Is it *genuinely Murano*? Origin marks and paperwork

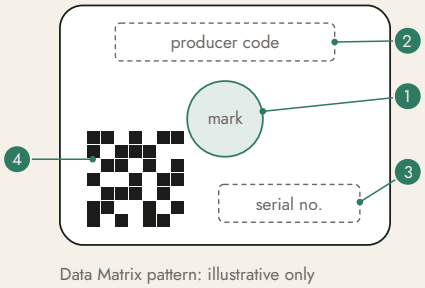
What the Vetro Artistico Murano mark shows and does not, how Murano, Venetian and Murano-style differ, and the origin evidence to ask a supplier for. A reading of public sources, not legal advice.

Compliance guidance. Facts about the mark are from the Veneto Region's pages and official bulletin and the Consorzio Promovetro Murano's pages, read on 5 November 2026. The text of the regional law and of the regulation of use was not read. This sheet does not say that Make Bespoke Studio or any partner workshop holds the mark. Rules, lists and registers change: check the current position with the Region, the consortium and a trade-mark adviser. Guidance, not legal advice.

AT A GLANCE

On the quote	What it tells you	Evidence that can exist	Wording to use
Murano glass with the Vetro Artistico Murano label	Glass made on the island of Murano by a company licensed to use the collective mark. The label carries the licensee's identification number.	The label on the glass, the number on the Region's published list, the consortium's code check.	Made on Murano by a licensed holder of the mark.
Made on Murano, no mark claimed	The supplier says it was made on the island. The label cannot back the statement.	A signed declaration naming the workshop, dated production photographs, the workshop's own papers.	Made on Murano by [workshop], with a declaration of origin.
Venetian	A style: the ornate, flowered, many-armed chandelier. It can be made anywhere.	Nothing about origin.	Use it for the form; state origin separately.
Murano-style, Murano-inspired	By its own words, not claimed to come from Murano. We found no legal definition.	Nothing about origin.	Do not accept it as an origin.
Hand-blown	A technique, not a place.	A statement of technique for each element.	Say where as well as how.
Made in Italy	A country, not an island.	Nothing that narrows it to Murano.	Say Murano if Murano is meant.

Reference only. The registered mark is not reproduced on this page or in the PDF. Nothing here states that any particular supplier holds, or does not hold, the mark.



Data Matrix pattern: illustrative only

1 **Mark symbol**
A plain circle: the registered mark is not reproduced

2 **Producer identification code**
Compare it with the Region's list of licensees

3 **Serial number**
Identifies the single product (since 2016)

4 **Data Matrix code**
Scan it, or type the codes into the check page

Label colour: red or blue by technique (meaning not stated)

A schematic origin label and what each part lets you check. Original line drawing by Make Bespoke Studio: the registered mark is shown as a plain circle, the pattern is not a real code and the layout is illustrative.

SPECIFICATION WORDING

ORIGIN: MURANO WITH THE MARK

Glass elements to be made on the island of Murano by a company licensed to use the Vetro Artistico Murano collective mark. The label, showing the licensee's identification code and serial number, is to be applied to each glass element [or, where an element is too small to carry one, the supplier is to say which elements are unlabelled and why]. The supplier states the licensee's identification code before order and sends photographs of the labels, codes legible, before dispatch. The specifier may check the codes against the Region's list and the consortium's check page.

ORIGIN: MURANO, MARK NOT REQUIRED

Glass elements to be made on the island of Murano by [workshop name and address]. The supplier states in writing whether the workshop holds the Vetro Artistico Murano mark. A declaration of origin, signed by the workshop and naming each element, is supplied with the quotation and again with delivery, with dated production photographs at [milestones].

STYLE REFERENCE ONLY

[Venetian / Rezzonico] style: the reference is to form only. The supplier states where each element is made. The fitting is not to be described as Murano unless its glass is made on Murano and the evidence above is supplied.

DOCUMENTS WITH DELIVERY

With each fitting: the declaration of origin, label photographs, and the workshop's invoice listing the elements [and a formal certificate of origin where the client or customs requires one]. The specifier may inspect at the workshop or before dispatch on [notice].

NON-GLASS PARTS AND ELECTRICS

The origin of the frame, metalwork and wiring is to be stated separately [ ]. An origin statement says nothing about electrical conformity: the declaration of conformity and test report are required in addition.

TERMS USED

Vetro Artistico Murano mark
A collective trademark of the Veneto Region, set up by regional law no. 70 of 1994 and managed by the Consorzio Promovetro Murano. Licensed Murano producers apply a label with their identification number to artistic glass they make on the island.

Promovetro
The consortium of Murano glass producers that manages and promotes the Vetro Artistico Murano mark for the Veneto Region.

STANDARDS AND SOURCES

- Regione del Veneto: Marchio del vetro artistico di Murano: Italian page, updated 20 Jul 2021 (English version updated 4 Dec 2015).
- Regione del Veneto: Aziende concessionarie (list of licensed companies): page updated 15 Apr 2025; PDF list dated 19 Mar 2025.
- Regione del Veneto: Bollini adesivi (labels): page updated 3 Nov 2015.
- Bollettino Ufficiale della Regione del Veneto n. 96, 17 Jul 2026: DGR n. 652 of 30 Jun 2026: states the law, the logo approval, the 2003 regulation of use and the label.
- Consorzio Promovetro Murano: The Vetro Artistico Murano mark: label, serial number and Data Matrix since 2016, check page. Check page.
- Il Sole 24 Ore, 7 May 2026: geographical indications for craft products: press report only; Regulation (EU) 2023/2411 not read.

Full guide: https://makebespoke.com/trade/technical/is-it-genuinely-murano. Make Bespoke Studio coordinates manufacture through its partner workshops. Figures are guidance only and your specification governs; some may be superseded, so contact the studio to verify.