

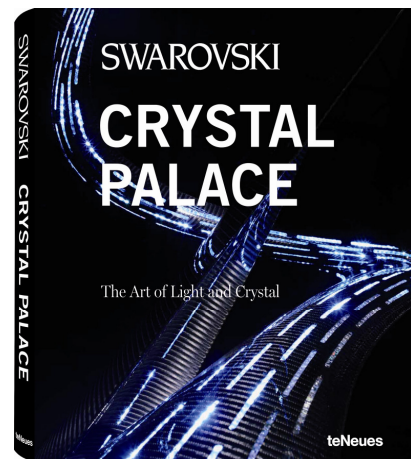
SWAROVSKI CRYSTAL PALACE

IMMEDIATE RELEASE

Swarovski Crystal Palace launches the book 'The Art of Light and Crystal' published by teNeues

Swarovski Crystal Palace is arguably the most important and inspired design project of our times. Devised and instigated by **Nadja Swarovski**, it provides a snapshot of the most exciting and creative minds of the first decade of the 21st century.

Since its inception in 2002 during the Milan Furniture Fair, Swarovski Crystal Palace has changed the course of design, by establishing a platform for leading players in international design to conceptualise, develop and share their most radical works. Swarovski Crystal Palace is a think tank for the convergence of art, design, science and technology. This ongoing forum has commissioned such noteworthy talents as **Ron Arad**, **Zaha Hadid** and **Vincent van Duysen** to develop original artworks implementing crystal as a creative ingredient.



'**The Art of Light and Crystal**' is a beautifully illustrated book, which tells the unique story of the Swarovski Crystal Palace project, marking their 10th anniversary and includes interviews with many of the creatives involved. It also traces the groundbreaking ethos that defines Swarovski, following the 115-year history of this remarkable family, and contextualizing its continuing legacy – a must-read for all design enthusiasts, professionals and students.

The Swarovski Crystal Palace publication features such highlights as Tord Boontje's poetic "Blossom" chandelier (2002) – which signalled a turning point for Swarovski and its commitment to progressive new thinking and practice. Ron Arad challenged convention with the spiral-shaped "Lolita" chandelier (2004) driven by computer-controlled LEDs to display text messages sent via SMS technology. Gaetano Pesce's "Mediterraneo" chandelier (2006) has the appearance of a deep-sea creature, which moves as if breathing, emitting a sweet scent. Diller Scofidio + Renfro's "Light Sock" hanging mesh sacks are



filled at the base with crystals in which a single halogen light bulb is buried (2007); while Paul Cockledge's "Veil" (2008) is a crystal screen containing an image of the Mona Lisa that is only visible when the piece is viewed in a mirror. Arik Levy paid homage to the chaton-cut crystal with "Osmosis" (2009) – a series of abstract compositions that allude to crystals or rock formations but are in fact made from wood, resin, stainless steel, aluminium wire and LEDs. "Amplify" by Yves Béhar (2010) is arguably the most egalitarian design in terms of price point; the paper lanterns are shaped like crystals and illuminated by LEDs, with the light refracted from a crystal inside, casting patterns across the lantern's surface. We see the works on display in such venues as **Salone del Mobile, Design Miami, MoMA** and the **Barbican**.

Swarovski Crystal Palace 'The Art of Light and Crystal' book retails at €79.90/ \$95/ £70

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SWAROVSKI CRYSTAL PALACE 'The Art of Light and Crystal'

Published by teNeues

Text by Michelle Ogundehin, Introduction by Zoë Ryan

*Hardback, with 200 colour + b/w photographs
216 pp, 28.5 x 35 cm / 11 x 14" (approx.)*

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 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 Swarovski group, still family-owned and run by 4th and 5th generation family members, has a global reach with some 24,800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 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 crystals 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. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewellery and home décor items are sold through more than 1,800 retail outlets worldwide. The Swarovski Crystal Society

has close to 350,000 members across the world, 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 group also includes Tyrolit[®], manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.