

GRM 2121 Presentation on Venice - Group 3

Murano and Burano: how to maintain the thunder?

Group Members:

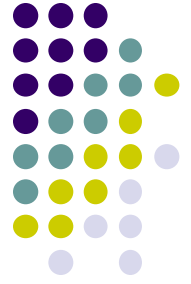
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19/5/2009



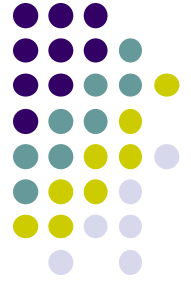
Introduction

Outline



- Objective
- Background of Murano and Burano
- SWOT Analysis
- Suggestions

Study Objectives

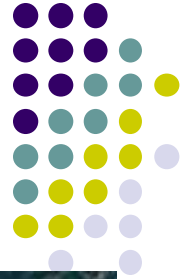


- To understand the background of Burano and Murano
- To investigate how the two places maintain their thunders
 - SWOT
 - suggestions



Background

Background of Murano and Burano



Murano



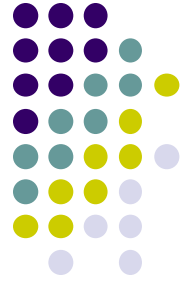
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VS

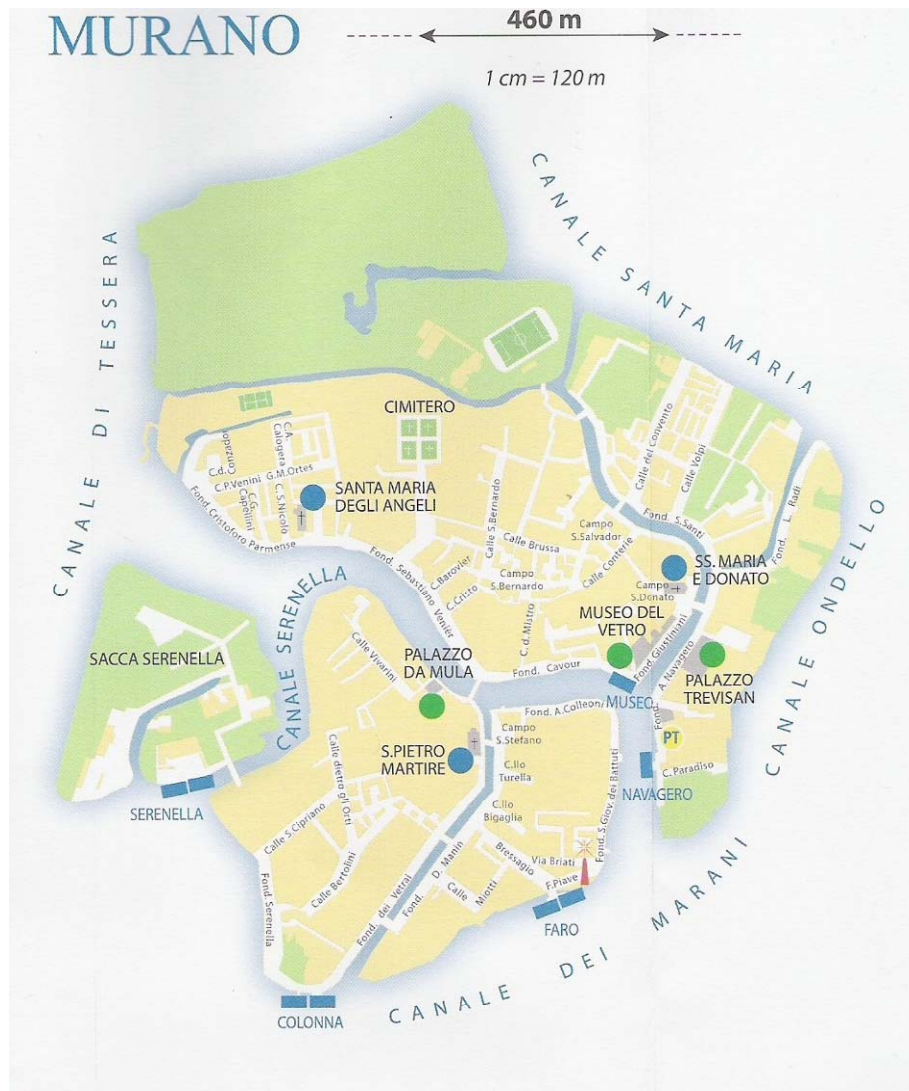
Burano



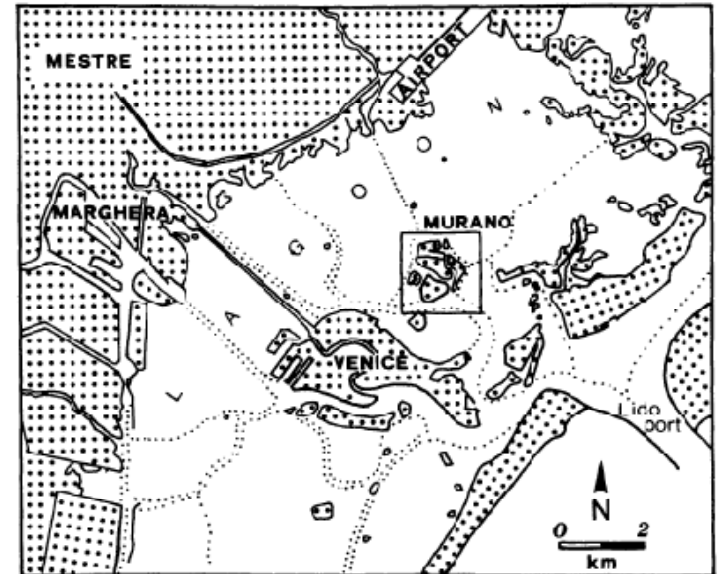
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Murano



<http://www.cesaresent.com/GRAFICA/MapMurano.jpg>



<http://www.campingserenissima.com/mappe/mapp-e-citta/murano.jpg>

Geography



- The island of Murano is situated **1.2 kilometers** north of the city of Venice
- The island's **1134 acres** are divided into several islands



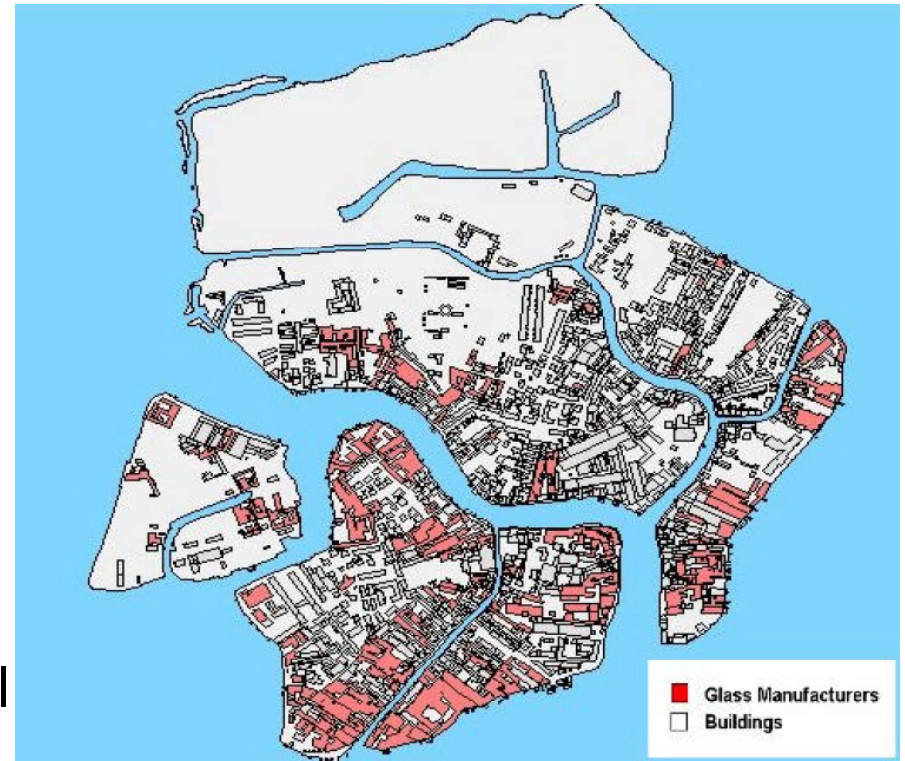
Characteristics

- Artistic
- Family-run, small sized companies
- The secrets of glassmaking were originally passed down from father to son, from generation to generation.
- Energy-intensive
- Glass museum



History

- 7th Century : a commercial port
- 10th Century : a prosperous trading center
- 1291:the Venetian Republic ordered glassmakers to move their foundries to Murano
- late 14th Century : the daughters of glassmakers were allowed to marry into Venice's blue-blooded families
- Special because they invented how to make glass mirrors
- still important exporter of traditional products like mirrors and glassware



A story of glassmaker.....



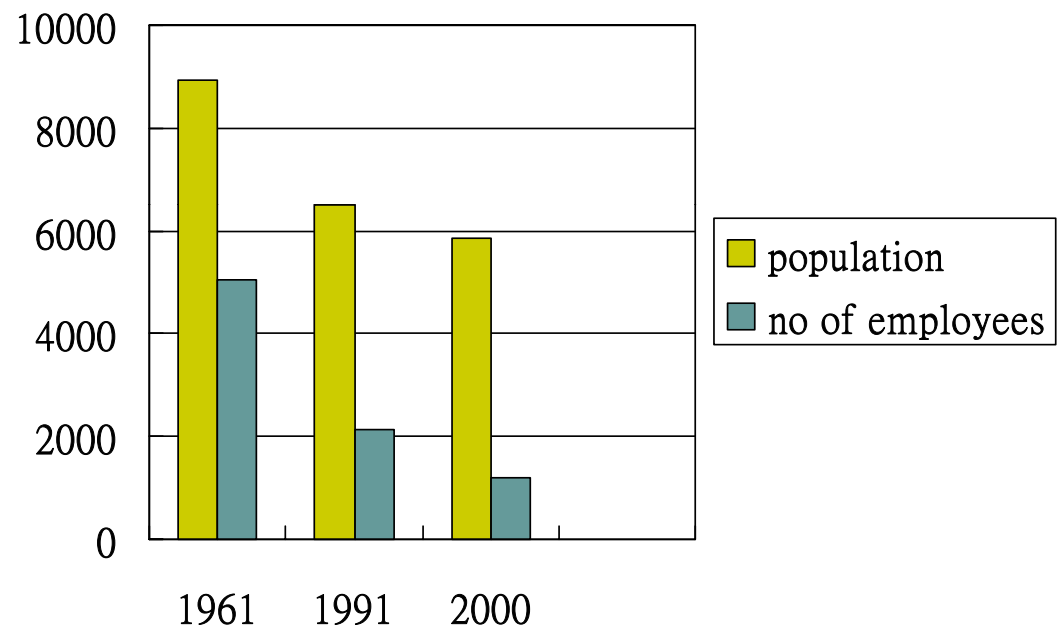
- 1291 the Venetian Republic ordered the glassmakers to **move to murano to avoid the fire** as the house at that time are made of wooden
- the glassmakers weren't allowed to leave the Republic and if they got caught, they would be assassinated or have their **hands cut off by the secret police**



Population

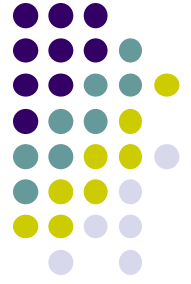


- Over the past 40 years, the island of Murano has seen a gradual decrease in the number of people employed in glass making
- Due to the closure of many companies or to their decision to move to the mainland



Economy

- dependent on the glassmaking trade for the majority of its income
- the sale of the glass products to visitors
- Tourism
- Even museums established to educate tourists about glassmaking

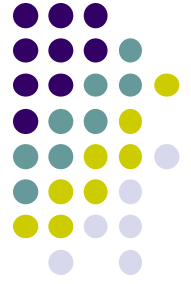




No. of employees per company	Not declared	0	1-2	3-9	10-49	50-99	100-499	500-999	Total
No. of companies in Venice ^a	33	134	26	13	4	1	1	0	212
No. of companies in Murano	36	143	46	50	23	5	0	0	303
No. of companies producing glass in ovens or crucibles (Murano)	–	12	8	21	15	4	0	0	60
Total no. of employees (Venice)	na	0	35	82	106	54	230	0	507
Total no. of employees (Murano)	na	0	62	262	544	326	0	0	1,194

Notes: na = data not available; ^a excluding Murano, Mestre and Porto Marghera
 Source: Elaborated from 1999 CCIAA data

Size distribution of companies operating in the glass sector in Venice and Murano



Burano

- *"The island of light, the harmoniously quiet island, forgotten from the land, voted to the religion of the sea".*
Michel Desforgues
- a small island in the northern reaches of the Venetian lagoon
- **Population : 5,000**
- **out-migration and a declining birthrate**

Scenes of Burano

(<http://www.youtube.com/watch?v=j-MuVUaX7Zw>)





Characteristics

- the facades of the houses in different color
- Fish-village
- Lace making
- Lace Museum

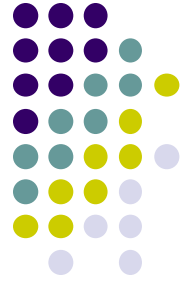


History



- Since late 14th century :
 - the impulse for the expansion had been given to this traditional type of needlework by Duchess Morosina Morosini, Doge Morosini's wife
 - She establish a workshop employing 130 lace-makers
- 16th century :
 - rising in importance when women on the island began making lace with needles
- 17th century :
 - **Louis XIV** of France was said to wear an original and very precious lace collar made by the **Burano lace-makers in two years of patient needlework**
 - lace exported across Europe
- 18th century :
 - **decline**





Story of lace making....

- 1871 lace making school open
- 1970 lace making school close down
- 1981 lace making school converted to lace museum
- 1995 recognized as Venesian civic museums

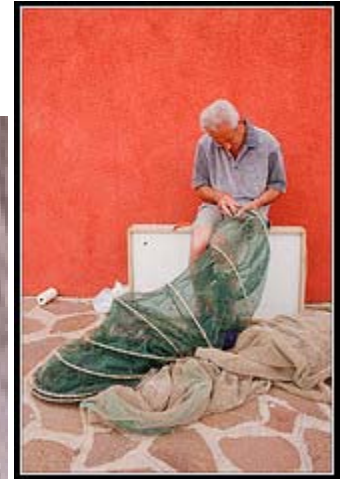


www.shutterstock.com · 13354186



Economy

- *Buranelli* (the natives of Burano) have **always been fishermen**
- Confronted with the mixed blessings of modernization, **tourism**, and a **changing economy**





SWOT for Murano: the glass making industry

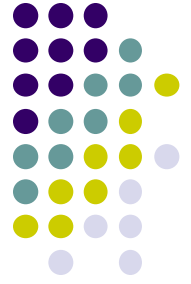


Strength

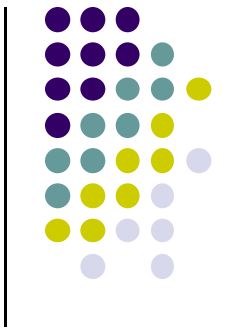
- Glass museum
- Glassmaking Demonstration
- Overseas market
- Century-old glass making techniques

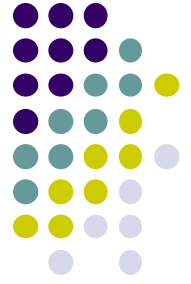


Glass museum



- founded in 1861
- located in the Palazzo Giustinian
- the ancient residence of the bishops of the diocese of Torcello





Glassmaking Demonstration

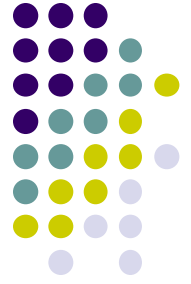


- Let tourists see how small ornaments can be made
- How a furnace is used to melt the glass?
- How the glass is blown?

Murano glass (2:44)

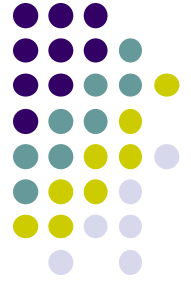
http://www.youtube.com/watch?v=SW7qXfZ4zcE&feature=PlayList&p=2BE63137E4C97B73&playnext=1&playnext_from=PL&index=1

Overseas market



- **After 1990s**
- **has been selling in high class jewellery shops in many metropolitans**

Century-old glass making techniques



- Early 16th century: colourless---->colourful
- e.g.+copper or cobalt compounds to make blue glass
- crystalline glass,
- glass with threads of gold,
- multicolored glass,
- milk glass etc.



Metals	Colour they generate
Cerium	Yellow
Uranium	Yellow
Chromium	Green
Iron	Green
Cobalt	Blue
Copper	Blue
Gold	Red
Lead	White
Manganese	Purple
Nickel	Purple





Weaknesses

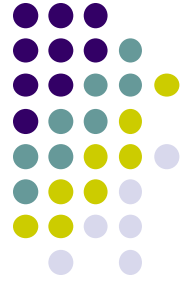
- Decline of both resident population and employees in glass making industry



Year	Resident population
1961	8933
1991	6507
2000	5896

Year	Employees in glass-making
1961	5042
1991	2124
2000	1194

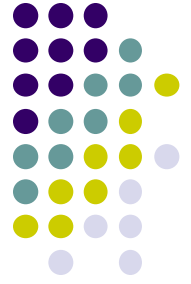
- **Due to the closure of companies or to their decision to move to the mainland**



- **More difficult to transfer glass-making skills to young people**



Opportunities

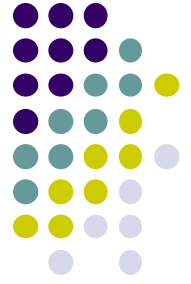




Threats

- Pollution in Murano
- The processes used to make glass produce pollution

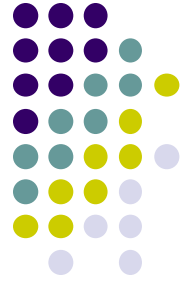




Air pollution

- furnaces used by the manufacturers in the melting and coloring of glass release many **toxic emissions**
- Most furnaces do not utilize chimneys
- **No chimneys, no membrane filters** installed





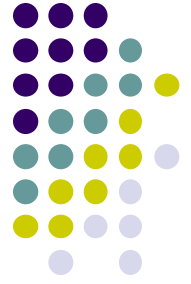
Noise pollution

- created by the mechanical processes e.g. grinding and cutting
- **Heavy machines** e.g. grinders, chimneys, saws



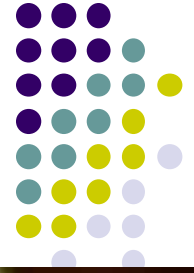
Water Pollution

- liquid waste
- contains many of the **heavy metals** used to color the glass
- **Lack of filtering system**
- **untreated water** is then released directly into the lagoon



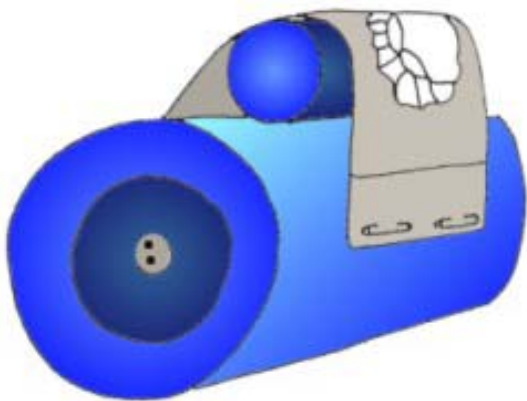
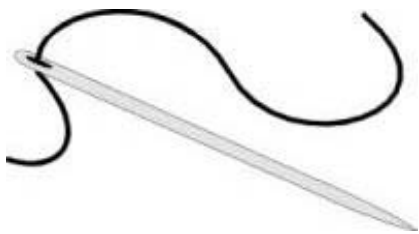
A scenic view of a narrow canal in Burano, Italy. The canal is filled with water, reflecting the sky and the colorful buildings on the banks. On the left, a yellow boat with a blue interior is docked. In the center, a white boat with a blue interior is docked. On the right, a person is sitting on a wooden bench. The buildings are painted in various colors, including red, green, and blue. The sky is clear and blue.

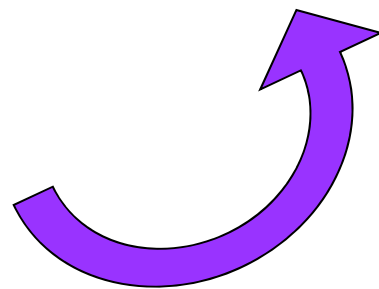
SWOT for Burano: The lace making industry



What is lace?

- Needle lace
- Bobbin lace







Burano - Strengths

- Lace museum (former “school”)

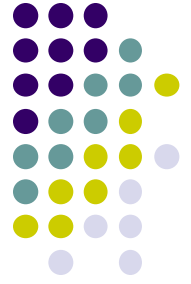
Museo de Merletto-*Lace Museum* Piazza Garibaldi, 1 , Burano

In the foreground: Lace Museum.

In the ground floor: "Spazio del Merletto" Lace School.

- **Needle lace** : rarer than bobbin lace
- Local product / craft in Venice



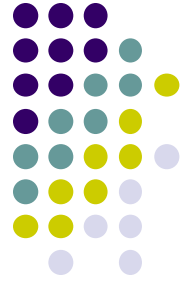


Burano - Weaknesses

- Population change
- Lack of promotion
- Labour intensive → Time consuming
- Lossing uniqueness : Lace making are common in other countries, too (e.g. England, Dutch, Belgium)



Burano – Opportunities



- tourists attractions – retail / festival
- Open home page to reach overseas / potential customers (e.g. Merletti d'Arte Martina Artistic Lace shops)

MARTINA

Burano home collection

Home | Company | Support | History | [Burano](#) | News | Video | Contact | Booking |

Login | Sign up | Shopping Bag |

Table Linen - Bedding - Bath - Person - Accessories

How to reach our stores in Burano

How to reach

Island

Burano can be reached by public transport with vaporettos (the typical Venetian public boat) and the larger motorships. Although the fare is very low, the service is quite good and can be considered on a par with a pleasure boat excursion into the heart of Venice and her lagoon. The service offered by private boats, on the other hand, is very expensive. The public transport authority in Venice is [ACTV](#).

The island of Burano Is connected to Venice by two lines:

- LINE 12: Departures every 30 min. from Fondamente Nuove (Venice) with stops at Murano (the island celebrated for its glassworks), Mazzorbo, BURANO
- LINE 14: Departures every 50 min. from S.Marco square (Venice) with stops at Lido di Venezia, Punta Sabbioni, Treporti, BURANO

From the BURANO boat station, walk straight on for about 150 metres, and you will find the first "MERLETTI D'ARTE MARTINA" shop on your right.

By using the FREE VISIT BOOKING SERVICE, you will be met by a member of our staff who will illustrate the various stages of the making of Burano lace, and will help you choose, should you decide to purchases our articles.

MARTINA

Burano home collection

[Home](#) | [Company](#) | [Support](#) | [History](#) | [Burano](#) | [News](#) | [Video](#) | [Contact](#) | [Booking](#)

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Table Linen - Bedding - Bath - Person - Accessories

[Accessories](#) - [Napkins](#) - [Placemates](#) - [Runner & Doilies](#) - [Tablecloths](#) - [Vis a Vis](#)



Cento venti
Cento Venti, placemates set



Riccioli
Riccioli, placemates



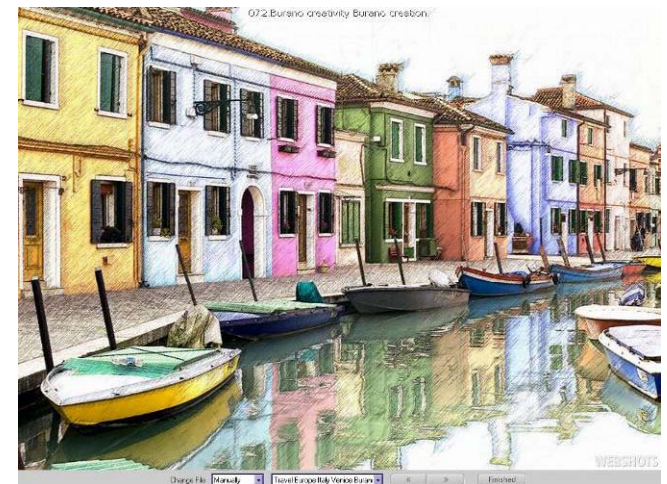
Venezia
Venezia classic and linen

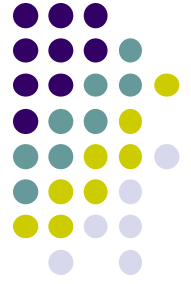




Burano – Opportunities

- As tourists attractions
- Open website to reach overseas / potential customers (e.g. Merletti d'Arte Martina Artistic Lace shops)





Burano - Threats

- Population change
- Loss of technique, heritage and culture
- Lack of promotion to tourist
- Made in China ?
 - Several tourist guide book recommend: **Be careful on buying lace, as many of them are made else where (e.g. made in China)**





Opportunities & Suggestions

Tourism Campaign



- Ambassador Recruitment for Great Barrier Reef “The Best Job in the World”





Congratulations Ben S!

After a worldwide search, Tourism Queensland have appointed their new Islands Caretaker. Stay tuned, the real fun begins from the 1st July, when Ben S starts work. View video highlights from the [Interview Event](#).

[Sign-up for Ben's updates here.](#)

THE BEST JOB IN THE WORLD

[About the Job](#)

[Final Short-list](#)

[About the Islands](#)

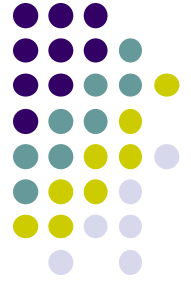
[View Final Applicants](#)



[Latest News](#)

6th May - Island Caretaker Announced

Cross Promotion with Venice and the Lagoon islands



- **Venice Islands Tour**

San Michele, Murano, Burano, Mazzorbo, Torcello, and the Lido di Venezia.



motoscafi
(water buses)



Live Demonstration / Workshop Murano



**Muse Vetrario
(Glass Museum, Murano)**



**Mass-market furnaces
e.g. The V.I.A. factory**



The Corning Museum of Glass

Experience
live, narrated glass demonstrations every day
free with museum admission

Regular Hours
9:00 a.m. - 5:00 p.m.
Seven days a week

Summer Hours
9:00 a.m. to 8:00 p.m.
(M - 8:00 p.m., Tu - 7:00 p.m., W - 7:00 p.m., Th - 7:00 p.m., F - 7:00 p.m., Sa - 7:00 p.m., Su - 7:00 p.m.)

kids & teens FREE!

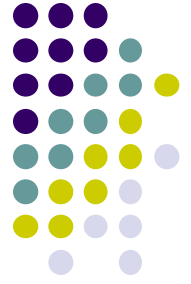
Make Your Own Glass
souvenir additional fee applies

Regular Hours
9:00 a.m. - 5:00 p.m.
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(M - 8:00 p.m., Tu - 7:00 p.m., W - 7:00 p.m., Th - 7:00 p.m., F - 7:00 p.m., Sa - 7:00 p.m., Su - 7:00 p.m.)

kids & teens FREE!

Worldwide Exhibition - Murano

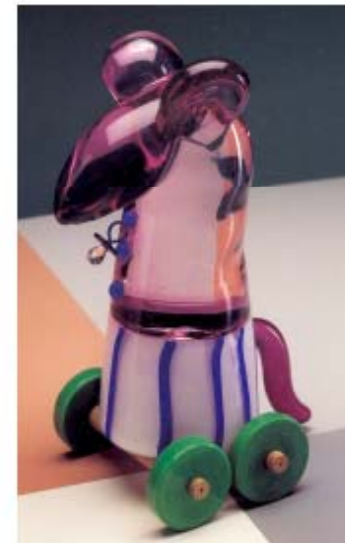


Contemporary art in glass : Murano, Venice, 1992

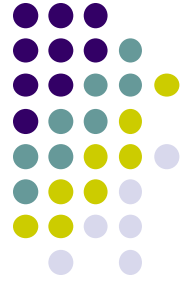
Nuova Marco Polo Glass Gallery, Italy

Hong Kong Visual Arts Centre, Hong Kong Museum of Art

6.11.92 – 14.12.92



“Lace” in Fashion - Burano



Milano



Japan



Burano – Opportunities

- Join the Venice / Burano carnival (Feb, 09)
- Organize / join overseas exhibition to promote Burano lace



Lace Making Demonstration / Workshop - Burano



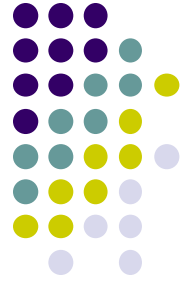
Lace Museum





Conclusion





Conclusion

- Declining recently
- But there is tradition and outstanding → strategy to redevelop tourism.
- Increasing demand of **cultural** tourism
- Boost up local economy and employment
- Skills may not be lost

→ Have ability to maintain the thunder

End of presentation

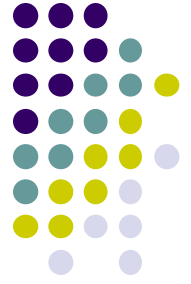
Q&A
time ~ ~ !



References

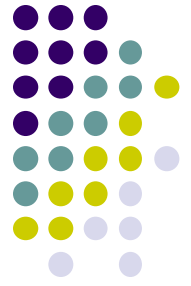


Further details about lace museum



- BURANO
- LACE MUSEUM
- The museum was founded in 1981 and it's located in the seat of the Old Lace-School of Burano, born in 1872 on Adriana Marcello's initiative to re-launch the secular tradition of the lace production.
- The museum exposes more than one hundred different needle-laces together with very interesting historic documentations about its way of production, dating back to the XVI and XX centuries. The museum offers also the pleasant opportunity to watch women (lace workers) produce beautiful laces (only in the morning).
- Address: Piazza Galuppi 187 30012 Burano
Phone: 041 730034 ;
fax: 041 735471
Infomail: mkt.musei@comune.venezia.it
Website: www.museicivici veneziani.it
Hours: 1/11 – 31/03 10am – 4pm; 1/04 – 31/10 10am – 5pm
Closed on Tuesdays, 25th of December, 1st of January, 1st of May
Ticket prices:
Regular : € 4
Reduced: € 2.50
Free entrance: children under 5 years, disabled people, guides, interpreters, group leaders (at least 21 persons with reservation)
How to get there: line DM (Murano Faro) then take line 1214 (Burano) / lines 41, 42, 52 (Fondamenta Nuove); line 1214 (Burano).
- <http://www.martina-lace.com/index.php?page=46&lang=en>

References for Burano lace industry



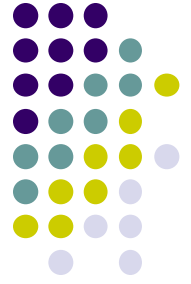
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References for solutions 1

Journals of the two places



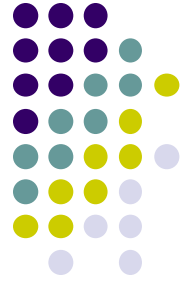
- Brown, Alisa. “Cool Venice” *The American*, Jan, 2007.
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(<http://www.emeraldinsight.com.easyaccess1.lib.cuhk.edu.hk/Insight/viewPDF.jsp?contentType=Article&Filename=html/Output/Published/EmeraldFullTextArticle/Pdf/0830130103.pdf>)
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- Steve Siporin. “A Venetian Island: Environment, History, and Change in Burano”. *Journal of American Folklore*, Vol. 118, No. 467, 2005. pp. 122, 123.
(http://muse.jhu.edu/journals/journal_of_american_folklore/v118/118.467siporin.html)



References for solutions 2

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(http://www.veniceworld.com/venice_guide_itineraries_murano_burano_torcello.htm)
- Murano, the glass island
(http://europeforvisitors.com/venice/articles/murano_the_glass_island.htm)
- Murano and Burano
 - <http://www.venice-sights.co.uk/murano.htm>
 - <http://www.venice-sights.co.uk/Burano.htm>
- Italy heaven
(<http://www.italyheaven.co.uk/veneto/venice/burano.html>)

References for solutions 3



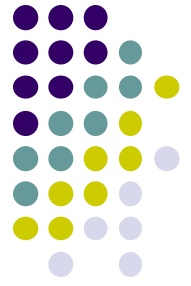
- A forum about Murano and Burano

<http://www.travbuddy.com/travel-blogs/41672/Murano-Burano-Venice-Water-glass-and-lace-Murano-30>

- A website introducing Martina lace made in Burano.

<http://www.martina-lace.com/index2.php?page=32&lang=en>

Videos about Murano and Burano



- Murano glass (2:44)
(http://www.youtube.com/watch?v=SW7qXfZ4zcE&feature=Playlist&p=2BE63137E4C97B73&playnext=1&playnext_from=PL&index=1)
- Burano – lace making (0:46)
(<http://www.youtube.com/watch?v=1YbzoGCwbqs>)
- Scenes of Burano (3:28)
(<http://www.youtube.com/watch?v=j-MuVUaX7Zw>)