

A wide-angle shot of a theater stage during an awards ceremony. The ceiling is a massive, arched structure covered in thousands of hanging Swarovski crystal strands that create a shimmering, starry effect. A large, ornate Swarovski crystal chandelier hangs from the center of the ceiling. The stage floor is dark with intricate, glowing patterns. A host in a white tuxedo stands in the center of the stage. The audience is visible in the foreground, seated in rows of red chairs. The overall atmosphere is one of elegance and grandeur.

SWAROVSKI AT THE OSCARS®
A DECADE OF COLLABORATION

SWAROVSKI

SWAROVSKI

AS SEEN ON STAGE

A Look at Swarovski's 10-Year Legacy on the Oscars® Stage

1.2
MILLION

Number of crystals incorporated into set design from 2007-2017

10 tons

Weight of crystal proscenium created for the 2016 ceremony



Number of hours it took **9** artisans to complete the crystal "backdrop wall" introduced to the stage in 2015

130 

Number of crystal set pieces featured on stage from 2007-2017

CRYSTAL SET PIECES HAVE BEEN INCLUDED IN PERFORMANCES BY

The cast of Dreamgirls
Adele
Idina Menzel
Jennifer Hudson
Rita Ora
& *The Weeknd*

5



Number of production designers to collaborate with Swarovski



Crystals were illuminated by a fiber optic lighting system for the on-stage winners circle in 2011

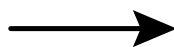
AUSTRIA

HOLLYWOOD

Teams in Austria, and Hollywood help create and assemble crystal set pieces before they adorn the Oscars stage

THEN

50,000 crystals on stage in **2007**



NOW

Over **300,000** crystals on stage in **2017**

SWAROVSKI

SWAROVSKI ON THE OSCARS® STAGE 2017 CRYSTAL DÉCOR OVERVIEW

- This year Swarovski celebrates a decade of creating crystal stage décor for the Oscars
- 2017 marks production designer Derek McLane's 5th year designing the look of the show, which includes over 300,000 Swarovski crystals
- McLane created a **new focal piece** for the 2017 Oscars stage, comprised of **11 individual decorative sections** with a total of nearly **150,000 Swarovski crystals**
- Additional crystal décor pieces include:
 - **Crystal Proscenium** - 37,000 Swarovski crystals layered over a gold backdrop
 - **Crystal Curtain** - 80' x 40' curtain including 320 individual Swarovski crystal strands with a total **80,000 Swarovski crystals**
 - **Crystal Closedown Wall** - 80' x 40' wall comprised of 149 individual panels with a total of **22,200 Swarovski crystals**
 - **Crystal Opera Box Covers** - 18 Dolby Theatre opera boxes covered in a total of **23,500 Swarovski crystals**

SWAROVSKI

2017 - 89th Academy Awards®

Production Designer: Derek McLane

Host: Jimmy Kimmel

Celebrating his fifth year as production designer, Derek McLane will adorn the Oscars® stage with more than 300,000 Swarovski crystals incorporated into more than 30 set pieces. The 2017 set will include a brand new focal piece for the stage, comprised of 11 individual components that feature nearly 150,000 crystals.

2016 - 88th Academy Awards

Production Designer: Derek McLane

Host: Chris Rock

In his fourth year, McLane's set included a new crystal proscenium containing more than 37,000 crystals and weighing over 20,000 lbs. Almost 10,700 crystals embellished torchieres for the Weeknd's performance of the Oscar® nominated song "Earned It" from the film 50 Shades of Grey.



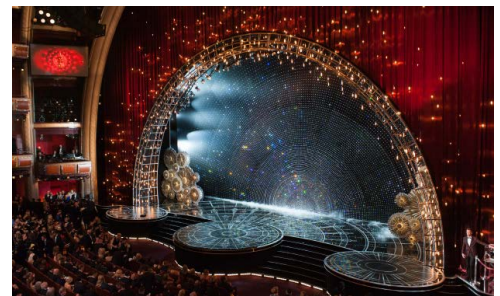
2016

2015 - 87th Academy Awards

Production Designer: Derek McLane

Host: Neil Patrick Harris

Using nearly 100,000 crystals, Derek McLane created 22 different pieces for the 2015 set. McLane also created a "crystal forest" backdrop which was featured during Jennifer Hudson's performance of "I Can't Let Go" after the show's In Memoriam montage, as well as during Rita Ora's performance of the Oscar nominated song "Grateful" from the film Beyond the Lights.



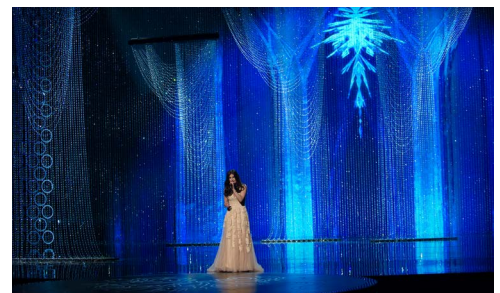
2015

2014 - 86th Academy Awards

Production Designer: Derek McLane

Host: Ellen Degeneres

Using more than 64,000 crystals, Derek McLane introduced 6 crystal "swag drapes" which appeared during Idina Menzel's performance of the Oscar winning song "Let It Go" from the Oscar nominated film Frozen.



2014

2013 - 85th Academy Awards

Production Designer: Derek McLane & Costume Designer: Julie Weiss

Host: Seth MacFarlane

In 2013, Derek McLane incorporated over 80,000 crystals into a curtain which was featured during the show and as the backdrop for Adele's performance of the Oscar winning song "Skyfall" from the film Skyfall. McLane also used over 23,000 crystals to decorate the Dolby Theatre's 18 opera boxes.

Costume designer Julie Weiss incorporated more than 1,000,000 crystals into the performance looks for the James Bond 50th anniversary tribute.



2013

SWAROVSKI

2012 – 84th Academy Awards®
Production Designer: John Myhre
Host: Billy Crystal

In 2012, John Myhre created a 40-foot high by 70-foot wide crystal “star field” curtain, which twinkled with nearly 4,500 Swarovski crystals.



2012

2011 – 83rd Academy Awards
Production Designer: Steve Bass
Hosts: James Franco & Anne Hathaway

Steve Bass’ 2011 stage designs featured a total of 55,000 Swarovski crystals, seen in embellished risers, steps, and a starburst-inspired crystal “winners circle.”



2011

2010 – 82nd Academy Awards
Production Designer: David Rockwell
Hosts: Alec Baldwin & Steve Martin

In 2010, Rockwell introduced an updated version of his crystal proscenium from the previous year, which included crystal side curtains and a crystal swing containing an additional 3,000 crystals.



2010

2009 – 81st Academy Awards
Production Designer: David Rockwell
Host: Hugh Jackman

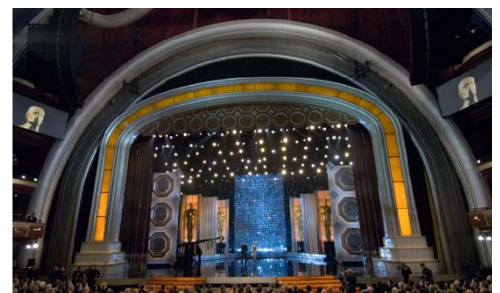
Dolby Theatre architect David Rockwell created a 60-foot high by 100-foot wide crystal proscenium with over 100,000 Swarovski crystals. The proscenium weighed in at 3 tons and was comprised of over 6,000 one-meter hand crafted crystal strands.



2009

2007 – 79th Academy Awards
Production Designer: J. Michael Riva
Host: Ellen Degeneres

In 2007, J. Michael Riva created a 1-ton, 34-foot high crystal curtain sparkling with over 50,000 Swarovski crystals for the medley of Oscar® nominated songs from the film Dreamgirls, performed by Beyoncé, Jennifer Hudson, Anika Noni Rose, and Keith Robinson.



2007