

SWAROVSKI CRYSTAL PALACE

Swarovski Crystal Palace unveils a groundbreaking new collection by internationally acclaimed designers during the Salone Internazionale Del Mobile 2008, Milan

15th-21st April 2008

FOR IMMEDIATE RELEASE:

Milan, Italy - Swarovski, the world's leading manufacturer of precision cut crystal unveiled a dramatic new concept at the Swarovski Crystal Palace exhibition at Via Savona 56, Zona Tortona, Milan.

Swarovski invited world leading designers to conceive an atmosphere experimenting with the unique medium of crystal. The challenge - to push the boundaries of crystal and create contemporary interpretations of lighting, furniture and design. Their inspirations are derived from varied sources including the natural world, the visual arts and high technology. The results are dramatic, captivating, and give new meaning to lighting and design. Swarovski Crystal Palace is proud to present a provocative exhibition for 2008 featuring installations by:

Paul Cocksedge
Front Design
Zaha Hadid
Studio Job
Piero Lissoni
Arne Quinze
Fredrikson Stallard
Marcus Tremonto
Marcel Wanders
Tokujin Yoshioka

Additionally, this year's exhibition included a collection of Swarovski Crystal Palace chandeliers available to buy such as Ball by Tom Dixon, Lolita by Ron Arad and Blossom by Tord Boontje.

THE SWAROVSKI CRYSTAL PALACE COLLECTION 2008

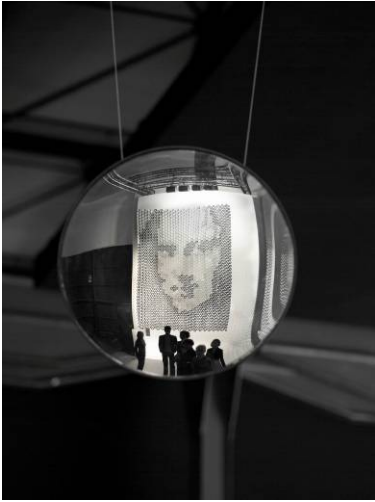


VEIL

by PAUL COCKSEGE

'Veil' by Paul Cocksedge Studio is a four metre high curtain made of 1,440 Swarovski crystals. It creates an incredible visual illusion; when viewed through a mirror, the shimmering curtain reveals its hidden secret: an iconic image set within the canvas of crystals, and when the viewer looks back at the curtain, the image disappears.

Cocksedge sees this first edition of 'Veil' for Swarovski Crystal Palace as a romantic illusion.



PAUL COCKSEGE

A rising star of lighting design, the young British designer Paul Cocksedge creates visually spectacular and technically ingenious lights that celebrate the magical and transformative qualities of illumination



RANDOMLY CRYSTALLINE

by FRONT

Front Design experimented with Swarovski crystal and hand blown glass to create a series of visually innovative vases and lights, of which no two are the same.

FRONT DESIGN

Swedish design group Front consists of four designers; Sofia Lagerkvist, Charlotte von der Lancken, Anna Lindgren and Katja Savstrom. They take their inspiration from animals, physics, surroundings, and materials.



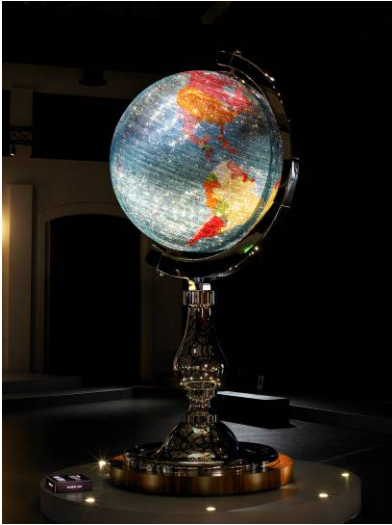
ZAHA HADID'S LIGHT SCULPTURE

by ZAHA HADID

Zaha Hadid's design pushes the boundaries and preconceived notions of the chandelier, redefining the nature of the object. "From my first days in architecture at the Architectural Association, I have always been interested in the concept of fragmentation. For me the idea of fragmentation has also to do with the idea of dynamism, of a cosmic explosion of some kind. For this piece, each Swarovski crystal can be considered as an individual element that interrelates with, and responds to, every other crystal. Locked in a spiralling vortex, the crystals direction is determined by the forces of an explosion. As with our architecture, contextual embedding is always considered. The chandelier relates to - and interacts with - each new environment in a unique manner; constantly reinventing itself and offering exciting new possibilities with each installation."

ZAHA HADID

Zaha Hadid is a notable British Iraqi deconstructivist architect. In 2004, Hadid became the first female recipient of the Pritzker Architecture Prize.



GLOBE

by **STUDIO JOB**

Studio Job has created a 175cm diameter spinning globe applying 500,000 Swarovski crystals. "Maybe it's the sense of time and gravity that touches us, maybe it is the earth that keeps turning and turning."

STUDIO JOB

Graduates of the renowned Design Academy Eindhoven in the Netherlands, Job Smeets and Nynke Tynagel form Studio Job. From the beginning, their collaboration resulted in highly expressive, usually one-off or limited-edition artisan works.



CUPOLA

by **PIERO LISSONI**

Piero Lissoni's chandelier explores the illusion of depth with light and crystal - creating an impactful architectural sphere.

PIERO LISSONI

Celebrated Italian architect, Piero Lissoni, works in all design disciplines from graphics and industrial design to architecture and interior projects. He cultivates the art of understatement.



ELLIPSIS & FRAGMENTS

by **ARNE QUINZE**

Belgian designer, Arne Quinze, created "Ellipsis" a sculptural light, as well as Fragments, a space dividing sculpture that fuses the effects of material, colour and light. Staged together, they create a landscape of sculptural forms.

ARNE QUINZE

Arne Quinze is self taught. He now produces over 15,000 pieces annually at his studio in Belgium.



CAVERN COLLECTION **by FREDRIKSON STALLARD**

Transcending convention, Fredrikson Stallard has created a collection of solid monolithic furniture forms in three different materials – concrete, wood and leather. Perforated by cavernous openings, the interior surfaces are encrusted with thousands of Swarovski crystals and lit from within to add volume and density to the sculptures.

FREDRIKSON STALLARD

Patrik Fredrikson and Ian Stallard began their collaboration in 1995

and have since become internationally recognised as leading exponents of British Avant-Garde Design.



DOUBLE SOLO **by MARCUS TREMONTO**

Adding to his infamous and groundbreaking artistic interpretation, Marcus Tremonto adds crystals to electro luminescent wire where he aims to mould the crystal like clay rather than restricting it to being a mere accent to the light source.

MARCUS TREMONTO

Marcus Tremonto began his career as an artist and successfully exhibited his work in galleries, but his fascination and enjoyment of the future soon directed him to new mediums.



AQUA JEWELS **by MARCEL WANDERS**

Bisazza, the famous tile manufacturer teamed up with Swarovski to create a mosaic wall designed by Marcel Wanders. The wall is encrusted with specially designed Swarovski crystal tiles.

This mosaic wall is the backdrop wall for a shower room which contains three Shower Chandeliers.

MARCEL WANDERS

Marcel Wanders grew up in Boxtel, the Netherlands, and graduated from the School of the Arts Arnhem in 1988. Marcel Wanders' fame started with his iconic Knotted Chair, which he produced for Droog Design in 1996.



ETERNAL
by TOKUJIN YOSHIOKA

"Eternal" is a series of acrylic blocks each containing a giant Swarovski Crystal demonstrating the juxtaposition of clear acrylic and clear Swarovski crystal. The installation presents "Eternal" as a floating star. The Eternal series is a limited edition of 41 pieces, representative of Yoshioka's age.

TOKUJIN YOSHIOKA

Tokujin Yoshioka established Tokujin Yoshioka Design in 2000. He has completed many projects collaborating with Issey Miyake for almost 20 years and has received critical acclaim from all over the world.

For information on Swarovski Crystal Palace and its designers please contact:

Project enquiries: Sarah Hammond Tel: +44 (0) 20 7016 6784 sarah.hammond@swarovski.com

Sales enquiries: Eve-Marie Ayer Tel: +44 (0) 207 016 6791 eve.marie-ayer@swarovski.com

Swarovski Crystal Palace, Corporate Communications Unit, 5th Floor, 14-15 Conduit Street, London. W1S 2XJ

For press information, including interview requests and images, please contact:

Amy Dollamore, Camron PR Tel: +44 (0) 20 7420 1727 amy@camron.co.uk

Izzy Ash, Swarovski Corporate Communications, Tel:+44 (0) 207 0166787 izzy.ash@swarovski.com

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

Images of the 2008 Swarovski Crystal Palace collection and the launch party during the Salone Internazionale Del Mobile can be downloaded from: www.swarovskisparkles.com

View the exclusive footage on www.swarovskisparkles.tv

112 years ago, 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™ – 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.

Illuminating Fashion and Culture, Home and Leisure www.swarovski.com