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# Steuben Returns to Colored Crystal Design

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## After Over 75 Years the Luminescence Collection Brings Color to Steuben's Clear Crystal

*NEW YORK, NY*— Steuben, at <http://steuben.com>, returns colored crystal to its offering of the world's finest crystal collections after over 75 years. The luxury crystal company is responding to repeated customer requests for colored glass by introducing collectible colored pieces in 2011, in a whole new way. The new expansion into color cannot be seen as 'retro' or a return to the past. For Steuben, this is a brand new path in pure color crystal manufacturing.

"We are thrilled to introduce color to some of our most popular pieces bringing yet another element of design to the new Steuben."

- Steuben President Mark Samitt

### Luminescence Color Leads the Way for Crystal

Steuben has launched for purchase its Luminescence collection, consisting of pieces crafted in 3 colors: indigo (a deep blue), sunset (a dusky rose), and smoke (a rich gray). The pieces now presented in color include colored glass bowls and a colorful glass vase; all of them classic Steuben favorites including:

- Spiral Bowl
- Olive Dish
- Low-Footed Bowl
- Trillium Bowl
- Little Handkerchief vase

The Luminescence colored crystal collection will introduce six additional pieces in two crystal colors, bronze and amber, in the fall of 2011.

### Corning Museum of Glass Displays the Instant Collectible Luminescence Collection

In a departure from the 'carnival' glass highly produced in the early 1900s, Steuben remains true to its pure prismatic crystal heritage by adding subtle touches of clear crystal to each colored piece. To mark this monumental move in Steuben history, Corning Museum of Glass at <http://www.cmog.org> recently requested to add three Luminescence pieces to their permanent collection. Steuben was delighted to accept and provide:

1. Smoke Olive Dish
2. Indigo Spiral Bowl
3. Sunset Trillium Bowl

### Long Awaited Return of Colored Glass to Steuben

Steuben's roots reside in colored glass – in fact it wasn't until the early 1930s that the company began making clear crystal. In 1936 Steuben made a shift in its product selection, choosing to focus on the striking beauty of clear crystal by taking advantage of a proprietary formula they had developed, which produced a crystal of greater clarity and reflectivity than had previously existed. At that point, colored glass was at the height of popularity and was being mass-produced by many manufactures. Steuben countered by concentrating on doing one thing better than anyone else and that was perfecting their pure crystal.

### Colored Art Glass Inspired by Art

Painter Ross Bleckner introduced one of the year's first pieces of colored crystal art on the [Martha Stewart Show](#) in January: Pharmakinetic. While not part of the Luminescence collection, this piece is one in a collection of [three exclusive designs](#), each signed by Mr. Bleckner. Since the 1930s, Steuben has collaborated with some of the world's

most important artists, including Henri Matisse, Salvador Dali, Georgia O'Keefe, Fernand Leger, Isamu Noguchi, Lucien Freud, and most recently Kiki Smith. The partnership with Bleckner represents the continuation of a new series of collaborations with leading contemporary artists.

In regard to the addition of the Bleckner collection to their already impressive array of offerings, Steuben President Mark Samitt comments:

“We are very pleased to kick off our new art program with Ross Bleckner. Even though he has worked primarily as a painter, Ross’ work has always been about light, and we were excited to see how he would work with the material. We are honored to have this opportunity, and could not be more pleased with the results.”

Color further returned to Steuben in the limited-edition display piece Internal Flame crystal heart. Only 300 fiery red hearts are to be crafted. An engraved Internal Flame was recently awarded to a Steuben fan on their Facebook Fan page as part of the promotion highlighting the release of the sculpture along with Valentine’s Day.

### **About Steuben Crystal Manufacturing**

Steuben is the premier crystal glass manufacturer in the United States, and the world’s finest maker of pure crystal. Since 1903, Steuben has been based in Corning, New York. Its unique crystal is made from a proprietary formula that gives it the exceptionally high refractive index that throws off an extraordinary rainbow of color. This proprietary formula makes Steuben crystal stronger than ordinary glass, yet delicate to the touch. Its brilliant finish becomes a hallmark of Steuben and remains unrivalled today. Today, Steuben remains at the forefront of glassmaking artistry. Information on Steuben is available on line at <http://steuben.com> or by phone at 1-800-STEUBEN. In addition, information, special promotions and events about Steuben can be found on Steuben’s Facebook Page at <http://www.facebook.com/SteubenDesign> and Twitter at @Steuben.

### **About Corning Museum of Glass**

At The Corning Museum of Glass, glass isn't just for looking at or looking through. At the museum, you can research, explore, touch, work with, and interact with glass. The museum houses the world's best collection of art and historical glass. More than 45,000 objects trace 3,500 years of glassmaking history. The Corning Museum of Glass is where the world — from serious scholars to those simply interested in discovering — turns to learn more about the art, history, craft, or technology of this incredible material. Spend some time at our Museum, and we guarantee you'll learn to see glass in a whole new light. Learn more at <http://www.cmog.org>.