

# SWAROVSKI DESIGN PROJECT

A DISPLAY OF  
SHORTLISTED WORK  
BY 3RD YEAR BA  
JEWELLERY DESIGN  
STUDENTS FROM  
CENTRAL SAINT  
MARTINS

INSPIRED BY  
ALEXANDER  
MCQUEEN

ROOM 25  
VICTORIA AND ALBERT MUSEUM  
FRIDAY 1 MAY–SUNDAY 31 MAY  
(MONDAY–THURSDAY & SATURDAY 10.00–17.00; FRIDAY 10.00–21.30)

A woman with a shaved head and white face paint around her eyes is wearing a large, intricate necklace. The necklace is made of dark, metallic, ribbed material with sharp, claw-like protrusions. The background is black.

## FOREWORD

ALEXANDER MCQUEEN'S WORK DREW ON CRUCIAL AND SURPRISING THEMES; UNFETTERED BY CONVENTION, HIS WORK HAD AN IMPACT THAT EXTENDED WAY BEYOND THE WORLD OF FASHION.

WHAT A WONDERFUL STARTING POINT FOR THIS COLLABORATIVE PROJECT BETWEEN SWAROVSKI AND FINAL YEAR BA JEWELLERY DESIGN STUDENTS TO CREATE A SPECTACULAR PIECE OF JEWELLERY! ENTITLED SAVAGE BEAUTY AND USING THEMES IN MCQUEEN'S WORK, THE PROJECT WAS TO DESIGN AN AMBITIOUS PIECE THAT ALSO CELEBRATED SWAROVSKI CRYSTAL OR GEMSTONES. TEN STUDENTS WERE THEN SELECTED TO GO ON TO PRODUCE THEIR PIECE.

IT TAKES IMAGINATION AND SKILL TO TAKE ON IDEAS AND IMAGES CREATED BY THE CREATIVE POWERHOUSE OF MCQUEEN. THE STUDENTS HAVE RESPONDED TO THE THEATRICAL, THE DARK AND THE EXTRAVAGANT IN MCQUEEN'S WORK, FROM CLAWED GLOVES KNITTED FROM BLOOD RED THREADS, A JEWELLED MASK WITH A FIXED SMILE, A SPARKLING LEATHER TAM O'SHANTER, A DAZZLING VIEWFINDER TO FRAME ITS WEARER TO AN OPULENT COLLAR OF MENACING TALONS.

THE BA JEWELLERY DESIGN COURSE HAS COLLABORATED WITH SWAROVSKI FOR MORE THAN 12 YEARS. IT CONTINUES TO BE A BRILLIANT OPPORTUNITY FOR STUDENTS TO WORK FREELY WITH A HIGH QUALITY PRODUCT AND FOR SWAROVSKI TO NURTURE AND PROMOTE YOUNG TALENT.

CAROLINE BROADHEAD

COURSE LEADER, BA JEWELLERY DESIGN

CENTRAL SAINT MARTINS

AS A REPOSITORY FOR IDEAS AND INSPIRATION, THE VICTORIA AND ALBERT MUSEUM CAN PLAY A VITAL ROLE IN FOSTERING RELATIONSHIPS BETWEEN INDUSTRY AND HIGHER EDUCATION INSTITUTIONS BY DRAWING ON ITS OUTSTANDING EXHIBITIONS, COLLECTIONS AND AREAS OF EXPERTISE.

COLLABORATING WITH SWAROVSKI AND CENTRAL SAINT MARTINS MAKES VISIBLE THE CREATIVE INTERPLAY BETWEEN THESE THREE ORGANISATIONS AND THEIR IMPACT ON STUDENT ATTAINMENT AND PROGRESSION.

*LEANNE MANFREDI*  
PROGRAMME MANAGER: HIGHER EDUCATION,  
CREATIVE INDUSTRIES AND RESIDENCIES  
VICTORIA AND ALBERT MUSEUM

AKIKO SHINZATO



*'MY PIECE REPRESENTS MAKE-UP AS A FORM OF JEWELLERY; THE MASK NODS TO THE NOTION OF HIDING ONE'S IDENTITY. THE PERFECTLY APPLIED CRYSTAL CLOWN MAKE-UP BEGINS TO FADE TOWARDS THE BACK TO REVEAL THE BARE LEATHER BASE MATERIAL.'*

MATERIALS: HAND DYED VEGETABLE TANNED LEATHER, SWAROVSKI CRYSTAL

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BIRGIT TOKE  
TAUKA FRIETMAN

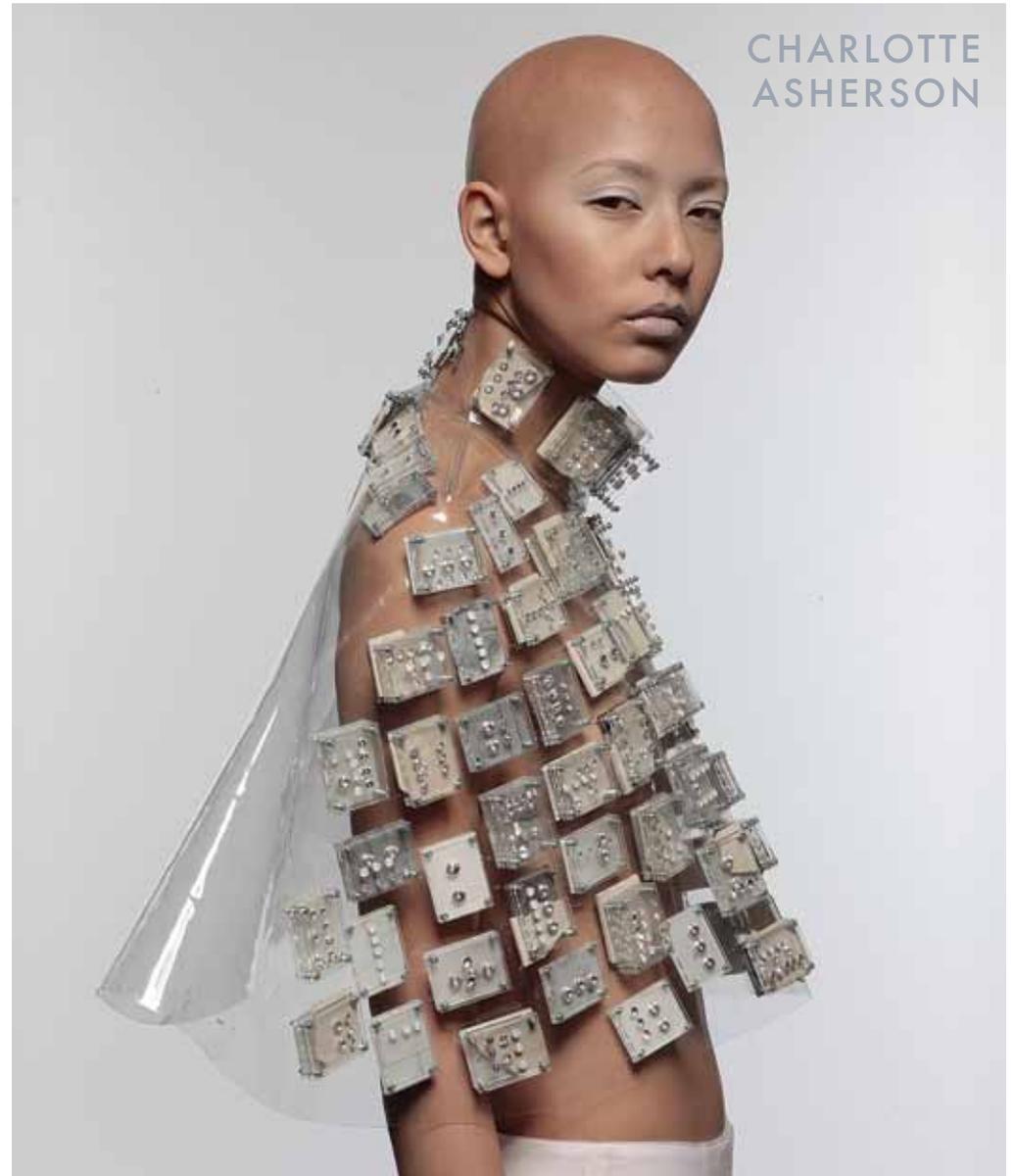


*'I RESPONDED TO THE BALANCE OF OPPOSITES IN ALEXANDER MCQUEEN'S WORK, HIS SKILFUL MARRYING OF THE DELICATE AND THE FORCEFUL; THIS PIECE BOTH SHIELDS AND EXPOSES. THE LARGE SILHOUETTE COMMANDS PRESENCE AND THE INTEGRATION OF CRYSTALS WITHIN THE LASER-CUT PATTERN OFFERS A LIGHTNESS AND ELEGANCE.'*

MATERIALS: EUROPEAN BLACK WALNUT, SWAROVSKI CRYSTAL, SUEDE

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CHARLOTTE  
ASHERSON



*'INSPIRED BY MCQUEEN'S S/S 2009 COLLECTION NATURAL DISTINCTION – UNNATURAL SELECTION THIS PIECE EXPLORES THE DAWN OF THE INDUSTRIAL AGE AND HOW HUMAN BEINGS HAVE IMPACTED UPON THE ENVIRONMENT. THE DESIGN QUESTIONS THE PERCEPTION OF BEAUTY BY INTERTWINING CRYSTALS WITHIN A UTILITARIAN, MAN-MADE AESTHETIC.'*

MATERIALS: PVC, NATURAL MARLSTONE, SWAROVSKI CRYSTAL, NUTS AND SCREWS

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DENNIS SONG



*'INSPIRED BY THE SURREALISTIC ELEMENTS OF THE SHOW VOSS, 2001, MY PIECE ILLUSTRATES THE CONCEPT THAT HUMAN DESIRES "EAT" HUMAN SOULS – DESIRES WHICH APPEAR MORE POWERFUL THAN THEY ACTUALLY ARE. THE CRYSTAL EMBELLISHED SHARP, CLAW-LIKE TENTACLES OF THE NECKPIECE APPEAR TO CONSUME AND STRANGLE THEIR VICTIM.'*

MATERIALS: STEREO LITHOGRAPHY RESINS, ACRYLIC, SWAROVSKI CRYSTAL

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FIONA KAKEI  
CHONG

*'THE URGE TO DECORATE ONE'S BODY WITH NATURAL MATERIALS IS WHAT I SAW IN MCQUEEN'S IDEA OF SAVAGE BEAUTY. I SET OUT TO TURN MY SEASHELL COLLECTION INTO A BODY ADORNMENT. DRAWING ON ELEMENTS FROM ANCIENT ROMAN HAIRSTYLES AND TRIBAL ADORNMENTS, A WIG-LIKE HEADPIECE SET WITH SWAROVSKI GEMSTONES IS A CELEBRATION OF COLLECTING AND DECORATING.'*

MATERIALS: PORCELAIN, NYLON, SWAROVSKI GEMSTONES, SILVER, LEATHER

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JESSICA PASS



*'INSPIRED BY THE THEME OF SAVAGE BEAUTY, I DESIGNED A STRONG ANGULAR STRUCTURE FOR THE NECKPIECE, WHICH IS JUXTAPOSED WITH THE DELICATE FRAGILITY OF PHEASANT FEATHERS. THE FRAMEWORK IS ADORNED WITH SWAROVSKI CRYSTAL WHICH ECHOES AND EMPHASISES THE RICH COLOUR OF THE FEATHERS.'*

MATERIALS: BRASS, PHEASANT FEATHERS, SWAROVSKI CRYSTAL

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JULIETTE  
VAN DE  
KERCHOVE



*'INSPIRED BY MCQUEEN'S LAST COLLECTION PLATO'S ATLANTIS, MY PIECE AIMS TO EXPRESS HOW A CHANGING PHYSICAL ENVIRONMENT MIGHT PROVOKE ADAPTATIONS IN THE BODY.'*

MATERIALS: VEGETABLE TANNED LEATHER, ACRYLIC, SWAROVSKI CRYSTAL

[HTTP://CARGOCOLLECTIVE.COM/JVDK](http://cargocollective.com/jvdk)

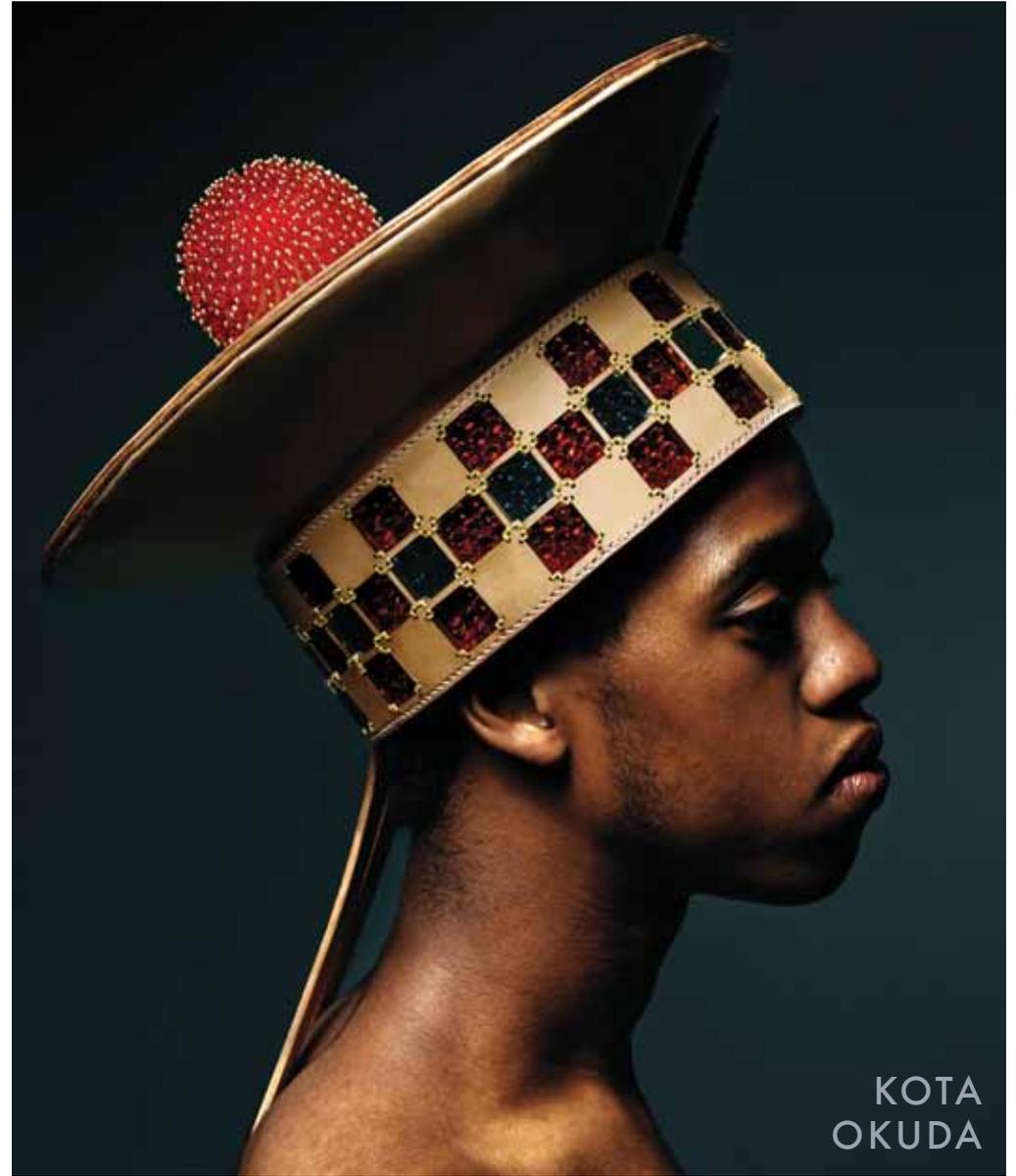
KAREN  
LEUNG



*'INTERESTED IN THE TENSIONS THAT REVOLVE AROUND THE RELATIONSHIPS BETWEEN HUMANS AND ANIMALS, I WAS DRAWN TO THE MOTIFS OF BIRDS WITHIN MCQUEEN'S COLLECTIONS. EXPLORING THE IDEA OF FREEDOM AND RESTRAINT, I INCORPORATED TRADITIONAL BASKET WEAVING TECHNIQUES TO ENCASE THE GEMSTONES AND CONVEY COMPLEX INTERACTIONS BETWEEN HUMANS AND BIRDS.'*

MATERIALS: POLYESTER CORD, SWAROVSKI GEMSTONES

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KOTA  
OKUDA

*'RESPONDING TO THE SHOCKING HIGHLAND RAPE COLLECTION IN 1995, I SET OUT TO EXPLORE THE FRACTURED IDENTITIES WITHIN A COLONIAL LANDSCAPE. DRAWING ON HIGHLAND DRESS AND TRADITIONAL MODES OF ADORNMENT, MY DESIGN EMBEDS SWAROVSKI CRYSTAL WITHIN LEATHER AS A REPRESENTATION OF THE CULTURAL TRANSFERENCE THAT MARKS BOTH HISTORICAL AND CONTEMPORARY ISSUES OF IDENTITY.'*

MATERIALS: VEGETABLE TANNED LEATHER, ACRYLIC, SWAROVSKI CRYSTAL, GOLD PLATED BRASS, ANTIQUE FABRIC

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XINYU WANG



*'I LOOKED AT ALEXANDER MCQUEEN'S INCREDIBLE HEADPIECES IN HIS SHOWS. THESE ARE NOT JUST ACCESSORIES; THEY BECOME THE FOCAL POINTS THAT CATCH EVERYONE'S ATTENTION. MY PIECE IS DESIGNED TO CREATE THE EXPERIENCE OF LOOKING THROUGH A CAMERA VIEWFINDER; THE BRILLIANT SWAROVSKI CRYSTAL ACTS AS A FRAME AND SHINES A LIGHT ON THE SUBJECT INSIDE.'*

MATERIALS: SWAROVSKI CRYSTAL, ALUMINIUM, COPPER, SPRAY PAINT

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## THANKS GO TO

3RD YEAR TUTORS, LIN CHEUNG, MELANIE GEORGACOPOLOUS,  
NAOMI FILMER, MARIA MILITSI AND ANTOINE SANDOZ.

ALL PHOTOGRAPHY BY BARNEY MCCANN, EXCEPT THE WORK OF  
KOTA OKUDA (BY TAKANORIO) AND JESSICA PASS (BY ANTON BELMONTÉ).

MODELS, ALICE HUREL, ANNA TATTON AND GEORGIA ALLEN.

WITH THANKS TO NADJA SWAROVSKI.

ALEXANDER MCQUEEN: SAVAGE BEAUTY  
IN PARTNERSHIP WITH SWAROVSKI

14 MARCH – 2 AUGUST 2015  
A MAJOR EXHIBITION AT THE VICTORIA AND  
ALBERT MUSEUM #SAVAGEBEAUTY

ual: university  
of the arts  
london  
central  
saint martins



SWAROVSKI