



SWAROVSKI CHANDELIERS & LIFESTYLE

SWAROVSKI CRYSTAL PALACE COLLECTION 2004

For the third consecutive year, a selection of designers and artists from all over the world were invited to exploit not only the beauty, but also the technical possibilities of Swarovski crystal at the Salone di Mobile in Milan, the biggest international furniture fair. Their mandate, once again, was that of reinventing the chandelier. Their means Swarovski's entire components collection, inexhaustible material knowledge and technical expertise. Fourteen designers presented ten brilliant solutions, each one a personal and innovative interpretation of the theme. This year the collection was presented at the Fendi warehouse in Via Sciesa.

Ron Arad – 'Lolita'

One of today's best known and respected designers, Arad created the classic chandelier shape yet using an ultra modern approach. Pushing the boundaries of technology, Arad exploited an omni-directional, spiral, crystal pixel board with 2100 crystals, 1050 white LEDs, 1 km of 9-way cable braided shielding and 31 processors to create a truly interactive design which displays text messages sent via SMS.

Barber Osgerby – 'Supernova'

Known for their subtle and often restrained design language, Barber Osgerby succeed in marrying simplicity and control of shape with the rich and chaotic glow of light, created by hundreds of crystals. Each 'Nova' is a hanging pendant made from hand blown white and clear crystal and Murano glass and filled with 750 Swarovski crystals to form a refracting layer. Illuminated by halogen (thus pure white light), the chandelier produces a soft up light through the white glass and a refracted dappled down light through the convex crystal base, hence creating two different lighting effects.

Yves Bèhar – 'Nest'

Stretching 3.7 metres high, Bèhar combines organic shapes and crystal with the cutting-edge lighting technology of electro-luminescent film. A suspended glowing cocoon surrounded by a skin of crystal; the effect: magical.

Tord Boontje – 'Ting Ting Ting'

Following Tord's famous Blossom and Night Blossom designs, he again took inspiration from the fragility of nature. This year's design 'Ting Ting Ting' is a ruby bejewelled chandelier created using Chinese lacquered metal and lit with white LEDs. It's 101 tubular bells hang between suspended crystals to produce a 'tinkling' sound on sensing movement.

Constantin and Laurene Boym – 'Crystal Rugs'

The Boymys created a playful series of crystal carpets, formed from hundreds of conjoined crystals. Casually suspended over halogen bulbs and crystal reflectors, the result was a glittering crystal rug.

David Collins and Chris Levine – ‘Satellite’

Interior designer Collins and avant-garde lighting designer Levine have joined forces to explore new ways of creating interaction between light, shape and crystal. By introducing ultraviolet light and a specially designed LED panel, Collins and Levine enhanced the prism reflecting characteristics of crystal to create an entirely new lighting experience.

Matali Crasset – ‘Sky’

A modern yet ephemeral design, ‘Sky’ evokes the lightness and beauty of crystal creating a cloud-like chandelier using halogen bulbs and Plexiglas. French born designer Crasset sought to kindle the imagination through her poetic expression of the chandelier.

Ben Jakober – ‘Bucky Life’

Renowned sculptor Jakober coalesced fibre optics and geometries to create light from air. The chandelier’s geodesic shape was inspired by a Buckminster Fuller work from the sixties. Using 270 polycarbonate hollow transparent tubes, 36 Swarovski optical fibres and 72 Swarovski crystals this retro shape was realised using modern materials and technology.

Jeff Leatham – ‘Orchidee’

The Parisian floral designer presented ‘Orchidee’, a beautifully organic and delicate chandelier of glass orchid stems and crystal lacquer. The jungle of orchids radiate in a rich light made possible with fibre optic lighting and a halogen light projector.

Ingo Maurer – ‘Gio Ponti in the Sky with Diamonds’

After much anticipation, one of the great ‘masters of light’ unveiled his dream like chandelier. Maurer used LEDs to light his snow covered, Gio Ponti’s ‘Supperleggera’ chairs. Suspended over a table Maurer’s delicate yet structured chandelier evokes a childlike playfulness.

The Background

The Swarovski Crystal Palace Collection, under the direction of Nadja Swarovski, seeks to develop innovative and revolutionary chandeliers made possible by the fusion of exceptional design and flawless, state-of-the-art Swarovski crystal chandelier components.

Swarovski, established over one-hundred years ago, on the discovery of an innovative method of cutting crystal allowing for incomparable precision and quality, has advanced its technical innovation and skilled craftsmanship; exemplified by:

« radical new methods for applying crystals of a wide range in sizes and types to diverse materials and surfaces

« creation of entirely new adhesives which leave clarity unaffected and facets clean

« development of technically advanced surface treatments such as those which modify the surface reflection or resist the accumulation of moisture and dust

The Future

Swarovski will continue to expand its product offering, technology and expertise, inviting cutting edge designers to explore the use of crystal in new and unexpected ways.

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For over one hundred years Swarovski, the Austrian family company based in Wattens in the Tyrolian mountains, has been the world's leading manufacturer of cut crystal since 1895. Crystal jewellery stones and crystalline semi-finished goods for the fashion, jewellery and lighting industries are as much a part of the company's product range as gift articles and collectibles fashioned from faceted crystal.

Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewellery, the company's accessory and jewellery ranges.

Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds.

The Swarovski group also includes Tyrolit, which produces grinding tools and abrasives, Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation, and Signity, which cuts natural and synthetic precious stones.

In 2002 Swarovski achieved group sales of 1,67 billion Euros with a total of 14,000 employees.

Discover the magic of crystal at www.swarovski.com and www.swarovskisparkles.com