass and carrying a “Murano Art Glass” certification, the new products complement the wide range of thematic collections, wonderfully crafted by the clever master glassmakers, designed by **Karim Rashid, Alessandro Mendini, Elena Cutolo, Filippo Feroldi**.

Founded in 2012 by CEO **Andrea Dotto** aiming to turn into reality the potential of the marriage between Murano glass and contemporary design, Purho is now capable of marketing products stemming from solid research based on the observation of current tastes and new creative languages seen through the lens of the Murano glassmaking tradition.

The result is a collection of sleek products characterised by a clear-cut design with only a few decorations: what stands out is their curvy as well as markedly geometrical lines featuring **colour in its purity** as a main trait. Indeed, there are **twenty-one special nuances** that make up a dense energetic palette available for personalization and bespoke products.

A path of growth now celebrated by a new website www.purho.it and a new catalogue, both conceived by **Apart**, in which products establish a dialogue with colour splashes and interior pictures portraying materials and textures, matched by unconventionally inspiring product descriptions that will prove to be quite an interesting read.

It is a true invitation to enjoy colour and its countless nuances that only glass is able to provide. Transparency, brightness, purity, as the brand name itself suggests: **Purho**.

Press office

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Cubes
design by LPVK

Designed by LPVK, *Cubes* is a collection comprising bowls, mini-containers and a vase made from frosted Murano glass, in which lines – expressly inspired by a cube – find new harmony in the rounded corners. Offered in neutral colours as well as a vivid blue nuance, *Cubes* are available with a palette of 21 special colours provided by Purho. A variety that allows for countless combinations of shapes and colours able to complement any type of interior décor.

Cubes
LPWK



vassoio mini
mini bowl
10x10 cm

Cubes
LPWK



vassoio
bowl
26x26x14 cm

Cubes
LPWK



busta
case
35x12x25 cm

Cubes
LPWK



vaso
vase
h 40 cm

Chiara
design by Purho design

A heart of frosted Murano glass mounted into a brass cage. This is the *Chiara* lantern designed by Purho's creative department, in which the seafaring inspiration is further elevated by noble materials and the purity of glass work.

Chiara
Purho design



lanterna
lantern
h 32 cm

ottone
brass

Normanna
design by **VI+M Studio**

Designed by **Studio VI+M**, *Normanna* is a tribute to Sicily, the designer's homeland, and the richness and fullness of the colours that characterise its art and architecture. Composed of a delicate sphere that makes a diffuser for light and expresses the high chromatic potential of Murano glass – ruby pink, amethyst pink, amber yellow, apple green, emerald green, Mediterranean blue and London grey – *Normanna* rests on a brushed brass base embellished with triple fringe with a vaguely retro flavour.

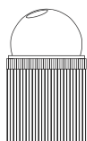
Normanna
VI+M Studio



lampada small
small lamp
h 34 cm Ø 23 cm

frange in tripolino
tripolino fringes

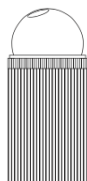
Normanna
VI+M Studio



lampada medium
medium lamp
h 44 cm Ø 23 cm

frange in tripolino
tripolino fringes

Normanna
VI+M Studio



lampada large
large lamp
h 54 cm Ø 23 cm

frange in tripolino
tripolino fringes