

MULTICHANNEL

Swarovski rethinks crystal to inspire conservation at Design Miami

December 4, 2013



By JEN KING

Precision cut-crystal maker Swarovski is using Tumblr to generate awareness of its eleventh annual Crystal Palace think tank where a chosen creative visionary works to reevaluate the use of crystal.

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Luxury Daily

Swarovski's Tumblr has been building anticipation among design and brand enthusiasts through sneak peeks and teaser materials of this year's participating architect and designer Guilherme Torres. Mr. Torres' architectural installation, "Mangue Groove," will be housed at Design Miami in Miami Beach, Florida, Dec. 4-8, where Swarovski has been a main sponsor since 2008.

"Social media is such an important means of communication and allows for instant access and interaction with consumers and fans alike," said Nadja Swarovski, member of the **Swarovski** executive board, London. "The Tumblr page has given us the opportunity to house all of these media platforms in one place.

"Design Miami is a premiere showcase the highlights some of the world's best design and architectural artists," she said.

"The event has the right global audience, it allows us to showcase our design partner and

brand internationally, which allows for creativity."

The future of crystal

Beginning in 2002, Swarovski Crystal palace has commissioned designers, architects and artists to reinterpret how crystal can be used.

For 2012, Swarovski commissioned Brazil's Mr. Torres to "create an installation inspired by water conservation and stewardship." This year's prompt draws inspiration from the Swarovski Waterschool, a program that teaches water conservation to school children.

In 2014, Swarovski plans to bring its Waterschool program to Mr. Torres' home country, Brazil.

Mr. Torres' exhibition was inspired by the Brazilian mangrove forests and the Voronoi diagram to explore the connections between nature and science. The mangrove tree is at the center of Mr. Torres' design due to the species importance in protecting the aquatic ecosystems of Brazil.

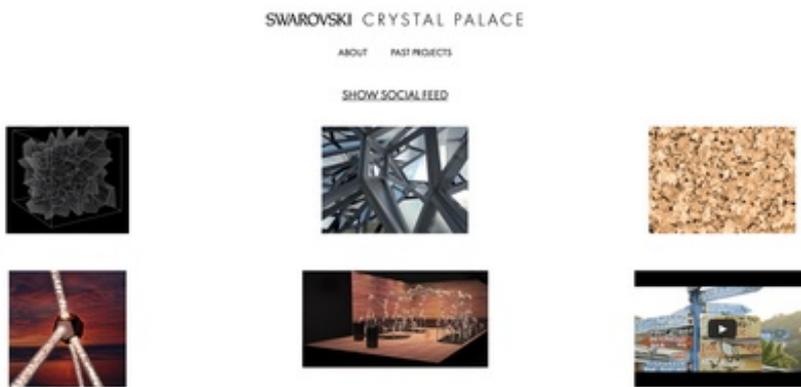
The design incorporates Swarovski's lead-free Advanced Crystal inside adjoined synthetic tubes to resemble the limbs of a mangrove forest. The configuration of the limbs will also create a natural Voronoi diagram.



Mangrove Groove installation at Design Miami

Visitors to the Crystal Palace during Design Miami will walk on pathways of reclaimed wood through the installation's limbs and by small reflecting pools.

Swarovski's Tumblr account for Crystal Palace allows enthusiasts to explore the inspiration behind the exhibit and become acquainted with Mr. Torres. The Tumblr features YouTube videos outlining locations in the world that can benefit from water conservation through nature restoration such as Union Island.



Content on the Crystal Palace Tumblr

Additional video content is found in Instagram posts or short YouTube clips that show behind-the-scenes footage of Mr. Torres designing the Mangu Groove exhibit.

Embedded Video: [//www.youtube.com/embed/QAAomBjmWk8](http://www.youtube.com/embed/QAAomBjmWk8)

Swarovski Crystal Palace 2013 / Mangu Groove by Guilherme Torres

Various images exploring the elements of the Mangu Groove exhibit are featured on the Tumblr as well. Enthusiasts have the option to repost on Facebook, tweet, pin, reblog, like and a copy of the Tumblr’s URL to share the work of Swarovski’s Crystal Palace think tank with others.

The Tumblr includes a social feed that appears at the top for enthusiasts to keep up-to-date on the event. The social feed includes Swarovski’s Instagram, Facebook, Twitter, Pinterest and the brand’s YouTube channel.



Social feed on Tumblr

A click-through on the Pinterest feed lands on Swarovski’s Architecture, art & design board. The Pinterest board includes interviews with Mr. Torres and the work of past participants such as Song Tao, Zaha Hadid and John Pawson.

Swarovski's Tumblr for Crystal Palace can be accessed at <http://swarovskicrystalpalace.tumblr.com/>.

Tumblr rising

A brand looking to foster a sense of community for a particular facet of its brand or

collection can benefit by creating a structured Tumblr account with relevant, interactive content.

For example, U.S. label Michael Kors expanded its social media footprint with its #MKTimeless Tumblr channel that connects enthusiasts who have affinity for the brand's watch collection.

The branded hashtag was inspired by a 2010 Twitter trend where enthusiasts used #MKTimeless to discuss their Michael Kors watches. The newly launched Tumblr joins Michael Kors' Twitter, Facebook and Instagram accounts that also use the hashtag to connect with enthusiasts ([see story](#)).

In addition, Italian menswear label Ermenegildo Zegna looked to attract savvy consumers with its first Tumblr channel that showcases words of meaning to brand designer Stefano Pilati.

The Tumblr-based gN Project was developed as a collaboration between the brand and Matt Mason, author of "The Pirate's Dilemma" and executive director of marketing at BifTorrent. Each Tumblr post is a mix of video and images that take an abstract approach to sharing the words that serve as Mr. Pilati's inspiration ([see story](#)).

Creating a Tumblr that resembles the interest of fans will help brands connect without seeming like a targeted message.

"Beyond promoting the event, the Crystal Palace by Swarovski Tumblr demonstrates the brand's appreciation and dedication toward the creative exploration of crystals through the mediums of art, design, technology and architecture," said Amanda Rue, strategist at [Carrot Creative](#), New York.

"The event is simply the means to bring this collaboration to life," she said. "Tumblr serves as a communication channel that tends to reach a younger audience that shares appreciation for art, design and technology.

"Exploring this concept on Tumblr aligns Swarovski with this audience through shared interests. Tumblr tends to reach a younger, more culturally aware audience, so Swarovski will benefit from building relevance among this group. This may help to build stronger brand affinity through shared interests with an audience that may not be as familiar with the Swarovski brand."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/m6lhtysoNpY](https://www.youtube.com/embed/m6lhtysoNpY)

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