

SWAROVSKI CRYSTAL PALACE

SWAROVSKI CRYSTAL PALACE, SALONE DEL MOBILE 2010

Milan, Italy, 2010

Swarovski Crystal Palace 2010 launched new works by five international designers in a ground-breaking exhibition that took visitors on an experiential journey during the Salone del Mobile.



In 2010 **Swarovski Crystal Palace** presented yet another exhilarating and inspiring series of commissions, demonstrating the creative potential of Swarovski crystal and the artistic expression of each designer's work.

Swarovski Crystal Palace commissioned five international designers to interpret the beauty of Swarovski crystal and incorporate their vision into a piece of design. **Tokuji Yoshioka** from Tokyo, French-born, Tokyo-based **Gwenaël Nicolas**, Belgian architect **Vincent van Duysen**, Dutch architectural lighting designer **Rogier van der Heide** and Swiss-born, San-Francisco-based designer **Yves Béhar** each created strikingly different concepts.

"Swarovski Crystal Palace is Swarovski's think tank, a platform for creative expression and experimentation with innovation and technology," **Nadja Swarovski**, Vice President of International Communications at Swarovski, comments. *"Our designer collaborations not only push the boundaries of the designers' own work but also of the use of Swarovski crystal in an artistic, decorative and functional way."*

The Swarovski Crystal Palace exhibition, an incubator for cutting edge design, demonstrated the merging of art, design, science and technology. Each designer's creative expression was captured in single room installations, captivating the imagination of each visitor. The final designs were a combination of sculptural pieces, art objects,

or works which had a decidedly architectural quality. The exhibition brought on board **Jules Wright**, founder of the The Wapping Project in London and a background in theatre, who created a mise-en-scène that brought dramatic life to the different designers' works.

The guiding theme was inspired by the idea of inspirational palaces – from Versailles with its hall of mirrors, to Japan with its Zen aesthetic, to the Winter Palace in St Petersburg. Each design was showcased in a separate room, allowing the designers the opportunity for creative expression. *“Every space focused the eyes on the specific object and the environments contextualised each piece in a theatrical way,”* Wright explained. As visitors moved through the exhibition, they engaged in a journey through the different worlds and environments conjured by the designs. The journey culminated in a final room celebrating some of the staggeringly inventive concepts created by the world's most innovative designers for Swarovski Crystal Palace over the last 8 years. *“We were delighted to have Jules Wright's involvement this year in curating the show. Her concepts have enhanced the meaning of each piece, each design,”* Nadja Swarovski commented.

STELLAR by Tokujin Yoshioka



Visitors entered the exhibition through a room dedicated to Tokujin Yoshioka's design. For Swarovski Crystal Palace he created an installation, which consisted of a 1 metre diameter globe encrusted with 10,000 Swarovski crystals and lit from within by 600 LEDs. An accompanying piece featured another globe suspended in a vast tank of water, on which crystals grew naturally. The design was an evolution of Yoshioka's 2008 work entitled "VENUS – Natural crystal chair" in which the chair – like Venus – emerged from the 'water' as the crystals naturally grew on its frame.

“What is important to me is not just designing another sculpture with crystal, but to create a star which shines in the viewer's heart,” Yoshioka explained. His approach was to, *“incorporate the element of beauty born of coincidence,”* into his piece, adding that, *“it was technically challenging because the unpredictable element found in nature had to be accurately expressed by human design.”*

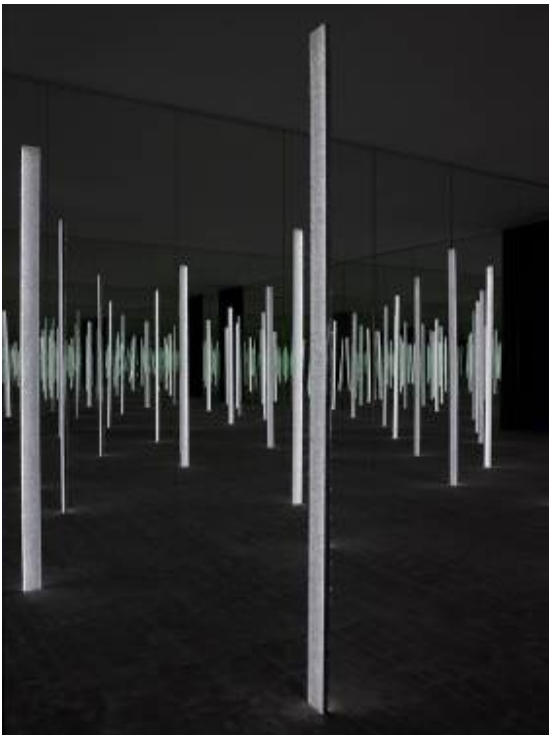
SPARKS by Gwenaël Nicolas



"I wanted to imagine a space with no gravity," Gwenaël Nicolas comments on his project, which consisted of two separate designs. The first item was almost, *"not an object anymore, where crystal and light become life."* Nicolas created large, free-floating, transparent balloons filled with helium, in which floated a small crystal sculptures lit by a battery powered LED inside. The balloons, which measured 2.4m in diameter, drew on NASA technology to enable them to be as thin and transparent as possible. The LED light emanating through the crystal within set off a series of 'sparks' which moved as the balloons and crystals gently floated through the room.

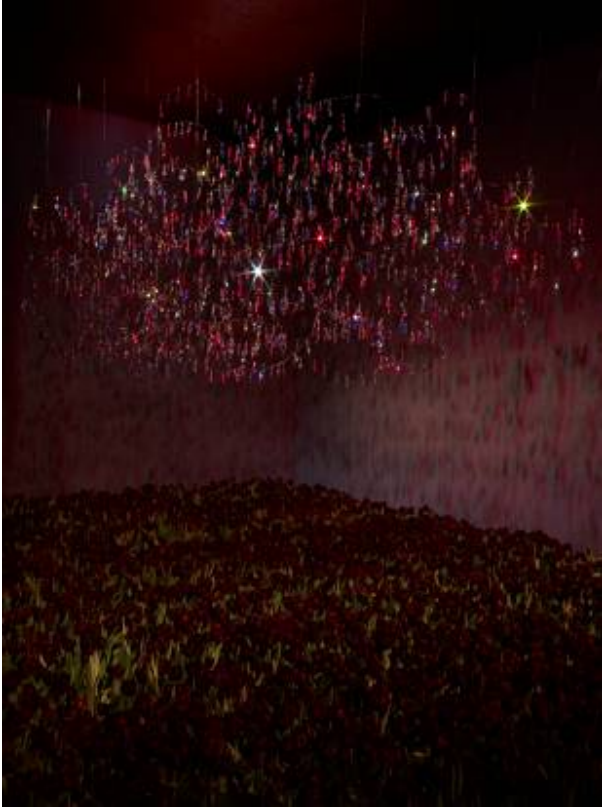
A separate design consisted of a 10m long string of crystals incorporating LED lighting that was programmed to set off more 'sparks' which jumped along the length of the rope.

FROST by Vincent van Duysen



Vincent van Duysen created a highly versatile glowing 'beam' encrusted with Swarovski crystals. The design could either be used on its own – suspended above a table for example or leant against the corner of a room, or joined together as modular elements to create dramatic architectural shapes. The elements came in three different widths – from 6cm to 16cm, and three different lengths, from 140cm to 220cm. The surface of each bar featured a 'crust' of randomly assorted, different sized crystals set into resin. Sandwiched between the crystal exteriors was a thin glass panel which gave the 'beams' their structure and rigidity while also acting as a vehicle for the LED lighting within. Van Duysen commented on the way in which Swarovski crystals brought out an element of playfulness in the design process; *"They remind you of natural elements like water and ice, and allow you to bring in more poetic and emotional aspects to lighting design."* He also commented on the pleasingly contradictory nature of the crystals used in this design, with the outer 'crust' having a temptingly tactile quality while actually being surprisingly rough to the touch.

DREAM CLOUD by Rogier van der Heide



This installation was an interpretation of the crystals' purest, most intrinsic features: how they spark our imagination. The installation relied on the beauty of the crystals and had the magic of the Northern Lights.

Rogier Van der Heide comments: "*I presented Swarovski Crystal Palace in Milan as a dreamy cloud of crystals, a three-dimensional sculpture that expressed the natural, magical, imaginative and beautiful.*" 'Dream Cloud' consisted of thousands of pure crystals floating in the air, transforming the space into a captivating sculpture that relies on the reflective properties of the crystals against the blackened walls. An external source of light illuminated the cloud of crystals with a changing spectrum of colours. A body of black tulips carpeted the floor which provided a dramatic setting.

AMPLIFY by Yves Béhar



Yves Béhar combined the possibilities of technology with the inherent qualities of Swarovski crystal to create a beautiful yet surprisingly affordable lighting arrangement, which consisted of a series of deceptively simple 'paper lanterns' shaped like crystals, within which light was refracted from a real crystal, casting its patterns on the surface of the paper.

Béhar's design was created with a focus on sustainability and affordability, featuring a faceted shade made from recyclable materials, one crystal and one low-energy consuming LED light. The design featured 6 different crystalline shapes in varying sizes, which could either be used individually or clustered together to create a striking effect.

ARCHIVE ROOM



The final room culminated in some of the best work created for **Swarovski Crystal Palace** over the last 8 years, including the following pieces:

Ball* by Tom Dixon
Blossom* and Ice Branches* by Tord Boontje
Tulsa* by Michael Anastassiades
Mini Voyage* by Yves Béhar
Glitterbox* Floor lamps by Georg Baldele
Light Sock* by Diller Scofidio + Renfro
Caillou by Ronan and Erwan Bouroullec
Cupola by Piero Lissoni
Lolita by Ron Arad
Ice furniture by Tord Boontje
Dazzling Dahlia by Ineke Hans
Rock Crystal by Hariri and Hariri
Black + Lite by Amanda Leveté/Future Systems

*These pieces are now available under the brand name Swarovski via the newly formed Swarovski Lighting Business. www.architecture.swarovski.com

Nadja Swarovski invited guests to an intimate dinner to celebrate the opening of Salone del Mobile 2010. Amongst those attending the dinner were Gwenaël Nicolas, Rogier van der Heide, Stefano Tonchi, Zoë Ryan, Ed Barber, Jay Osgerby, Nigel Coates, Tom Dixon, Ian Stallard, Patrik Fredrikson, Arik Levy, Amanda Leveté, Maarten Baas, Stephen Burks, Patricia Urquiola, Li Edelkoort, Alexander von Vegesack, Alice Rawsthorn, Nina Yashar, Rabih Hage, Vicky Richardson, Clemens Weisshaar, Marc Worth, Ambra Medda, Mara Servetto, Ico Migliore, Rossella Bisazza.



Nadja Swarovski, Alexander von Vegesack, Alice Rawsthorn, Rogier van der Heide



Ico Migliore and Gwenaël Nicolas



Stefano Tonchi and Nadja Swarovski



Alice Rawthorne and Stefano Tonchi



Zoe Ryan and Ed Barber



Patricia Urquiola and Nina Yashar



Ambra Medda



Clemens Weisshaar



Danna Swarovski, Nadja Swarovski, Ian Stallard and Patrick Fredrikson



Li Edelkoort



Arik Levy and friend

WALLPAPER* SWAROVSKI CRYSTAL PALACE iPHONE APP

Wallpaper*, the internationally recognised design and lifestyle magazine, launched a free iPhone app, in association with Swarovski Crystal Palace. Launched to coincide with Salone del Mobile in April, the Wallpaper* app was a multilayered communications platform providing the latest design and fashion news as well as special features including videos, galleries and interactive floor plans.

SWAROVSKI LIGHTING BUSINESS:

Numerous pieces from the **Swarovski Crystal Palace Collection** will now be sold under the brand name **SWAROVSKI**, via the newly-formed Swarovski Lighting Business, which was launched in January 2010 when Swarovski bought Schonbek, one of the largest chandelier manufacturers in North America. For more information please contact info.architecture@swarovski.com.

www.architecture.swarovski.com

DESIGNER / CURATOR BIOGRAPHIES:

Tokuji Yoshioka

Born in Japan in 1967, Tokuji Yoshioka is one of Japan's leading designers who graduated from Kuwasawa Design School in 1986, and learned design from Shiro Kuramata and Issey Miyake. In 2000, he established Tokuji Yoshioka Design.

His installation follows on from two other projects Yoshioka has created for Swarovski Crystal Palace with a planetary theme; in 2005 he created 'Stardust', a futuristic chandelier which expressed the notion of moving

images projected onto a night sky with infinite light particles; in 2008 he created 'Eternal', in which he "*had an image of bringing down a star cluster and its brilliant beauty from the sky and sealing them eternally in a transparent lump.*" This year's design is an evolution of this theme, since 'Stellar' is a, "*star descended from sky emitting many rays of light.*"

Gwenaël Nicolas

Gwenaël Nicolas was born in France in 1966. He studied interior design at ESAG, Paris, followed by an MA in industrial design at the RCA, London. In 1991 he moved to Japan where he worked as a freelance designer before setting up his own design practice, Curiosity Inc. Curiosity Inc. has a broad output, from architectural environments for both commercial, residential and exhibition spaces to furniture and product designs, cosmetic design, packaging design and graphic design. Clients include Issey Miyake, Uniqlo, Kanebo, Yves Saint Laurent, Louis Vuitton and Evian. His work has garnered numerous awards and been featured in many books celebrating contemporary Japanese design.

Vincent van Duysen

In 1990, Vincent van Duysen started his own independent firm whose work is characterized by a mixture of simplicity and sensuality, and a preference for primary forms and compact volumes. Vincent van Duysen's design marks the architect's second collaboration with Swarovski.

In 2003 he created a design with an equally architectural quality, which has subsequently become a best-seller: 'Cascade' presents a mesmerizing column of crystals which descends from the ceiling onto the surface of a table, where the crystals pool out as if at the foot of a waterfall.

Rogier van der Heide

Rogier van der Heide is an architectural lighting designer and Chief Design Officer of Philips Lighting. Being a recipient of the prestigious IALD Radiance Award, the Lighting Designer of the Year Award, an Edison Award of Excellence, two Edison Awards of Merit, three International Illumination Design Awards, a Royal Institute of British Architecture Award (together with Zaha Hadid) as well as a British Lighting Design Award, Rogier's work is widely recognised as leading in the field of creative and independent lighting design.

Many architects work together with Rogier, who has worked in collaboration with Renzo Piano, Ben van Berkel, Zaha Hadid, Michael Graves, Cesar Pelli, Rob Krier and many others. Rogier has delivered many lectures, presentations and seminars about architectural lighting, including museum lighting design at several international conferences. Rogier also is Professor at the Technical University of Graz, Austria.

Yves Béhar

Yves Béhar is the founder of fuseproject, a San Francisco based design agency contributing to areas that include technology, furniture, sports, lifestyle and fashion. Examples of fuseproject's diverse projects include the world's first \$100 "XO" laptop for Nicholas Negroponte's One Laptop Per Child (OLPC) organization, which aims to bring education and technology to the world's poorest children. Other recent projects include a partnership with "Jawbone", a leading edge mobile phone headset company; a recycling project for Coca Cola; and a new identity and strategy for iGoogle's home page. Yves Béhar's innovative designs have garnered more than 150 awards and his work is in the permanent collections of museums including the Musée Nationale d'Art Moderne/Centre Pompidou, the MOMA, the Munich Museum of Applied Arts and the Chicago Art Institute.

His installation marks the fourth collaboration between Béhar and Swarovski. Previous projects include the 'Nest' chandelier, 'Voyage' which is on display at the MAD museum in NY, and 'Morpheus', a dream-like, ever-morphing light sculpture which alters according to the viewer's desires.

Jules Wright, Curator

Jules Wright is one of London's most daring and visionary commissioners of contemporary artists, taking a characteristically innovative approach to showcasing new talent. The Wapping Project, which she launched in East London in its current form in 2000, offers a unique urban venue that is defined by its independence, its celebrated programme of installations and productions and its award-winning restaurant.

The Australian born, UK educated Wright is recognized as one of the leading theatre directors of her generation, with productions at the Old Vic, Royal Exchange, Royal Festival Hall, West End transfers, with theatre, opera and television productions and international work in Europe, Australia, Turkey and South America. Her work with contemporary playwrights has been acknowledged with numerous national and international awards. As a director and a patron of the arts she has commissioned much new work from writers, composers, choreographers, visual artists, fashion designers, filmmakers, fine artists and photographers. At the Wapping Project she is committed to commissioning new work from both young and established artists that shares qualities of innovation and experimentation.

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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.