

PRESS INFORMATION

SKI WORLD CUP ALTA BADIA 2015 TROPHIES: ART AND SWAROVSKI CRYSTALS ILLUMINATE THE GRAN RISA

Special trophies were created to celebrate the 30th anniversary of the Ski World Cup Alta Badia Dolomites. Coming from the creative mind of the artist Daniele Basso, they symbolise a history of passion, determination and talent. True works of art, the trophies represent the logo of one of the most spectacular races of the “Skiing Circuit”, consecrating it in steel and illuminating it with crystals.

The artist’s choice to embellish them with light emanating from the Swarovski crystals not only increases their extrinsic value, but also celebrates the universal value of sport through the light reflected on the mirrored surfaces, amplified by the faceted crystals and conveying the values of a humanity that believes in the power of life.

The authenticity and origin of the Swarovski crystals are certified by the “Crystals from Swarovski” seal, bearing the signature of the founder Daniel Swarovski and the company’s year of establishment. Swarovski has been creating beautiful crystals of unrivalled quality since 1895, a symbol of artistry and craftsmanship that go far beyond the manufacturing aspect. The crystals from Swarovski have become essential ingredients in contemporary art and design and their brilliance and versatility have the magical ability to bring artistic visions to life right across the creative spectrum.

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity that goes beyond the manufacturing of crystal. Founded in 1895 in Austria, Swarovski designs, manufactures, and markets high-quality crystals, genuine gemstones and created stones, and finished products such as jewelry, accessories, and lighting. In addition, Swarovski Crystal Worlds was established as a unique venue dedicated to showcasing artistic interpretations of crystal. Swarovski Entertainment collaborates with established industry partners and exceptional talent to produce international feature films, while the Swarovski Foundation supports creativity and culture, promotes wellbeing, and conserves natural resources. Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with over 2,350 stores in around 170 countries, more than 25,000 employees, and revenue of about 2.4 billion euros in 2012. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2012, the Group generated revenue of about 3.1 billion euros and employed more than 30,000 people.

Per ulteriori informazioni e materiali stampa contattare:

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