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Creative entrepreneurship & inclusion in 15^o Century - Venice



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Venice in Medioeval times



Piazzetta and the Doge's Palace from the Bacino di San Marco – Canaletto 1737 – Private collection



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The history of Venice is the history of a merchant city that welcomed in its territory people from all over the world. The development of the city is the result of the work of merchants and local entrepreneurs that with their creativity collaborated to elevate Venice as one of the most famous and important cities in the world.



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Murano's Glass «16°- 17° Century»



Two Jugs



Flower Vase



Footed Cup and Stem Glass with Lid



Murano's Glass «16°- 17° Century»



Murano's glass was a revolutionary art introduced in the 15^o century and that developed through time arriving to nowadays. The glass is called «cristallo» for its resemblance to crystal.

The art of the glass was refined with century through Arab and Easter techniques that arrived in Venice through refugees fleeing from war.

The art takes its name from the island of Murano (close to Venice) where the artisan shops were moved to protect the city from possible fires.



Murano's Glass - today



The glasses of Murano are the prime example of the use of creativity in the job's market. The glasses are not only products but real work of arts where the «masters of the glass» are given free rein to express their creativity. Each and every product is unique and impossible to copy giving this creative expression the status of art.



Murano's Glass – The Market

The glasses of Murano are produced by artisan shops that usually are passed through generations. The artisan shops are usually family run shops with no more than 5 employees. Despite the difficulties (especially with the energy resources prices increase) this continues to be one of the most characteristic artisan works that enrich Italy and the world.





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Conclusions

«Inclusion through
creative
entrepreneurship
has an impact for
centuries»

