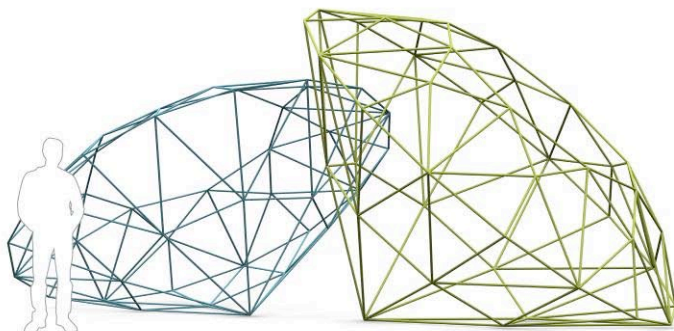


SWAROVSKI CRYSTAL PALACE

9 February 2009

Swarovski Crystal Palace 'Osmosis' by Arik Levy

Swarovski Crystal Place will reveal a ground-breaking exhibition of new work by Arik Levy during the Salone Internazionale Del Mobile, Milan, 21-27 April 2009



Swarovski has commissioned acclaimed designer Arik Levy to create an exhibition of work inspired by, and created with the unique concept of crystal, to be showcased in Milan this April. Entitled Osmosis, Levy has created a series of installations that will illustrate the diversity of Swarovski crystal.

Osmosis is the movement from an area of high concentration to an area of low concentration until the concentration on both sides is equal. Visual and emotional perception is transformed through a membrane, as we experience the transition from real to virtual, from solid to a metaphor.

The osmosis from the urban landscape into the environment of the installation opens up a journey into the micro versus macro expression of architecture, the ensuing architectural products, together revealing the techno-craft element of the work.

"In my own personal journey I travel between art and technology, design and engineering, reflection and light. Swarovski's masterly approach offers this alchemy, this magic as I search for the platform to experiment, explore and revile boundaries of stone cutting. At the same time it offers a semi-permeable bridge to my other work. Moving from sculpture to space, through the environmental landscape and seeing the more tangible products, clarifies that this body of work mimics osmosis", explains Levy.

"We are delighted to be working with Arik Levy this year. I admire his work as a designer and am excited by the new dimension that he will bring to Swarovski Crystal Palace," adds Nadja Swarovski.

Swarovski Crystal Palace is a revolutionary project that has aimed to create signature interpretations of light and design using the emotive medium of cut crystal. Whilst celebrating and reinterpreting 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, art and design. Now in its eighth year, Swarovski Crystal Palace has worked with some of the world's foremost and collectable designers including Zaha Hadid, Yvés Behar, Studio Job, Ross Lovegrove, Tom Dixon, Ron Arad, Tokujin Yoshioka and Fernando and Humberto Campana.

Designer, technician, artist, photographer, filmmaker, Arik Levy's skills are multi-disciplinary and his work can be seen in prestigious galleries and museums worldwide. Best known publicly for his furniture design for global companies, installations and limited editions, Levy nevertheless feels that "the world is about people, not tables and chairs."

Osmosis will be shown at Ex Magazzini Di Porta Genova, via Valenza 2, Milan from 21st to 27th April 2009.

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www.swarovskicrystalpalace.com

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 this beginning that 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 22.000 employees, a presence in over 120 countries and a turnover in 2007 of 2.56 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements 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. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ - Swarovski Elements. 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 1300 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, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.