



press
INFORMATION

BATON OF CRYSTAL SYMBOLIZES LIGHT AND MUSIC

A crystal-embellished conductor's baton made with SWAROVSKI ELEMENTS for The Miami Symphony Orchestra aptly illustrates that crystal and music belong together.

From now on, a crystal-studded conductor's baton will symbolically keep time for the Miami Symphony Orchestra. The glittering showpiece is a present from Swarovski and places crystal at the center of attention in a very special way. Created by renowned designer Stephane Schwarz and decorated with 84 SWAROVSKI ELEMENTS, the baton symbolizes how the world of music and SWAROVSKI ELEMENTS unite to represent a symbiosis of sound and light.

Time and again, crystal can be seen sparkling on the world's most famous celebrities and most legendary stages. Since the spectacular stage jewelry of Maria Callas, it's been no secret that this elegant, brilliant material goes as perfectly with the glamour of rock 'n' roll as with classical music. Crystal has the ability to bring out music's brilliance. The prominent crystalline baton with SWAROVSKI ELEMENTS in the colors Siam and Crystal and set in silver shows yet again just how closely related light waves and sound waves are.

About Swarovski

In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionized the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 4th and 5th generation family members, has a global reach with some 23,000 employees, a presence in over 120 countries and a turnover in 2010 of 2.06 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry



press
INFORMATION

industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 1,900 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.