

Serpentine Gallery

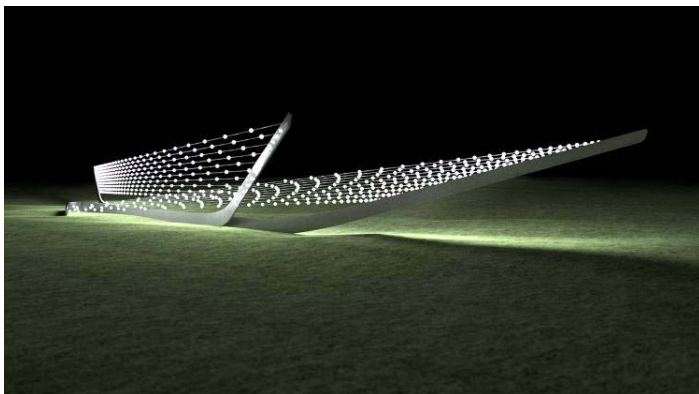
SWAROVSKI CRYSTAL PALACE

Swarovski Crystal Palace launches Fade, a new landscape lighting installation by Zaha Hadid at The Serpentine Gallery Summer Party

Wednesday 11 July 2007

Swarovski sponsored The Summer Party 2007, the Gallery's annual fundraising event at the Serpentine Gallery on Wednesday 11 July. Pritzker Prize-winning architect Zaha Hadid and Patrik Schumacher, Partner at Zaha Hadid Architects unveiled a temporary design installation, next to the gallery, in which The Summer Party took place. Swarovski Crystal Palace launched a new outdoor sculpture entitled Fade by Zaha Hadid in front of the temporary pavilion as well as hung iconic Swarovski Crystal Palace designs inside the gallery. The Summer Party Committee for 2007 was co-chaired by internationally acclaimed architect **Zaha Hadid** and screen legend **Dennis Hopper**.

"As the underwriter of The Serpentine Summer party, Swarovski is thrilled about Zaha Hadid's contribution to it's Swarovski Crystal Palace collection with FADE, her landscape lighting sculpture implementing Swarovski crystal - a limited edition of eight signed pieces, launched on the day of the party July 11th." Nadja Swarovski, Vice-President International Communications



SWAROVSKI CRYSTAL PALACE: FADE – NEW DESIGN BY ZAHA HADID UNVEILED

The design of Fade is drawn from the primary elements: gradient effects and interlacing networks. Long span tension structures are complex and prove challenging in many ways. The out door sculpture being placed in a temporary installation created an additional challenge in that it could not be rigged into the ground invasively.

To accomplish this task efficiently while preventing sagging and structural failure, the chandelier was partially buried in the landscape, hiding from sight the compression element that allows the chandelier to maintain its shape.

Made of stainless steel, the chandelier's structural elements are non-corrosive and polished for reflectivity. The aim was to make the structure blend into its surroundings while highlighting Swarovski crystals which appeared to float above the ground, catching the light and dispersing it about the environment. The chandelier comprises two types of crystal dispersions: the first being a gradient effect and the other a pixilation effect.

Swarovski also exhibited chandeliers from the Crystal Palace collection inside the gallery during the evening, including Lolita designed by Ron Arad, Prived Oca by Humberto & Fernando Campana, Ball by Tom Dixon, Black & Lite by Amanda Levet, Cosmos 1 & 2 by Naoto Fukasawa and Kas & Kade by Karim Rashid.

Swarovski Crystal Palace will be next exhibited at Selfridges' UltraLounge on the lower ground floor from 1st – 26th August.



Fade by Zaha Hadid for Swarovski Crystal Palace



Julia Peyton Jones and Nadja Swarovski



Hans Ulrich Obrist, Julia Peyton Jones, Zaha Hadid and Nadja Swarovski



Guests attending included Ron Arad, Tamara Beckwith, Pierce Brosnan, Peter Blake, Kim Cattrall, Hussein Chalayan, Dinos Chapman, Michael Craig-Martin, Thomas Demand, Olafur Eliasson, Tracey Emin, James Franco, Jasmine Guinness, Jefferson Hack, Zaha Hadid, Geri Halliwell, Damien Hirst, Tom Hollander, Dennis Hopper, Joshua Jackson, Bianca Jagger, Jade Jagger, Tim Jefferies, Christopher Kane, Anish Kapoor, Gary Kemp, Diane Kruger, Jens Laugesen, Marc Newson, Thandie Newton, Jade Parfitt, Nick Rhodes, Richard Rogers, Liberty Ross, Jonathan Saunders, Simon and Santa Sebag Montefiore, Kevin Spacey, Rod Stewart and Penny Lancaster, Margo Stilley, Juergen Teller, Wolfgang Tillmans, Alice Temperley, Natalia Vodianova, Amanda Wakeley, David Walliams, Mark Wallinger, Vivienne Westwood, Jane & Louise Wilson, Trinny Woodall and Jonathan Yeo

The temporary installation by Zaha Hadid is designed as an open air space, 5.5 meters in height that consists of three identical fabric structures or parasols arrayed around a central point. Each parasol develops sculpturally from a small articulated base to a large cantilevered diamond shape. Taking inspiration from complex natural geometries such as flower petals and leaves, the three parasols overlap to create the installation's main conceptual feature: complex symmetry, interweaving all-the-while without touching, allowing air, light and sound to travel through narrow gaps in a state that is both open and likewise tending toward closure. Raised on a low platform located within an open field flanked by a row of trees just South of the Serpentine Gallery, the installation is free standing and accessible from all sides.

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IMAGES: ALL PHOTO CAPTIONS MUST READ: SWAROVSKI CRYSTAL PALACE COLLECTION

Images of the Swarovski Crystal Palace collection and the Summer Party can be downloaded from:

www.swarovskisparkles.com

View the events on www.swarovskisparkles.tv

Over a hundred years ago, 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 these beginnings, which 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 20,000 employees, a presence in over 120 countries and a turnover in 2006 of 2.33 billion Euros. Comprising two major divisions, one producing and selling loose crystals, the other creating design-driven finished products, the Swarovski corporation also includes four industrial brands, Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, Optik, producing precision optical instruments and Signity, Swarovski's brand for genuine and created gemstones. While Swarovski crystal, known by its product brand name CRYSTALLIZED™ – Swarovski elements, has become an essential ingredient of international design, Swarovski's own-brand accessory, jewellery and home décor lines are sold through more than 600 Swarovski stores and concessions in all major fashion capitals, and the exclusive Daniel Swarovski accessories collection has become the company's Couture signature. The Swarovski Crystal Society has close to 400,000 members worldwide, keen collectors of the celebrated crystal figurines, and in Wattens, Crystal Worlds, the multi-media crystal museum, has attracted over 7 million visitors since it was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration, of crystal as the ultimate creative material. Illuminating Fashion and Culture, Home and Leisure www.swarovskisparkles.com