



Murano glass fights back with a bid for EU protection

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VENICE — A thousand-year-old craft is making its boldest move yet. In December 2025, the *Consorzio Promovetro Murano*, the body representing the island's glassmakers, launched the formal process to obtain *Indicazione Geografica Protetta (IGP)* status, or protected geographical indication. The European certification would make it illegal to sell imitation glass under the Murano name anywhere in the EU.

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