



SWAROVSKI CRYSTAL PALACE EXCLUSIVE BOOK LAUNCH – ARIK LEVY / OSMOSIS

Swarovski Crystal Palace is delighted to launch the first in a series of books on its landmark design collaborations with **Arik Levy – Osmosis**, which comprehensively documents Swarovski Crystal Palace's Osmosis exhibition in Milan at the Salone Internazionale del Mobile in April 2009.

This book follows the **journey from creator Arik Levy's** initial thoughts on the concept, through to the installation of the exhibition, and includes enlightening theoretical analysis alongside images and exploratory texts about each of the pieces that made up the installation. Osmosis allowed internationally acclaimed Levy to reassess not only Swarovski Crystal Palace, but Swarovski crystal itself. Rather than following the established path of inventing ever more sumptuous and dazzling versions of chandeliers, he steered Crystal Palace towards a series of installations based on the chaton, the most emblematic of crystal cuts that often bears the label 'diamond' cut. In so doing, he created a techno-ethnic experience and moves the spotlight from the crystals themselves into a metaphor and to the highly skilled and technical precision cutting that makes their existence possible. *'Swarovski is, above all, about technology. The crystal is the sparkling and poetic result of the company's heritage, innovation and skill'*. Arik Levy

With texts by author Suzanne Trocmé, curator Zoë Ryan and artist Leon Milo, Arik Levy – Osmosis explores Levy's interpretation of what Swarovski means to him in the context of his practice and the evolution of his ideas.

Also featured in this book is a lengthy **conversation between Arik Levy and celebrated writer, publisher and curator Leonard Koren**, who explores Levy's attitudes towards the future of design, themes in Osmosis which relate to Levy's other work, as well as topics including poetics, dyslexia, missing fingers, doubt and artistic values.

Arik Levy: Osmosis

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For images, extracts or press inquiries, please contact the Swarovski press office, details below.

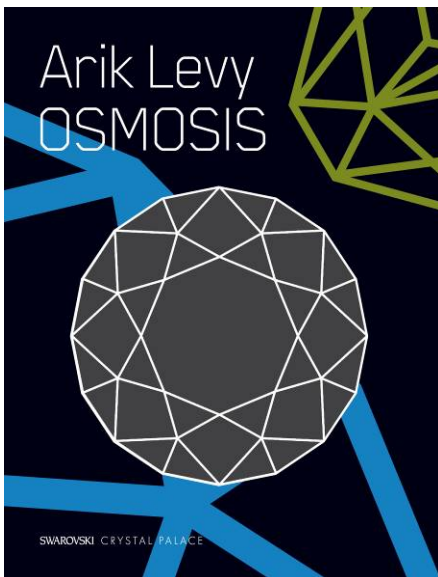
About Arik Levy

Arik Levy, founding partner of Paris-based LDesign, is an established multi-disciplined global designer. Respected for his furniture and lighting designs, Levy had an unconventional entry into the world of design. Born in Israel, he first ran a design studio and surf shop before leaving to study industrial design in Switzerland at Art Centre Europe. A stint in Japan followed where Levy consolidated his ideas leading him to design and produce unique pieces for exhibitions and the industry. Amongst others, Levy's work has been exhibited at the Pompidou Centre in Paris, V&A in London and the Museum of Modern Art in New York. Today he continues to be a major contributor to the world of design. For more references www.ariklevy.fr, www.ldesign.fr



Swarovski Crystal Place

Swarovski Crystal Palace has been internationally acclaimed as one of the most imaginative contemporary design projects since its inception seven years ago. Envisioned by Nadja Swarovski, Swarovski Crystal Palace has thoughtfully reinvented the traditional notion of the classic chandelier, one of history's most poignant expressions of cut crystal. Each year Crystal Palace has invited a diverse group of the best emerging and established talent from the worlds of architecture, art, fashion and interior design to create signature interpretations of light and design using the emotive medium of cut crystal, blurring the boundaries between art and function, whilst addressing the mythic illuminating power of crystal and the latest technology. Gathering creative talents such as Zaha Hadid, Tord Boontje, Ron Arad and Tom Dixon, to name only a few, Swarovski Crystal Palace has presented ground breaking exhibitions around the world.





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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 26.000 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 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 1,600 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350,000 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.