



VISO's Sculptural Glass Trophies for the 2025 Gold Key Awards

Transforming Fluidity into Form

The Gold Key Awards, one of the most respected international recognitions in hospitality design, commissioned VISO to create three distinct trophy designs for its 2025 ceremony. The awards required sculptural integrity, material innovation, and a sophisticated visual identity that reflected the prestige of the event.

Location:

New York

Client:

Hospitality Design

Photographer:

Year:

GOLD KEY AWARDS

—
FOR EXCELLENCE
IN HOSPITALITY DESIGN

2025

**BOUTIQUE
design**

VISO BESPOKE
ARCHITECTURAL
INNOVATIONS

Design Intent :

Tzetzzy drew inspiration from a sheer drape encountered during her travels—a fabric in a violet-claret tone that shifted subtly with light. The team’s ambition was to reinterpret this fluid, translucent quality into solid block glass, preserving both the color depth and movement implied by the original fabric.



Challenges :

Translating Sheer Fabric Into Solid Glass

The core challenge was achieving the same soft visual shading found in the drape while using sheet block glass, a material that is naturally heavy, rigid, and light-absorbing.

To capture the illusion of softness, the team developed a glass composition with:

Consistent coloration across all three trophy forms

Gradated visual shading achieved through varying thickness

A sculptural silhouette that maintained structural integrity

This approach allowed the violet-claret tone to deepen from top to base, creating a fluid color transition reminiscent of the original draped textile.

Prototyping & Stability Issues

During the first round of prototyping, two trophy versions experienced tipping issues. The combination of substantial weight and sculptural geometry required careful recalibration to ensure stability without compromising the design intent.



Solutions :

Redistribution of weight across the front and back of each glass piece

Introduction of refined top sections to stabilize mass

Additional thickness at the base to enhance both color intensity and structural balance

These refinements preserved the aesthetic vision while ensuring all pieces functioned reliably as trophies intended for handling, transport, and display.

Engraving & Detail Refinement

To ensure the award text was both elegant and legible, all lettering was:

Precision-engraved directly into the glass surface

Painted with white pigment to achieve clarity against the violet-claret tone

This process honored the premium craftsmanship of the awards while enhancing readability under stage lighting and photography.

Outcome

The final collection consisted of three unified yet distinct trophies, each embodying:

The fluid essence of the fabric that inspired them

The precision of contemporary glass design

The prestige and refinement of the Gold Key Awards

The project demonstrates VISO's capability to translate inspirations into enduring sculptural objects, combining artistic vision with technical innovation.

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