



SWAROVSKI  
125 YEARS  
SPARKING DELIGHT SINCE 1895

SWAROVSKI ILLUMINATED THE 92<sup>ND</sup> OSCARS® STAGE  
WITH OVER 40,000 CRYSTALS IN STUNNING SET DESIGN BY JASON SHERWOOD



CREDIT: ARTURO HOLMES/GETTY IMAGES

February 11, 2020 – Swarovski partnered with Jason Sherwood, Emmy® Award-winning designer and creative director for live music, television, theater and experiential productions, to add captivating sparkle to his set designs for the 92<sup>nd</sup> Oscars®.

This year's show marked Swarovski's 13<sup>th</sup> year illuminating the Oscars stage and Jason Sherwood's first Oscars set design. The three key Swarovski features included the **Crystal Inner Spiral** and a crystal closedown, which incorporated a **Crystal Curtain** and **Crystal Tower** dazzling with more than 40,000 Swarovski crystals in clear crystal, golden shadow and silver shade.

Jason Sherwood commented: "Designing for the Oscars in 2020 is about creating a space as complex, diverse, and beautiful as the movies of the year, for a celebration of some of the world's most esteemed artists. My production design is a sculptural cyclone where Hollywood glamour and film-making artistry can combine visually to celebrate the impact of storytelling, and our partnership with Swarovski has allowed that vision to shine at every turn. Crystals imbue the design with the floating, magical sense of possibility, and bring an almost kaleidoscope wonder to a stage and a year of movies that celebrate the human experience."

The **Crystal Inner Spiral** is a 1,100lbs structured swirl adorned with captivating crystal curtains. Hundreds of crystal strands threaded with 12,000 precision-cut Swarovski crystals brought a mesmerizing lightness and luminosity to the center of the stage. The crystal closedown combined a dazzling 600lbs 60ft by 40ft **Crystal Curtain** and a 1,325lbs 14ft by 38ft **Crystal Tower** – featuring more than 28,000 Swarovski crystals alone – ensuring the Oscars remained the most glamorous night of awards season.

The 92<sup>nd</sup> Oscars was held on Sunday, February 9, 2020, at the Dolby® Theatre at Hollywood & Highland Center® in Hollywood and were televised live on ABC. The Oscars were televised live in more than 225 countries and territories worldwide.

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## **NOTES TO EDITORS**

### **Swarovski and Entertainment**

Swarovski's history on the silver screen goes back to the early days of Hollywood over 85 years ago, when its crystals made their Hollywood debut in the Marlene Dietrich film *Blonde Venus*. It is a history sparkling with iconic moments, from Marilyn Monroe singing 'Diamonds Are a Girl's Best Friend' wearing dazzling Swarovski jewels in *Gentlemen Prefer Blondes* to Audrey Hepburn accessorizing her Little Black Dress with a chic Swarovski tiara in *Breakfast at Tiffany's*. In recent years Swarovski crystals have appeared in a host of exciting productions, including *Rocketman*, *Bohemian Rhapsody*, *The Greatest Showman*, *Black Swan*, *The Great Gatsby* and Disney's adaptations of *Cinderella* and *Beauty and the Beast*.

### **Sparkling delight since 1895**

Swarovski creates a more sparkling world and delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, genuine gemstones, Swarovski Created Diamonds and zirconia, finished products such as jewelry and accessories, as well as interior design and lighting solutions. Now celebrating its 125<sup>th</sup> anniversary and run by the fifth generation of family members, the Swarovski Crystal Business has a global reach with approximately 3,000 stores in around 170 countries, more than 29,000 employees, and revenue of about 2.7 billion euros in 2018. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group.

In 2018, the Group generated revenue of about 3.5 billion euros and employed more than 34,500 people. In 2019, Swarovski UK Limited received a Royal Warrant as manufacturer and supplier of crystals to HRH Queen Elizabeth II. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers. The Swarovski Foundation was set up in 2013 to honor the philanthropic spirit of company founder Daniel Swarovski, and works to support culture and creativity, promote human empowerment and conserve natural resources to achieve positive social impact. [www.swarovskigroup.com](http://www.swarovskigroup.com)