

SWAROVSKI | CRYSTAL PALACE

at Art Basel Miami Beach 2006

Design Innovators Celebrate the Art of Light

FOR IMMEDIATE RELEASE

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Miami, FL — Swarovski, the world's leading manufacturer of cut crystal, unveiled the 2006 Swarovski Crystal Palace Collection at the Paris Theater, an Art Deco landmark in South Beach, during Art Basel Miami Beach.

Since 2002, the Swarovski Crystal Palace collection under Nadja Swarovski's direction, has demonstrated that the traditional chandelier can be breathtakingly reinvented. Leading designers have merged lighting with cutting edge technology, contemporary design, creativity and art using Swarovski's entire range of crystals to create results that captivate and thrill.

This year, Swarovski Crystal Palace launched its new Couture Collection of limited edition pieces as well as one-off designs (all of which are for sale, price on application). The collection includes:

***Supernova* by Barber Osgerby**
***Science and Fiction* by Basso & Brooke**
***Morpheus* by Yves Behar**
***Through Gisele* by Alex de Betak**
***Repose* by Hussein Chalayan**
***Unity* by DB Kim**
***Cosmos 1 and 2* by Naoto Fukusawa**

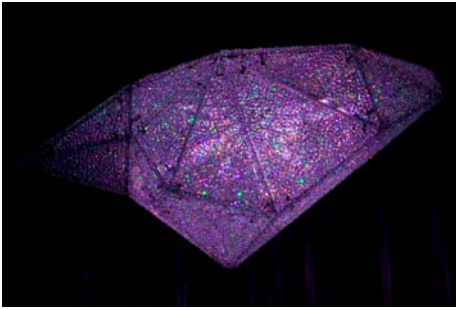
***Dazzling Dahlia* by Ineke Hans**
***Rock Crystal* by Hariri & Hariri**
***Crystal Aerospace* by Ross Lovegrove**
***Hotel de Roxie* by Lenny Kravitz**
***Mangrove* by Jorge Pardo**
***Arabacia Punctulata* by Natasha Zupan**

Having sponsored his S/S 2007 fashion show, Swarovski also featured showcase pieces from **Hussein Chalayan's** women's collection.

Additionally, this year's exhibition included the Prêt a Porter Collection of Swarovski Crystal Palace chandeliers: a commercial collection of smaller scale designs taken from previous collections. The Prêt a Porter collection included:

***Mini Tulsa 1 and 2* by Michael Anastassiades.**
***Mini Glitterbox* and *Vertical Glitterbox* by George Baldele**
***Dead or Alive* by Fabien Baron**
***Mini Blossom* by Tord Boontje**
***Mini Ball* by Tom Dixon**

The Swarovski Crystal Palace Couture Collection



Rock Crystal for Swarovski Crystal Palace by Hariri & Hariri

Hariri & Hariri have always been fascinated by Swarovski crystals and decided to take the idea of a diamond, or more abstractly the “cut stone” as the essence of Swarovski and the concept of the chandelier. Its geometry follows the geological formations and cutting of precious stones with very sharp edges,

folds and different points. The form of this crystal shaped-chandelier is however not symmetrical and changes from different angles and is more sculptural.

Hariri & Hariri Architecture was established in New York City by Iranian born sisters Gisue and Mojgan Hariri in 1986.



Through Gisele for Swarovski Crystal Palace by Alex de Betak

Alex de Betak took his creativity and experience in the world of fashion to a new level with Through Gisele. His concept was to create a life-size silhouette of a female form and bring it to life. His innovative design is constructed of a stainless steel core encrusted in black diamond crystals that sparkle in bright lights.

Alex De Betak is founder of Bureau Betak based in New York. The company specializes in event and fashion show design.



Arabacia Punctulata for Swarovski Crystal Palace by Natasha Zupan

Zupan’s design was inspired by the simple organic and sensual shape of the sea urchin as well as a fairy tale about a red Chinese lantern – lit under water. Linking the two together is the fact that the mouth of the sea urchin can also be referred to as ‘Aristotle’s Lantern’. Zupan chose to design the coloured crystal light as it embodies the idea of warmth, translucency and magic.

American born artist Natasha Zupan lives in Mallorca, Spain. Her work shows reference to renaissance art which gives her work a maturity of stylistic form from which she bridges abstraction.



Untitled, 2006 for Swarovski Crystal Palace by Jorge Pardo

Jorge Pardo's creation for Swarovski Crystal Palace is reminiscent of an octopus or Medusa's hair of snakes. It has a crimson coloured, glowing glass sphere in its centre, from which a mass of hand-blown glass 'arms' emerge, with coloured crystal balls lit by LEDs at each tip.

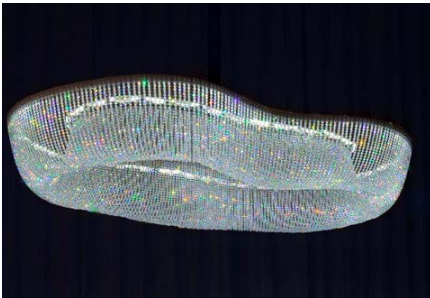
Cuban born Jorge Pardo now lives in the USA. He studied biology and art and in the nineties, he emerged as an outstanding artist.



Unity for Swarovski Crystal Palace by DB Kim

The design concept of the Unity chandelier was inspired by the simplicity of the Swarovski crystals combined with a delicate jewel-like ring. The ring symbolically evokes the classic notion of never ending unity and on another level the chandelier has great functionality as it is flexible and modular to suit many environments.

Korean-born DB Kim now lives in the USA and specializes in many design fields ranging from clothing design, graphic design, and environmental design and architecture.



Morpheus for Swarovski Crystal Palace by Yves Behar

"Morpheus is the god of dreams. And like a dream, the changing forms of the Swarovski Morpheus light sculpture is a poetic search for the perfect form one wants to live under, or the sign one wants to leave behind," says Yves Behar.

"The Morpheus chandelier is shaped by the viewer's imagination: from a circle, to a square, to an infinity sign and anything in between. Many permutations of the 12 foot diameter and 30,000 crystal - Morpheus chandelier are possible through the use of servo-motors and lead cables applying pressure to a flexible spring steel assembly. The chandelier is controlled by a remote tablet and custom made drawing software that triggers the magical transformation of the entire light."

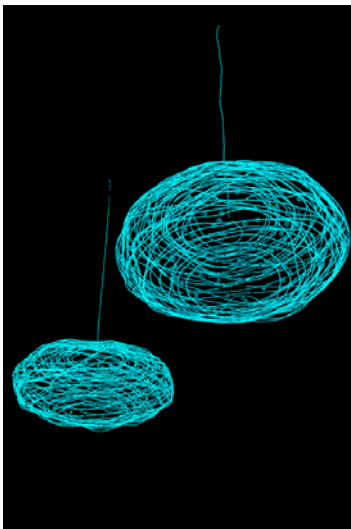
Yves Behar is the founder of Fuseproject, an integrated design firm dedicated to the development of the emotional experience of brands through story telling.



Hotel de Roxie for Swarovski Crystal Palace by Kravitz Design

Kravitz Design, headed by Lenny Kravitz, has created a classic yet modern chandelier using a combination of 10,000 clear Swarovski crystals and a highly polished chrome skeleton. According to Kravitz, this design would be perfect for the grandest most glamorous stately homes in cities such as Paris, Vienna or Venice.

Lenny Kravitz is an icon, whose bold channeling sound has transcended genre, style, race culture and class. His musical success has allowed him many opportunities to fulfill his creative vision and extend into other fields.



Cosmos 1 & 2 for Swarovski Crystal Palace by Naoto Fukasawa

Naoto Fukasawa has created 'Cosmos 1 & 2', two lights reminiscent of the afterimage that appears when you hold a light in your hand and draw circles in the air. The route of the afterimage of the light is mapped by a subtle line of Swarovski crystals along a line of ultra-modern Electro-Luminescent film. "It is as if the light comes from the stick of wizards," says Naoto.

Naoto Fukasawa, a product designer whose designs have won more than 40 design awards in Europe and America, designs for companies such as Apple, Epson, Hitachi, Muji, NEC, Nike, Seiko, Sharp, Steelcase and Toshiba.



Dazzling Dahlias for Swarovski Crystal Palace by Ineke Hans

Ineke Hans has worked with Swarovski crystal mesh, an innovation of chain-mail crystal fabric to create 'Dazzling Dahlias'. A photographic print is reproduced through Swarovski crystals and the light source is concealed in the u-shaped rim within the design.

Ineke Hans founded her studio Ineke Hans/Arnhem in 1998 and designs in the widest sense of the word: from jewellery to public space projects, from small batch production to mass production.



Repose for Swarovski Crystal Palace by Hussein Chalayan

Hussein Chalayan has created a conceptual art installation piece, comprised of two pieces that communicate with each other. An airplane wing balanced against a wall, its large wing flap moves slowly up and down to reveal a long strip of Swarovski crystals and is illuminated from behind by LEDs. This graceful movement is linked to the second piece in the installation – a digital clock set on a timed loop, indicating speed with the movement of the wing flap. The installation simultaneously encompasses the feeling of movement and stillness.

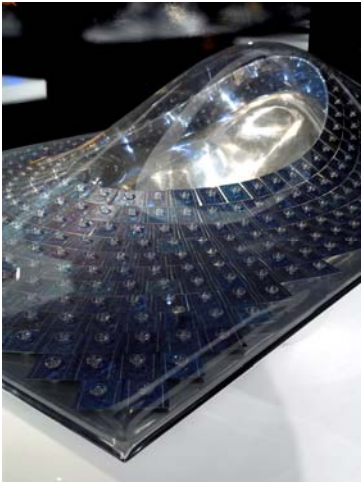
Hussein Chalayan is an internationally regarded fashion designer renowned for his innovative use of materials, meticulous pattern cutting and progressive attitude to new technology. Twice voted British Designer of the Year, he has also designed costumes for opera and dance performances.



Science And Fiction For Swarovski Crystal Palace By Basso & Brooke

Basso & Brooke have created a grand masterpiece of striking originality. 'Science and Fiction' for Swarovski Crystal Palace is an interesting mix of tradition and modernism. The shape is based on the classic Marie-Therese chandelier design, fabricated out of glossy black metal hung with multiple tiers of intricately printed, classically shaped pendeloque Swarovski crystals. Each of the 111 crystals features a silk screen print of one of Basso and Brooke's intricate and fantastical designs, making this a truly spectacular chandelier. The chandelier weighs 100kg and is lit by 32 black candles.

Fashion designers Bruno Basso and Christopher Brooke are best known for their majestic power prints featuring allegories of power entwined art nouveau-style with flowers, skulls and jewels, which are then exquisitely and imaginatively engineered into garments of chiffon, supple leather, silk and crepe.



Swarovski Crystal Aerospace For Swarovski Crystal Palace By Ross Lovegrove

Ross Lovegrove recently won The World Technology Prize for Design in San Francisco, and after considering 'Swarovski Crystal Aerospace' for Swarovski Crystal Palace, one can recognise why. Lovegrove's focus for this design is transport and sustainability; he presents a solar powered hybrid concept car for our future. The synergies between the alternative energy source, the materials and design are immaculate, rendering the obvious style as effortless. Each of the 1,000 Sharp solar panels has a specially constructed Swarovski crystal embedded in it.

"The design combines the intelligence of solar innovation with the optical, technological arm of Swarovski, prompting the exploration of the science behind the sparkle," says Ross.

Ross Lovegrove is one of the world's leading industrial designers. He started his career in the 1980's at Frog Design in Germany on projects for Apple Computers and Sony. He has won many awards and his work is held in permanent collections in design museums around the world including Museum of Modern Art and the Design Museum in London.

www.swarovskisparkles.com

www.swarovskisparkles.tv (for film footage of the exhibition)

ALL PHOTO CAPTIONS MUST READ: SWAROVSKI CRYSTAL PALACE COLLECTION

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