

SWAROVSKI | CRYSTAL PALACE

**Swarovski Crystal Palace Launches New Designs By Today's Most Prestigious Designers and Artists at The Salone Internazionale Del Mobile 2007, Milan.
18-23rd April 2007**

FOR IMMEDIATE RELEASE:

Milan, Italy— Swarovski, the world's leading manufacturer of precision cut crystal, unveiled the 2007 Swarovski Crystal Palace Collection at Via Savona 56, Zona Tortona.

Swarovski Crystal Palace, now in its sixth year, is a revolutionary concept aimed at reinventing and revitalising the chandelier, one of the most evocative and emotive expressions of cut crystal. Steeped in history and heritage, redolent of 18th century splendour and candlelit intrigue, the chandelier was frozen in time, undiscovered by the design community. Whilst celebrating the rich traditions of the chandelier, Swarovski Crystal Palace has broken barriers, played with the rules and opened a new chapter in the history of lighting.

This year Swarovski Crystal Palace has invited eighteen leading designers and artists from all over the world to create their own contemporary interpretation of the chandelier, to give new expression to its story, meaning and message. Their inspirations come from many varied sources, amongst them the natural world, the visual arts and high technology. The results are dramatic, captivating and are emotionally-charged. Swarovski Crystal Palace is proud to present provocative, breathtaking contemporary chandeliers by:

Yves Béhar

Ronan & Erwan Bouroullec

Ben Jakober & Yannick Vu

Diller, Scofidio + Renfro

Dr Masaru Emoto

Hariri & Hariri

Jaime Hayon

DB Kim

Kengo Kuma

Future Systems

Missoni

Pierre Paulin

Arne Quinze

Stefano Ricci

Sheikh Majed Al-Sabah & Stoique

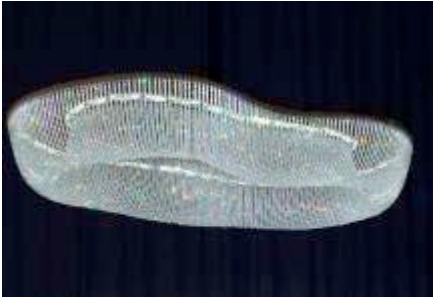
Fredrikson Stallard

Philip Treacy

Natasha Zupan

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

THE SWAROVSKI CRYSTAL PALACE COUTURE COLLECTION



MORPHEUS BY YVES BÉHAR

Morpheus is the god of dreams, and like a dream, the changing forms of the Swarovski *Morpheus* light sculpture offer a poetic search for the perfect form one wants to live under, or the sign one wants to leave behind. Yves Béhar's *Morpheus* chandelier is shaped by the viewer's imagination: from a circle, to a square, to an infinity sign and anything in between. The many permutations of the 12 foot diameter and 30,000 crystals that make up *Morpheus* are possible through the use of servomotors 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.



STONE LIGHT BY BOURULLEC BROS

Stone Lights are solitary Swarovski crystals with a soft luminous presence. Fascinated by the remarkable aspect of the crystal's shape, Ronan and Erwan Bouroullec were inspired to create unique *Stone* chandeliers. A far cry from the usual small crystals that proliferate in traditional chandeliers, the light here emanates from single larger crystals which have been custom-produced by Swarovski for this project. Their magical aspect is reinforced by their electrical autonomy due to special batteries and an LED embedded within. *Stone Lights* can live their own lives anywhere without permanent electric wires,

moving from the garden path to the dining room table. Each light contains a mirrored surface to encourage refraction of the light from the crystal.



ARAÑA BY BEN JAKOBER & YANNICK VU

Titled *Araña*, the Spanish word for Spider, Jakober and Vu have created an anamorphic, whimsical and innovative lighting design using Swarovski crystals. *Araña* is attached to the ceiling plate by its legs, which are made from clusters of faceted crystals supported by a stainless steel armature and lit from within by LEDs chains.



LIGHT SOCK BY DILLER SCOFIDIO + RENFRO

Subverting the branching structure and pendants of the traditional chandelier, *Light Sock* is comprised of a mesh bag filled with Swarovski crystals. A single halogen bulb light source buried in the mass of crystals intensifies the optical effects of the crystal facets. Created in three sizes (single, double and long) from a one-size-fits-all bag, *Light Sock* expands to take the shape of its content and offers a very flexible alternative to the conventional chandelier.

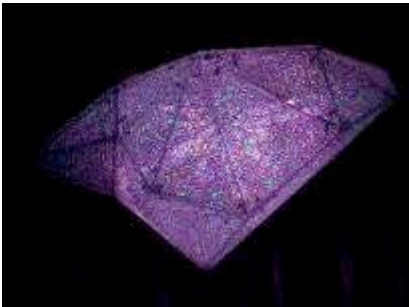


FLYING JAPANESE DRAGON DEITY, UNIFICATION OF MAN AND DRAGON, THE BEAUTY OF CRYSTAL BY DR MASARU EMOTO

'The innovative art of Swarovski crystal exudes light, grace and beauty, enriching one's imagination and joy of life. It transforms our experience from something brilliant and physical to a higher plane of energy and consciousness.

Water crystal images of love and gratitude illustrate the true essence of creation in nature. By harmonizing these water images with the pure beauty of Swarovski, a greater fusion of powerful energy is created.

The chandeliers emanate the light of love, gratitude and harmony to those souls who will in turn be elevated to higher states of consciousness.' Dr Emoto



ROCK CRYSTAL BY HARIRI & HARIRI

Finding inspiration in crystal or more abstractly "cut stone" as the embodiment of Swarovski, Hariri & Hariri created *Rock Crystal*. The geometry of the design 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 will change when viewed at different angles to become more sculptural.



SPARKLE SHADY BY JAIME HAYÓN

Made out of a series of light shades in different shapes and sizes, *Sparkle Shady* is a flexible and functional design. The "skin" of each shade is created using Swarovski crystals, 'hot-fixed' onto the textile and fitted onto the shades. They are changeable and can also be modified over time, creating an ever-changing installation. The natural beauty of the Swarovski crystals allows for a stunning play on light, even when it is not illuminated. *Sparkle Shady* is a simple, elegant piece instilled with flexibility for today's requirements.

LIMITED EDITION MULTILEG CABINET BY JAIME HAYÓN

The *Multileg Cabinet*, part of Jaime Hayón's Showtime collection for BD, is a breakthrough within modular cabinet systems. Designed in 2005, it has a playful and elegant approach: both the structures and legs can be chosen and combined to suit individual taste. This special version, manufactured in collaboration with Swarovski, is the first in a series of limited editions shown with 5,600 Swarovski crystals applied entirely by hand.



UNITY RINGS BY DB KIM

Unity Rings are inspired by the simplicity of the precious and complex qualities of Swarovski crystals. A modern interpretation of the conventional chandelier, *Unity Rings* are streamlined with a delicate and jewel like ring. Symbolically evoking the classic notions of unity – beyond its symbolic representation and characteristics – the design of the ring is simple enough to be realized in all levels of usage. The flexible and modular core of the design concept is fitting for such a luxurious lighting design yet can be realistically valued as a functional item for residential settings.



TORNADO BY KENGO KUMA

Architect Kengo Kuma's design features a large acrylic bowl suspended in the air and filled with water and Swarovski crystals. The blower within the bowl moves the crystals around like a Tornado, creating a dream-like effect. Kuma describes the crystals as being 'free' and not restricted by wires.

'Free from the wire. Crystals become stardust. Stardust dances like a TORNADO. I was inspired for this chandelier by the snow devil. It shines by the reflection of the lighting and movements of itself.' Kengo Kuma



BLACK & LITE BY AMANDA LEVETE / FUTURE SYSTEMS

The continuous looped line of *Black & Lite* forms a twisted surface in super light carbon fibre through which lines of LEDs are revealed by Swarovski crystals embedded in the glossy black skin. Derived from a mathematical 3-D Harmonograph, which has been stretched and manipulated to create an orchid like form, the structure is so lightweight it twists in response to any air movement. The surface folds in on itself revealing inside and outside faces. The sparkle from the crystal light is on one face only so mysteriously appears and disappears according to the twist of the shape.



ALDEBARAN ZIG ZAG BY ROSITA AND OTTAVIO MISSONI

For Rosita and Ottavio Missoni, the 'zig zag' symbol has from the very beginning characterized a significant part of their graphic work in both their fashion and homeware collections. Aldebaran is the name of a star that has always fascinated them, a star loved by sailors to whom it brings good luck. The pinned Swarovski crystals of *Aldebaran Zig Zag* create rows of crystal fringing interchanged with Missoni's own fabric fringing, highlighted by the halogens lighting within the structure.



ONDÉE DU MATIN (MORNING DEW) BY PIERRE PAULIN

Ondée du Matin is composed of four groups of five branches radiating downwards. Each branch bears a triangular drapery in clear translucent crystal. At the heart of the drapery, a light veil of sapphire Swarovski crystals creates a blue reflection like a whirlpool. Clear crystal and sapphire crystals are reflected in the top reflector plate and illuminated by the 5 halogen downlights.



DREAM SAVER BY ARNE QUINZE

Inspiration for *Dream Saver* came from Arne Quinze's desire to revert the experience of looking at crystals from the outside and using them as a source of reflection. Quinze's aim is to use the emotional capacity of Swarovski crystal to absorb and release the energy and dreams of people. By doing so, the crystals "look" at the viewer and become a form of energy by turn. Shaped for speed and motion, when walking through *Dream Saver*, visitors experience the magic of the crystals and at the same time feel the energy of the previous visitors. The structure is 12m long and 3m high and is made using a wooden and metal frame coated in eight layers of multi-structured fiberglass sheets coated in a

Ceramic metallic lacquer. Inside, there are six projection units and hanging from it are 5.5km of Swarovski crystal strands.



LIGHT COLUMN BY STEFANO RICCI

Inspiration for Stefano's lighting designs has come from nature and architecture. Stefano Ricci looked to his hometown of Rome and the extraordinary examples of Baroque architecture, dynamic forms and structures that engage with the light and colours of the city. *Light Column* was inspired by the columns of Piazza San Pietro, one of the masterpieces of Baroque architecture, designed by Gianlorenzo Bernini. The pinned Swarovski crystals are illuminated by an internal structure of colour-changing LEDs and crystal mesh backing which increases the refractive qualities of the crystals. The *Light Column* is available to order as a quarter cylinder, half cylinder or three-quarter cylinder configuration.



BASILISKOS BY STEFANO RICCI

Light Snake pays homage to Francesco Borromini and his waved facade of San Carlo alle Quattro Fontane. The *Snake* features hand-cut, oversized Swarovski crystals set in a highly specular finished body. The LED lighting system pulsates and changes colour, and is accompanied by a strong white focussed beam of light at the head and tail.



ROCK ROYAL BY SHEIKH MAJED AL SABAH + STOIQUE

Mixing icons and pieces that represent elements of Sheikh Majed Al Sabah's life, *Rock Royal* has been created in collaboration with Tomomi Nakajima from Stoique, Japan, using icons that represent a royal family member working in the fashion world. The result is layers of multiple rock star tiaras and crowns. The rich black of the thirty crowns and the jet of the Swarovski crystals represent the oil from Sheikh Majed Al Sabah's home country Kuwait and the Gulf region as a whole. The peace symbols represent the peace of the people from this region. The whole piece is bound together with a jet black chain and lit internally by a series of glowing LEDs.



PANDORA BY FREDRIKSON STALLARD

In reinterpreting the classic chandelier, Fredrikson Stallard decided to literally explode it. With *Pandora*, the form of the chandelier is constantly destroyed and recreated through movement which is generated by computer-controlled servo motors. The 1,990 Swarovski crystals are initially suspended in the form of a recognizable chandelier, before slowly erupting into controlled chaos. Movement is an integral part of the chandelier, maximizing the reflective and refractive qualities of the crystal. Through the ever-changing permutation of the Swarovski crystals a theatrical relationship is established between the piece and the viewer.



REVOLVING CRYSTAL STALACTITE BY PHILIP TREACY

The organic nature of the cascading crystals of Revolving Crystal Stalactite echoes the stalactites Philip Treacy used to see in Doolin Cave, a ten minute drive from the Cliffs of Moher, on the cusp of the Burren, Ireland. Discovered in 1952 and opened to the public in June 2006, Doolin Cave is home to a geological phenomenon - The Great Stalactite. Measuring almost seven meters in length, it is one of the largest free hanging stalactites in the world and the longest stalactite in the Northern Hemisphere. Treacy's homage to this natural phenomenon features strands of Swarovski crystals which are suspended from rotating rings with light catching the refractions.



ARABACIA PUNCTULATA BY NATASHA ZUPAN

For *Arabacia Punctulata*, Zupan chose the shape of the sea urchin to create a simple, organic and sensual overall shape, inspired by a fairy tale about a red Chinese lantern lit underwater. Some call the mouth of the sea urchin 'Aristotle's Lantern', and Zupan chose coloured crystals for this design as they embody this idea of warmth, translucency and magic.



OSCAR CURTAIN BY SWAROVSKI CRYSTAL PALACE

J. Michael Riva, 79th Awards production designer, explains "The idea was to return to a simpler Hollywood glamour look for the Oscars this year - something that would sparkle on camera along with the gold of the Oscars. I was inspired by moving bursts of light on my office walls - it was sun reflecting off a faceted Swarovski crystal paperweight on my windowsill. Suddenly, I was on the phone looking for crystals, enough of them to make a curtain we could feature on stage. I turned to Swarovski, with their dazzling crystal and technical expertise, and they came to the rescue to make this dramatic and challenging design concept come to life. The sparkle of the

Swarovski crystal curtain helped create our vision of glamour and return to old Hollywood elegance. I will be joyfully reminded of Swarovski every time the sun happens to shine through my window!"

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IMAGES: ALL PHOTO CAPTIONS MUST READ: SWAROVSKI CRYSTAL PALACE COLLECTION

Images of the 2007 Swarovski Crystal Palace collection and the launch party during the Salone Internazionale Del Mobile can be downloaded from: www.swarovskisparkles.com

View the events on www.swarovskisparkles.tv