

## **/SWAROVSKI AND DESIGN MIAMI/ ANNOUNCE WINNERS OF 2017 SWAROVSKI DESIGNERS OF THE FUTURE AWARD**

**Milan, April 2017/** Swarovski and Design Miami/ are pleased to announce the three winners of the 2017 Swarovski Designers of the Future Award. Selected from across the globe for their innovative approach to design and pioneering use of new technologies, the winners will present their commissions, which will include innovative surfaces, 3D crystal printing and solar cell technology at Design Miami/ Basel (June 13-18, 2017).

The Swarovski Designers of the Future Award winners are:

- **Takt Project:** a multidisciplinary studio based in Tokyo, with a focus on reinvention and socially driven endeavors.
- **Jimenez Lai:** a Los Angeles-based architect who blurs the boundaries between design, art, architecture, sociology and technology, imagining other worlds and design through telling stories.
- **Marjan van Aubel:** a Dutch designer based in London who works with materials and objects to blend scientific precision with sensory responsiveness, specializing in solar power.

The award invites the winning designers to advance projects within their selected field using Swarovski's diverse resources to develop a new prototype or design statement that is inspired or informed by crystal. This year's recipients have been invited to create work that responds to a brief of 'Shaping Societies'.

The 2017 Award introduces a new format, with designers selected based on their unique approach within one of three fields: architecture, technology and product design. For the first time, the winners will create designs that can coalesce into one complete environment, to be exhibited as a single installation during Design Miami/ Basel 2017. The finished installation will showcase an engaging mix of forms and technologies.

Each of the Swarovski Designers of the Future Award winners was selected for their ability to implement pioneering concepts and to dream, experiment and innovate within their work.

**Jimenez Lai** will explore design through storytelling to develop captivating surfaces, and to create the overarching architectural space for the installation. **Takt Project** will work with cutting-edge technology in collaboration with MICRON3DP Ltd to produce a series of tabletop objects in 3D printed Swarovski crystal – something which has never been attempted before. **Marjan van Aubel** will work with Swarovski's in-house experts on solar technology to develop a series of living light objects.

To inspire the creative process, the laureates visited Swarovski's historic headquarters in Wattens, Austria, to discover the crystal brand's legacy of innovation and creativity. The designers explored the company's archives, design centers and innovation programs, taking the opportunity to generate new ideas and experiment with design concepts.

Swarovski will work closely with each designer, supporting the design process and leveraging its own legacy of developing work that is bold, evocative and thoughtful.

**Nadja Swarovski, Member of the Swarovski Executive Board, commented:** “This year we are delighted to evolve the Swarovski Designers of the Future project to create an exciting collaborative space which explores how crystal and innovative technologies can be used to bring together different design disciplines. We look forward to seeing the creations of this talented, forward-thinking group of designers.”

**Takt Project commented:** “To be able to work in such an important, innovative area as 3D printing is so exciting for our studio, and something that we would not have access to without the support of the Swarovski Designers of the Future Award. Seeing how Swarovski has pushed the boundaries of creativity using crystal in the past and exploring the archives at Wattens was an inspiring experience and invaluable stimulation for the project.”

**Jimenez Lai commented:** “I’m excited to bring an architectural perspective to this year’s Design Miami/ Basel installation. Working with crystal is a stimulating new challenge as it creates a visual quality that is unlike most other materials architects normally use, and I’m eager to explore this through the design process. The mystical impact that crystal has on lighting and a sense of space, combined with the cutting edge technology embraced by Swarovski throughout its history will help to create a striking sensation.”

**Marjan van Aubel commented:** “Swarovski’s dedication to working within the boundaries of innovation and climate change is very important to me, and corresponds

well with my focus on blending science with sensory responsiveness to develop aesthetic solutions for the future. The combination of crystal and solar power has the potential to be incredibly beautiful and forward thinking.”

The 2017 Swarovski Designers of the Future Award winners were selected by a jury of leading figures in the design world, including Nadja Swarovski, Member of the Swarovski Executive Board; Alexandra Cunningham Cameron, Curatorial Advisor of Design Miami/; Alexis Georgacopoulos, Director of ECAL; Yves Behar, entrepreneur and founder of fuseproject; Spencer Bailey, Editor in Chief of Surface Magazine; and Deyan Sudjic, Director of the Design Museum, London.

The Swarovski Designers of the Future installation will be at **Design Miami/ Basel** from **June 13–18**.

Alongside the Swarovski Designers of the Future installation, Swarovski will present collections from its new home décor brand, **Atelier Swarovski Home**, as a ‘Curio’ exhibition within the core galleries at the fair. Celebrating innovative design, the collection includes functional and decorative table top objects, home accessories and gifts. With a strong focus on mixing crystal with other materials, Atelier Swarovski Home is a vivid reminder of the infinite creative possibilities of crystal. Pieces are available at selected retailers worldwide with prices ranging from €100 to €10,000. Bespoke and limited edition pieces range up to €135,000.

**For more information, please contact:**

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**Notes to Editors:**

**SUGGESTED TWEET**

Winners of 2017 @Swarovski Designers of the Future Award revealed:

@yoshiizumi\_TAKT, @jimenez\_lai, @marjanvanaubel #DesignMiami #innovation

**DESIGN MIAMI SCHEDULE OF EVENTS**

**Design Miami/ Basel: June 13-18, 2017**

Public Show Days

June 13-14: 10am-8pm

June 15-16: 10am-7pm

June 17-18: 11am-7pm

**Preview Day: June 12** (by invitation only)

Press Conference and Preview: 2:30pm

Collectors Preview: 12-5pm

Vernissage: 5-7pm

**Location:** Hall 1 Süd, Messe Basel, Switzerland

**ABOUT THE AWARD**

The Swarovski Designers of the Future Award honors a select group of promising young designers and studios who exemplify new directions in design culture. These young creatives work beyond pure product design and represent conceptually or technologically vanguard approaches, often assimilating ideas from multiple disciplines. The objective of the award is to offer these next-generation design talents the opportunity to present newly commissioned work to an influential audience of collectors, dealers, and journalists at Design Miami/ Basel.

This is the third year that Swarovski and Design Miami/ have collaborated on this prestigious award, which was established in 2006. The previous winners of the Swarovski Designers of the Future Award are: Anjali Srinivasan (2016), Yuri Suzuki (2016), Studio Brynjar & Veronika (2016), *Tomás* Alonso (2015), Studio Swine (2015) and Elaine Ng (2015).

Swarovski has previously contributed to Design Miami/ Basel with commissioned installations by influential designers and architects including: Ross Lovegrove, Greg Lynn, Troika, Fredrikson Stallard, Erwin Redl, Eyal Burstein, Asif Khan, Guilherme Torres, Jeanne Gang and, most recently, Mexico City-based global architecture and design practice Fernando Romero Enterprise (FR-EE).

## **ABOUT THE 2017 WINNERS**

### **Takt Project**

Takt Project is a multidisciplinary studio based in Tokyo founded by Atsushi Honda, Yoshitaka Ito, Satoshi Yoshiizumi, and Takeshi Miyazaki. The group works on a wide range of projects, from socially driven endeavors like improving wheelchair design to wristwatches for Sony's under-the-radar wearable tech start-up. Reinvention is a recurring theme in the studio, as seen in the 3-Pring Product line – 3D-printed components that people can use to transform readily available, inexpensive products from retailers like Muji. [taktproject.com](http://taktproject.com)

### **Jimenez Lai**

Jimenez Lai works in the world of art, architecture and education and is the founder of BUREAU SPECTACTULAR, a group of individuals who practice architecture through the contemplation of art, history, politics, sociology, linguistics, mathematics, graphic design, technology, and storytelling. Lai is widely exhibited and published around the world, including the MoMA-collected White Elephant. Lai has won various awards, including the Architectural League Prize for Young Architects and Debut Award at the Lisbon Triennale. In 2014, Lai designed the Taiwan Pavilion at the 14th Venice Architectural Biennale. [bureau-spectacular.net](http://bureau-spectacular.net)

### **Marjan van Aubel**

Marjan van Aubel is a designer of materials and objects and her practice spans the fields of science and chemistry. Her research process blends scientific precision with sensory responsiveness to develop aesthetic solutions for the future using innovative materials such as foam porcelain and integrated solar cells based on the properties of color. Van Aubel has exhibited at the V&A, the Boijmans van Beuningen Museum and

the Design Museum in London where she has been twice nominated for the Design of the Year Award. Her work is part of the permanent collection of the Vitra Design Museum and MoMA New York. She won the First Prize Dutch DOEN/Materiaalprijs 2012, the ARC13 Chair Award and the Kortrijk Interieur Award 2014. She was shortlisted for the Arts Foundation Material Innovation Award in 2014. Marjan was awarded the Swarovski Emerging Talent Medal during the London Design Festival 2015. [marjanvanaubel.com](http://marjanvanaubel.com)

#### **ABOUT DESIGN MIAMI/**

Design Miami/ is the global forum for design. Each fair brings together the most influential collectors, gallerists, designers, curators and critics from around the world in celebration of design culture and commerce. Occurring alongside the Art Basel fairs in Miami, USA each December and Basel, Switzerland each June, Design Miami/ has become the premier venue for collecting, exhibiting, discussing and creating collectible design. For more information, please visit [designmiami.com](http://designmiami.com) @designmiami

#### **ABOUT SWAROVSKI**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, Swarovski designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,560 stores in around 170 countries, more than 25,000 employees, and revenue of about 2.33 billion euros in 2014. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2014, the Group generated revenue of about 3.05 billion euros and employed more than 30,000 people. The Swarovski Foundation was set up in 2012 to honor the philanthropic spirit of founder Daniel Swarovski. Its mission is to support creativity and culture, promote wellbeing, and conserve natural resources. [swarovskigroup.com](http://swarovskigroup.com) @Swarovski

#### **ABOUT ATELIER SWAROVSKI**

Atelier Swarovski offers cutting-edge jewelry, accessories and home décor items which are the ultimate expression of Swarovski crystal. Pushing the boundaries of creativity, it collaborates with the finest talents in the world across fashion, jewelry, architecture and design. Atelier Swarovski presents seasonal jewelry and accessories collaborations twice a year during New York, London and Paris fashion weeks alongside its constantly evolving Core Collection. Atelier Swarovski Home, launched at

Milan Design Week in April 2016, consists of functional and decorative objects for the home. Atelier Swarovski was founded by Nadja Swarovski in 2007 as a showcase for creativity, craftsmanship and the art of crystal cutting and crystal innovations. Past collaborators include Jean Paul Gaultier, Viktor&Rolf, Christopher Kane, Maison Margiela and Mary Katrantzou for jewelry, and Zaha Hadid, Daniel Libeskind and Ron Arad for home décor. [atelierswarovskihome.com](http://atelierswarovskihome.com)

### **ABOUT MICRON3DP**

MICRON3DP is an Israeli start-up company, member of the IMC Group – ISCAR. Founded in 2015, MICRON3DP is the first company to introduce high resolution molten glass 3D printing technology, innovating a new way of manufacturing glass parts. Glass 3D printing enables the manufacturing of limited edition parts without investing in expensive tools as well as the manufacturing of complex shapes which cannot be done by other technologies.

MICRON3DP technology is based on 3D printing at extremely high temperatures of above 1000 C°. MICRON3DP's 3D printers currently support Soda-lime, borosilicate and crystal glass types and the company is constantly adding new varieties of glass materials. MICRON3DP currently operates a few alpha machines. The company will demonstrate working printers at Formnext 2017 and will install the first few Beta machines by the end of 2017. Commercial sales expected late 2018.