

SWAROVSKI

SWAROVSKI AND DESIGN MIAMI/ ANNOUNCE WINNERS OF THE 2018 DESIGNERS OF THE FUTURE AWARD

Milan, April 2018 – For the fourth consecutive year Swarovski and Design Miami/ are pleased to announce the three winners of the *2018 Swarovski Designers of the Future Award*. Selected from across the globe for their innovative design approach, this year's winners will respond to the brief of 'smart living', applying pioneering crystal technologies including psycho activation techniques, touch crystal and energy crystal. The commissioned works will be unveiled at Design Miami/ Basel (June 12-17, 2018).



2018 Swarovski Designers of the Future Winners:
(L – R): Frank Kolkman, Study O Portable and Yosuke Ushigome of TAKRAM

Established in 2006, the Designers of the Future Award moves beyond pure product and furniture design to acknowledge technologically and conceptually vanguard pieces that work across multiple disciplines, championing collaborations with designers at an early stage of their career. The Swarovski Designers of the Future Award winners have been selected for their ability to implement pioneering concepts and to dream, experiment and innovate within their work. The 2018 Swarovski Designers of the Future Award winners are:

- **Frank Kolkman**, an experimental Dutch designer specializing in robotic technologies.
- **Study O Portable**, a research based Dutch-Japanese practice making objects about the designed environment.
- **Yosuke Ushigome** of TAKRAM, a creative Japanese technologist specializing in emerging technologies

DESIGN SOLUTIONS FOR SMART LIVING

The award invites the winning designers to use Swarovski's diverse resources to develop a prototype or statement that illustrates new ways of connecting and existing with each other and our environment. The winners will be asked to deliver designs – whether wearables, inclusive design solutions, lighting and/or functional home objects – that create moments of connectivity and transformation, turning the static into a dynamic interplay between digital and physical, individual and collective, through the integration of new crystal technologies such as psycho activation techniques, touch crystal and energy crystal. With this design challenge Swarovski and Design Miami/ ask this year's recipients: *Can crystal innovations make the way we live our lives smarter, more interactive, sustainable, immersive and accessible?*

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Responding to this brief, **Frank Kolkman** will present 'Dream Machine', an immersive crystal experience, generating light and sound patterns from Swarovski crystals that synchronize with alpha and theta brainwaves to allow individuals to enter a state of deep relaxation or 'artificial dreaming'. Exploring the interface of Swarovski crystal with neurobiology, neuropsychology and psycho-activation techniques, the project attempts to design a smart solution to help us cope with the cognitive demands of modern life.

Study O Portable will work with Swarovski's cutting technology to explore the blurring of light and color created from the crystals. The designers associate blurry and fading colors with nature, such as the sunset or changing colors of leaves on a tree, and are creating a series of surfaces that will be translated into objects, including screens, a table and lights. Embracing the emotional impact of crystals, Study O Portable are pursuing a more analogue route in their response to what smart living entails.

Yosuke Ushigome's 'Can Crystals Interface Us to AI?' exhibition will explore the potential of crystal as an alternative interaction between human and machine intelligence that occurs within the Smart Home environment. As opposed to the voice-command capabilities of most home assistant devices such as Amazon Echo and Google Home, the project fully utilizes the inherent, emotional quality of crystals to examine instinctively familiar behaviors between us and machine intelligence.

THE COLLABORATIVE DESIGN PROCESS

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, comments: *"We are delighted to announce Frank Kolkman, Study O Portable and Yosuke Ushigome as this year's Swarovski Designers of the Future. We look forward to seeing these exciting innovators use Swarovski crystal as a creative medium to explore the relationship between human behaviour and new smart living technologies."*

Rodman Primack, Chief Creative Officer, Design Miami/, comments: *"We are very excited to partner with Swarovski once again on this award in support of emerging design talents to develop creative living solutions that incorporate crystal technologies. With each group of visionaries over the past three years, the concepts that have resulted from this design challenge continue to impress. We eagerly await the final unveiling of the designs in Basel this June."*

THE 2018 DESIGNERS OF THE FUTURE INSTALLATION

The winners will create designs that can coalesce into one complete environment, exhibited in a single installation that will be unveiled at **Design Miami/ Basel** from **June 12–17**. Alongside the installation, Swarovski will present **Atelier Swarovski's** latest home décor collections 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.

THE 2018 DESIGNERS OF THE FUTURE JURY

This year's winners have been 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/; Yves Behar, Entrepreneur and Founder of fuseproject; Deyan Sudjic, Director of the Design Museum, London; Jonathan Margolis, Contributing Editor of Financial Times and Karen Wong, Deputy Director of New Museum NYC.

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NOTES TO EDITORS

EVENT SCHEDULE

Design Miami/ Basel: June 12-17, 2018

Public Show Days

June 12-13: 10am-8pm

June 14-15: 10am-7pm

June 16-17: 11am-7pm

Preview Day: June 11 (by invitation only)

Press Conference and Preview: 2:30pm

Collectors Preview: 12-5pm

Vernissage: 5-7pm

Location: Hall 1 Süd, Messe Basel, Switzerland

HASHTAGS

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#Swarovski #DesignMiami #innovation #smartliving

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 fourth 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: Marjan van Aubel (2017), Jimenez Lai (2017), TAKT Project (2017), 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 Mexico City-based global architecture and design practice Fernando Romero Enterprise (FR-EE).

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ABOUT THE 2018 WINNERS

Frank Kolkman

Frank Kolkman (NL) is an experimental designer whose latest projects include: an Out-of-body experience simulator, a Domestic drug screening kit, a DIY Surgical Robot and proposals for a Humane Caviar Extraction Super Yacht & a Synthetic Rhino Horn Growing Device. Trying to combine his curiosity towards the inner workings of things with analytical thinking and intuitive making, Frank aims to challenge our understanding of current and near-future technologies and their socio-political implications. Frank holds a Bachelor degree in Product Design from ArtEZ Institute of the Arts in Arnhem (NL), and a Master degree in Design Interactions from the Royal College of Art in London (UK). www.frankkolkman.nl

Study O Portable

Study O Portable, founded by Bernadette Deddens (NL) and Tetsuo Mukai (JP), is a research based practice that makes objects about the designed environment, and our relationship to the cultural landscape that enables it, with a particular interest in the transitional nature of our ideas towards objects. Since 2009, the work of Study O Portable has been presented internationally at Design Miami (Miami Beach, Basel), London Design Festival, Design Parade (Hyerres), Gallery FUMI (London, Porto Cervo), Caroline van Hoek (Brussels, Knokke), Phillips de Pury (London, New York), Dutch Design Week (Eindhoven) and PAD (Paris, London). www.studyoportable.com

Yosuke Ushigome

Yosuke Ushigome (JP) is currently working at celebrated Japanese design studio Takram's London office as a creative technologist. His primary interests are centred around emerging technologies. He probes future visions that they promise, reveal the cultural and political mechanisms behind them, and illustrates the insights through making physical and digital prototypes. By doing so, he aims to facilitate in-depth understanding of the implication of emerging technologies, and encourage better-informed decision-making on our future. www.yosukeushigo.me

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. www.designmiami.com

ABOUT SWAROVSKI

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact. www.swarovskigroup.com