



SWAROVSKI

EUROLUCE 2019

SWAROVSKI AT EUROLUCE IN 'FOUR ELEMENTS'-THEMED EXHIBITION



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PRESS RELEASE

SWAROVSKI PRESENTS STUNNING NEW COLLECTIONS AT EUROLUCE IN 'FOUR ELEMENTS'-THEMED EXHIBITION



Radiant Table Lamp

Austria, March 20, 2019 – Swarovski returns to Euroluce (April 9–14) with its latest lighting collections and bespoke lighting solutions presented in a special exhibition inspired by the four elements of nature.

Showcasing the Austrian company's 124-year heritage of creativity, innovation and craftsmanship, the unique booth is divided into four sections inspired by the elements of nature: air, water, earth and fire – all of which are integral components in Swarovski's crystal manufacturing. Masterminded by Dutch visual storyteller Marcel van Doorn, the exhibition explores the relationship between light and darkness. The space is built from dark blue wood panels that enhance the brilliant crystal lighting pieces.

NEW DESIGNER COLLECTIONS FROM SWAROVSKI CRYSTAL PALACE include new works from Tord Boontje's 'Luminous Reflections' series, and 'Cyanometer' from Swarovski Designers of the Future winner Marjan van Aubel.

'Luminous Reflections' features smooth, uncut crystal components that are the first of their kind to be launched by Swarovski. Their highly innovative, fluid surfaces create a rippled effect that radiates soft light and replicates the shimmering reflections of sunlight on water. First introduced at the 2017 London Design Festival, an extension of the collection debuts at Euroluce, including a new pendant design in three variations and a table lamp.

'Cyanometer' – which comes as a floor lamp, ceiling lamp and a wall light – uses White Opal crystals in a minimalist design. The White Opal crystals collect light, as opposed to refracting it, emitting soft hues of blues, pinks and reds to mimic the 24-hour cycle of daylight. The collection will be commercially launched and exhibited for the first time at Euroluce.



Glissando



Sterling



Infinite Aura

**MARKUS LANGES-SWAROVSKI,
MEMBER OF THE SWAROVSKI EXECUTIVE BOARD, COMMENTED:**

“Swarovski strongly believes in the architecture, lighting and interior segment and the powerful relationship between crystal and light. With Euroluce only being the starting point, we are eager to further explore this exciting industry and are set to provide fresh impetus over the months to come.”

SWAROVSKI'S CONTEMPORARY COLLECTION embraces elevated minimalism using Swarovski crystals. New products include a collection featuring Swarovski's iconic and exclusive 'Vibrant' bead crystal. Launching commercially is the 'Infinite Aura' collection, which combines exquisite craftsmanship, cutting-edge technology and innovative design. The collection connects to a bespoke Swarovski lighting app, allowing the user to select from five pre-set 'auras' and three 'effects', or to create their own unique lighting environment.

THE SWAROVSKI'S SCHONBEK COLLECTION, synonymous with classic designs handcrafted to the highest quality, will introduce two new authentic and traditional product families. Droplet and Florijana have a versatile application approach: chandeliers, table lamps, floor lamps, close-to-ceiling fixtures and wall sconces.

At the center of the exhibition, showcasing Swarovski's expertise in bespoke and technologically advanced lighting, is a specially designed crystal installation, Anima Mirage, that climbs up the bronze mirrored wall and ceiling of the booth. The modular centerpiece, created from brushed gold, frosted glass and crystal, the fifth element, reacts to movement and pulsates like a living and breathing organism.

**NADJA SWAROVSKI,
MEMBER OF THE SWAROVSKI EXECUTIVE BOARD,
COMMENTED:**

“We are delighted to present our most innovative and eye-catching selection of crystal lighting to date at this year’s EuroLuce. We were inspired by the variety and beauty of the natural world to explore the different facets of our lighting brands, and we hope this stunning space provides brilliant inspiration to creative partners and customers.”



Cascade / Crystal Palace by Vincent van Duysen,
Swarovski Kristallwelten Store, Innsbruck

SWAROVSKI ALSO OFFERS STANDARD AND BESPOKE LIGHTING solutions for public spaces, hospitality, luxurious private residences and yachts. A dedicated team of industry experts at Swarovski offer 360° support to clients, providing innovative design skills, planning and logistics expertise, and comprehensive support throughout the entire project.

Manufactured at Swarovski’s historical base in Wattens, Austria, the new collections feature the most responsible crystal on the market: Swarovski’s patented Advanced Crystal formula, which enables the crystals to be lead free¹ while retaining their superior brilliance and sparkle. A third of Swarovski’s energy for crystal production comes from renewables and 70% of the water used is met through recycled sources as part of its environmental management program. Through the company’s CLEAR program, Swarovski systematically manages, restricts and eliminates harmful chemicals from products and its supply chain. These efforts are part of Swarovski’s commitment to driving positive change in the industry.

¹ Containing 0.009% lead or less