



## PRESSEMITTEILUNG

SWAROVSKI OPTIK AG & Co KG.  
Absam/Athen, March 31, 2023

### **Very small makes it big!**

## **CL Curio receives GOOD DESIGN® Award**

**On March 31, 2023, SWAROVSKI OPTIK, the world's leading manufacturer of high-precision long-range optics, will receive the prestigious GOOD DESIGN® Award in Athens for the CL Curio 7x21 binoculars in the Sports+Recreation 2022 category. Designed in an exclusive collaboration with world-renowned designer Marc Newson, the observation device combines exceptional optical performance with timeless, beautifully shaped industrial design.**

Every year for the past 75 years, the Chicago Athenaeum Museum of Architecture and Design has presented the GOOD DESIGN® Award for the most innovative product designs worldwide. The CL Curio was singled out for its unique combination of practical handling, straightforward design, and maximum visual performance.

### **A SMALL TECHNICAL MARVEL**

The CL Curio 7x21 binoculars are truly unique in the world of long-range optics, especially when it comes to the seamless bridge design - something Newson, who is known for his reinterpretations of simple shapes, paid special attention to. His goal was to create "a very clean-looking result when the hinge was both opened and closed – a design problem that to my knowledge has not been solved before."

### **BEAUTIFUL, ROMANTIC AND TIMELESS**

The binoculars are available in two elegant color options - solid black and burnt orange with a silver bridge. The special design is meant to combine the beauty of nature with the optical and mechanical perfection that makes it possible to get a closer look. In Newson's words, "There is an incredibly romantic aspect to this project because binoculars are timeless objects, and their function is akin to magic: they allow you to see things usually invisible to the naked eye. There are few remaining objects of this kind that still exist – a truly analogue device. Unlike many digital things, they are completely future proof."

Images: <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=cgpOMADRXHR>

Copyright: SWAROVSKI OPTIK



SWAROVSKI  
OPTIK

## PRESSEMITTEILUNG

SWAROVSKI OPTIK AG & Co KG.  
Absam/Athen, March 31, 2023

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

### **About SWAROVSKI OPTIK**

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2021 was 210.4 million euros (2020: 163.5 Mio. euros), with an export ratio of 91%. The company has around 1,000 employees.

### **About Marc Newson**

World-renowned industrial designer Marc Newson has been described as one of the most influential designers of his generation. Born in Sydney, Australia, he has lived and worked in Japan, France and the United Kingdom, where he currently resides. He has worked with brands such as Apple, Louis Vuitton and Montblanc and is responsible for some of the most iconic contemporary design pieces. Marc Newson has received numerous awards and has been included in TIME Magazine's 100 Most Influential People in 2005.

### **Information & Contact**

Simone Ladurner  
Communication Manager  
Daniel-Swarovski-Straße 70  
6067 Absam, Austria  
Mobile: +43 (0) 664 547 2355  
simone.ladurner@swarovskioptik.com  
SWAROVSKIOPTIK.COM