



Heart of Glass

Riedel and the Art of Taste

Maximilian Riedel

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Territory	World excluding Germany, Austria, Switzerland, Belgium, Netherlands, USA & Canada
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- Expertise: Maximilian Riedel and other experts will uniquely provide you with insightful knowledge about how to make and how to use glass
- Emotion: **Heart of Glass** authentically conveys the passion for glass in all its beautiful forms
- Exclusivity: the book combines high-quality production, sophisticated design and breathtaking photography

Heart of Glass is a book that approaches the subject of glass from various perspectives:

Maximilian Riedel emotionally and authentically describes Riedel's eventful and moving history: from its beginnings in Bohemia, through the dramatic expropriation after World War II, to becoming a glass manufacturer with a global reputation that has always been a trendsetter.

The impressive product range, illustrated with high-quality photography, forms the central element of the book. Here, readers experience the fascinating product of glass both in its evolution, from perfume bottles to cocktail glasses, as well as in the entire breadth of the current portfolio, which includes wine glasses that are tailored to different grape varieties and their tastes with attention to detail. But the Riedel range offers much more: glasses that are tailor-made for special markets and drinks, like sake or tequila glasses. Or glasses that are produced in collaboration with brands such as Coca-Cola or Dom Pérignon and celebrities like Elton John.

The book also offers an impressive look behind the scenes of the glass manufacture. There, we marvel at how glasses are skillfully crafted by hand and in teamwork. Furthermore, the book, guided by Maximilian Riedel and other experts, offers practical tips on the question: Which glass do I use for which drink? The result is a fascinating kaleidoscope that will delight fans of the Riedel brand, as well as wine lovers, design enthusiasts and anyone who appreciates high-quality enjoyment and groundbreaking design.

Text in English and German.

Maximilian Josef Riedel has been working for the company since 1997. At age 25, he became CEO of Riedel Crystal of America, and proved his talent for management, building up North America to become the largest export market for RIEDEL. In addition to his function as CEO, Maximilian has made an excellent name for himself across the globe as a designer of decanters and glasses. In 2001 he kicked off the RIEDEL focus for the on-premise by creating "O" series, consisting of stemless varietal specific wine glasses. He designed the first free-formed RIEDEL handmade decanter Cornetto, which was the birth of a wide collection of free-formed decanter designs. He has since been awarded design awards for his decanters. As a socially-engaged person who strives to connect people, he initiated many valuable partnerships, including high-end German manufacturer Miele, and various charity organisations supporting cancer and HIV/AIDS. His support of the wine industry covers all regions and countries, continuing the strong relationships with world-leading wineries that his father Georg Riedel began.