

Rivoli, 6 December 2016

Subject:

**"Pretiosa Vitrea" Exhibition and the History of Glassmaking**

In preparation of the "Pretiosa Vitrea" exhibition that will be held from October 2017 to January 2018, the Sehen Foundation would like to bring to your attention the idea of glass as an "eternal" tool.

The oldest fragments of man-made glass objects were found in Mesopotamia and are thought to date back to 3500 BC. As old as the invention of writing, glassmaking is accompanying the human history since its early beginnings.

With the "Pretiosa Vitrea" project, the Sehen Foundation aims to give prominence to the evolution of the hollow glass production in the history, through the display of ancient and rare glass artefacts, whose significance is invaluable. The idea, which has been welcomed by the National Archaeological Museum of Florence, includes a travelling exhibition that will move around Italy and other countries, such as Germany and Switzerland. Enclosed with this letter, there are pictures of some artifacts that will be part of the exhibition and which date back to more than two thousand years ago.

The contemporary industrialists which are involved in today's glassmaking industry can personally contribute to the project through financial and sponsorship support and/or by contributing to the exhibition organization in their countries.

We invite you to contact us for more information or to support the project and the Sehen Foundation.

Sincerely,

Daniel Hilfiker



*President*

*Encl.:*

- *Pretiosa Vitrea project*
- *Sponsorship opportunities*
- *Sehen Foundation presentation*

**PRETIOSA VITREA**  
**THE ROMAN ART OF GLASS MANUFACTURING IN TUSCANY**  
NATIONAL ARCHAEOLOGICAL MUSEUM, FLORENCE  
Expected dates: October 2017 - January 2018

The "Pretiosa Vitrea" project aims to emphasize the heritage of glass manufacturing from the Ancient Rome through the showcase of artifacts nowadays preserved in the state museums of Tuscany and in important private collections within the region. The quality of these findings is comparable in excellence to the artifacts that can be found in the most renowned international museums.

The exhibition, whose title is inspired by the Latin definition of glass given by Gaius Petronius in the Satyricon written in the late 1<sup>st</sup> century AD, will bring together relevant archeological findings of Roman glass manufacturing in Tuscany - as the glass cameo from Torrita di Siena or the chrysography of Arezzo - and spotlight some extraordinary excavation contexts which are significant for the amount and quality of the recovered artifacts, like the ancient ships of Pisa and the Pozzino wreck.

Alongside these exclusive glass products, a wide variety of findings will be showcased to illustrate the evolution of mass production techniques, from the use of moulds to the discovery of the glass blowing technique in the middle of the 1<sup>st</sup> century BC, which soon demonstrated clear advantages compared to the traditional ceramic production in terms of lower cost and keeping unchanged the taste of the contained food and liquids.

The project, which has been approved by the National Archaeological Museum of Florence, includes a traveling exhibition in Italy and other countries.

**Scientific research by:**

Dr. Fabrizio Paolucci, Archaeologist - Uffizi Gallery, Florence  
Prof. Giandomenico De Tommaso - University of Florence

## **SPONSORSHIP OPPORTUNITIES**

The Sehen Foundation offers the opportunity to take active part in the “Pretiosa Vitrea” project and exhibition. Becoming a sponsor will offer benefits including:

**RECOGNITION:** Be recognized as a supporter of the prestigious heritage of glass manufacturing in history and with a prominent role in today's glass community;

**VISIBILITY:** Becoming a sponsor maximizes visibly and exposure in front of international institutions and cultural audience as well as the glass industry;

**LEADERSHIP:** Make the difference and enhance your leadership role in the glass making community, demonstrating a strong commitment to cultural and social responsibility and philanthropy by supporting the rediscovery of a heritage of inestimable value.

### **Sponsorship Packages**

#### **Platinum Sponsor**

The Platinum opportunity is limited to four sponsors. Platinum Partners will be recognized and rewarded in the following ways:

- Sponsor's logo on the official exhibition catalogue (English and Italian) and recognition as “Platinum Sponsor” of the “Pretiosa Vitrea” exhibition;
- Logo and direct link from the Sehen Foundation website;
- Participation of two delegates to the inaugural event in Florence;
- Acknowledgement & thanks in welcoming speech at the inaugural event;
- Logo prominently displayed in all promotional materials and forms before, during and after the event;
- Twenty VIP entrance tickets to the exhibition;
- Twenty copies of the official exhibition catalogue.

Sponsorship amount: 20.000 Euro.

#### **Gold Sponsor**

Gold Partners will be recognized and rewarded in the following ways:

- Sponsor's logo on the official exhibition catalogue (English and Italian) and recognition as “Gold Sponsor” of the “Pretiosa Vitrea” exhibition;
- Logo and direct link from the Sehen Foundation website;
- Acknowledgement & thanks in welcoming speech at the inaugural events;
- Logo prominently displayed in all promotional materials and forms before, during and after the events;
- Ten VIP entrance tickets;
- Ten copies of the official exhibition catalogue.

Sponsorship amount: 10.000 Euro.

#### **Silver Sponsor**

Silver Partners will be recognized and rewarded in the following ways:

- Sponsor's logo on the official exhibition catalogue (English and Italian) and recognition as a sponsor of the “Pretiosa Vitrea” exhibition;
- Direct link from the Sehen Foundation website;
- Sponsor name displayed in all promotional materials and forms before, during and after the events;
- Five VIP entrance tickets;
- Five copies of the official exhibition catalogue.

Sponsorship amount: 5.000 Euro.

## **ABOUT THE SEHEN FOUNDATION**

The etymology of the name Sehen derives from the Akkadian word “sapû”, which means to see in a deeper sense, in the symbiosis between seeing and knowing, to absorb after watching, studying by observing.

The Sehen Foundation seeks to highlight details in the Arts and Sciences through the application of in-depth examination and the comparison of different cultures and it works in partnership with public and private institutions, both nationally and internationally, in the form of exhibitions and publications.

### **Board Members**

President - Daniel Hilfiker  
Art Director - Angelo Garoglio  
Board Member - Rolf Hilfiker

### **Present Activities**

The Sehen Foundation collaborates with the National Archaeological Museum of Florence for the catalogue and exhibition “Winckelmann, Florence and the Etruscans” held from 26 May 2016 to 30 January 2017.

Moreover, the Sehen Foundation collaborates with the Regional Museum of Natural Sciences of Turin for a triennial project that aims to create an original cultural path focused on a specific plant element: the leaf. The project is put into effect in 2017 with the publication of a volume, in Italian and English, and in the spring of 2018 with an international traveling exhibition to be presented in Turin.