



## THE GLOBAL FORUM FOR DESIGN

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Hall 1 Süd, Messe Basel, Switzerland

Press

### **Design Miami/ and Swarovski Announce Partnership to Present Designers of the Future Award Beginning June 2015 in Basel, Switzerland**

May 7, 2014 - Design Miami/ and Swarovski announce a three-year partnership to present the coveted Designers of the Future Award and exhibition in Basel, Switzerland. The award will be presented by Swarovski starting June 2015 to 2017.

The Designers of the Future Award, which began in 2006, honors emerging designers and studios that are expanding the field of design. The Award moves beyond pure product and furniture design to acknowledge technologically and conceptually vanguard pieces that work across multiple disciplines, offering the next generation of design creatives the opportunity to present newly commissioned works to an influential audience of collectors, dealers, and journalists at Design Miami/ Basel.

“We are thrilled to be partnering with Swarovski on the Designers of Future Award; not only because they’ve been supportive friends and collaborators to Design Miami/ for many years, but also as Swarovski has been an important force in supporting creative talent in the design world,” said Rodman Primack, Executive Director of Design Miami/. “This partnership is a natural fit and will allow us to realize the full promise and potential of the Designers of the Future program- we look forward to the exciting years ahead.”

Swarovski has been an integral Main Sponsor of Design Miami/ since 2008, contributing to the fair program with the support of newly commissioned installations by influential designers and architects including: Ross Lovegrove, Greg Lynn, Troika, Fredrikson Stallard, Erwin Redl, Eyal Burstein, Asif Khan and Guilherme Torres. The Designers of the Future Award is a natural evolution for Swarovski, and reflective of its mission to support emerging talent from the worlds of architecture, design, art and technology, constantly redefining the use of crystal as a material for expression.

“Championing new creative talents is something we hold very close to our hearts at Swarovski, so we are delighted to partner with Design Miami/ in presenting the Designers of the Future Award,” said Nadja Swarovski, Member of the Swarovski Executive Board. “We look forward to honoring the exceptional young designers whose pioneering vision, adventurous projects and dazzling creativity will make a real impact in years to come.”

The 2015 Designers of the Future Award recipients will be announced next April during Salone Internazionale del Mobile in Milan; the commissioned works will be unveiled at the 10th Anniversary of Design Miami/ Basel, June 16-21, 2015.

### **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, visit [www.designmiami.com](http://www.designmiami.com).

### **About Swarovski**

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 approximately 2,480 stores in around 170 countries, more than 24,000 employees, and revenue of about 2.33 billion euros in 2013. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2013, the Group generated revenue of about 3.02 billion euros and employed more than 30,000 people.

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