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**SWAROVSKI CRYSTAL PALACE EXHIBITION OF LIGHT SOCK
BY DILLER SCOFIDIO + RENFRO
AT THE MOORE BUILDING DURING DESIGN MIAMI
DECEMBER 2007**

Swarovski Crystal Palace unveiled an exhibition featuring Light Sock by the New York-based architecture firm, Diller Scofidio + Renfro at The Moore Building, located in the epicenter of Miami’s Design District during Design Miami.



Diller Scofidio + Renfro deconstructed the traditional chandelier with brilliant simplicity – a mesh sack filled solely with Swarovski crystals. “Swarovski is delighted to have the opportunity to collaborate with Diller Scofidio + Renfro on this unprecedented solo presentation of Crystal Palace for Miami,” said Nadja Swarovski. “Light Sock combines a seamless blend of modern design with our vast crystal resources. The outcome of this union is a truly stunning piece, that embodies innovation, imagination, and artistry.”





ABOUT SWAROVSKI

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From these beginnings, which revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 20,000 employees, a presence in over 120 countries and a turnover in 2006 of 2,37 billion Euros. Swarovski comprises two major divisions-- one producing and selling loose crystals to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED(tm) - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1150 Swarovski stores and concessions in all major fashion capitals, while the exclusive Daniel Swarovski accessories collection has become the company's Couture signature. The Swarovski Crystal Society has close to 400,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Crystal Worlds, the multi-media crystal museum, has attracted over 7 million visitors since it was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration, of crystal as the ultimate creative material. The Swarovski corporation also includes four industrial brands, Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, Optik, producing precision optical instruments and Signity, Swarovski's brand for genuine and created gemstones.

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ABOUT DILLER SCOFIDIO + RENFRO.

Diller Scofidio + Renfro is an interdisciplinary studio that fuses architecture, the visual arts and the performing arts. Their work encompasses architecture, urban design, temporary and permanent site-specific installations, multi-media theater, electronic media, and print. All three partners are educators and see teaching as an extension of their creative work: Ricardo Scofidio at the Cooper Union School of Architecture, Elizabeth Diller at Princeton University, and Charles Renfro at Rice University. Elizabeth Diller and Ricardo Scofidio were recipients of the MacArthur Foundation “genius award” in 1999 and 2004, the first ever given in the field of architecture. The DS+R studio has also received numerous awards, accolades, and commissions from various organizations including AIA Design Award for the Institute of Contemporary Art and the School of American Ballet, the National Design Award in Architecture from the Smithsonian Cooper-Hewitt National Design Museum, and the Whitney Museum of American Art in addition to the Brunner Prize from the American Academy of Arts and Letters, an Obie for Creative Achievement in Off-Broadway Theater, the MacDermott Award for Creative Achievement from M.I.T, and the Chrysler Award for Innovation in Design.

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