

# PIECES OF VENICE. A STORY OF ETHICS AND WOOD



**P**ieces of Venice is a project of social company taking a circular economy approach, that has been conceived by Luciano Marson and developed together with his wife Karin Friebe. Born from the love for Venice, this project is the winner of the 26th edition of Compasso d'Oro 2020 in the category "Design for Social".

## A NEW WAY OF DOING BUSINESS

Luciano Marson defines himself as a 'visionary of achievable dreams'. This year he won his fourth Compasso d'Oro, a highly significant one, as it recognizes the ethical value of a project dedicated to Venice and of a different way of doing business, which not only looks at the profit but is also respectful of the environment with the aim to improve people's quality of life, by enhancing the values of solidarity as well.

Discarded materials found in Venice and its lagoon are recovered and recycled and they return to life through industrial design in the form

of souvenirs and objects useful for the person. These products give back beauty to the city and offer purchasers the opportunity to contribute to the action #savevenicewithus which finances some of the interventions aimed at restoring the decor of the historic center and translates into a strong social commitment.

Pieces of Venice is a private owned Benefit Company that entrusts much of its production to the Futura Social Cooperative, contributing to the inclusion of 60 disadvantaged young people in the world of work. In January 2020, the Benefit Company was recognized as 'Innovative Company' and as such registered in the special list of the local Chamber of Commerce.

## DESIGNING VENETIAN ICONS

A group of established designers like: Baldessari and Baldessari, Mariapia Bellis, Carlo Cumini, Giulio



The project team participating in the celebration for the 'Compasso d'Oro' awarding last September.

Luciano Marson, creator of the Pieces of Venice project, with Paola Govoni, World Furniture, at the event organized in the MIG showroom in Milan.

Iacchetti, Cristian Malisan, Lorenzo Palmeri, Matteo Ragni, and Marco Zito has formed around the values of Pieces of Venice.

They have designed a Collection of 20 objects that drew inspiration from the Venetian tradition and are rethought and proposed in a contemporary key.

Icons to be handed down and shared to promote Venetian culture, traditions and legends, they are meant to be unique souvenirs to remember a trip to Venice and useful objects such as photo frames or pill boxes, fans, walking sticks and shoe horns. Some creations are evergreen, whereas others are reinterpretations to transmit the culture of the past to the new generations.



The products are named from a museum or a Venetian 'Scuola', from an excellent restaurant or a curious place, little known areas outside the circuits of mass tourism, a sort of treasure hunt that helps people discover a secret Venice, more authentic and alive.

#### THE MATERIALS AND THE MEMORY

The materials used to make the Pieces of Venice Collection convey a sense of belonging to the place of origin and the memories and scents of Venice and its Lagoon are still to be found inside. Today the company mainly uses two wood species, the recovery oak from the bricole, (the 'poles' that indicate the navigable canals), and the larch from piers. The program plans to expand the range and also use the chains of ships, anchors, hemp ropes of 'vaporetti' and boats, as well as waste from Murano glass factories to give them new life and function, in their original form or in new compositions or transformations.

In addition to the materials, Pieces of Venice offers a series of accurate working processes and finishings including cutting, drilling, sanding, protection with vegetable oil, to be realized on the customer's project.



#### AN EVENING IN MILAN

To celebrate the awarding of 'Compasso d'Oro', MIG Mezzalana Investment Group, the Veneto design pole, opened the doors of its showroom in via della Spiga in Milan and dedicated an entire showcase to the precious and sophisticated design objects from the Pieces of Venice Collection.

"These objects - explains Luciano Marson - have met with particular favour in the field of corporate gifts, because they are able to satisfy a demand for pieces chosen ad hoc from plenty of types available and can be customized with the company

logo. Museum merchandising is another sales channel that is doing well and we are currently present in some of the main museums in Venice. We also have spaces dedicated to our Collection in the prestigious 'Fondaco dei Tedeschi' store in Rialto and we are working to implement other collaboration agreements in the short term".

In addition to the great value of its social commitment, the Pieces of Venice project proves that: 'Everything can generate beauty, even waste scattered into the lagoon'.

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

