

EN

CLOSER

SWAROVSKI OPTIK
DESIGN SPECIAL

CL
CURIO

EXPECT THE
UNEXPECTED

ATX INTERIOR

THE
WORLD
IN YOUR *EYES*

SEE *THE* UNSEEN

SEE
BEA
UTY



SWAROVSKI
OPTIK



SEE BEA UTY

IN NATURE - AS AT SWAROVSKI OPTIK - EVERY LITTLE DETAIL COUNTS,
EVERYTHING HAS ITS PURPOSE. FROM INSPIRATION TO INNOVATION.
A CLOSER DESIGN SPECIAL STORY.

“

Look deep into nature, and then you will understand everything better.” These are the words of Albert Einstein (1879-1955), who loved to regularly immerse himself in the seemingly simple things of life and nature. This led him to consider all kinds of relationships. His research and findings went on to revolutionize the natural sciences.

Nature teaches us everything, we just have to take a closer look. It can inspire us in every respect. This has been the focus of SWAROVSKI OPTIK from the very start. Wilhelm Swarovski, who founded the company in 1949, saw nature as a refuge, a source of inspiration, and a test bed for new products. 70+ years on, nothing has changed. Today, nature still provides us with an infinite source of new ideas. We are guided by it and look to it for inspiration when developing, designing, and manufacturing products that allow people around the globe to experience their surroundings with greater intensity.

We believe that consciously engaging with the beauty of nature reveals things that enrich our lives. In this way, fleeting moments often become unique experiences that touch us at our core.

INSPIRATION

SWAROVSKI OPTIK seeks to spark a love of nature in as many people as possible and encourage them to treat it with the care and respect required of a guest. This is our mission, our raison d’être. Every day, we do our best to ensure that our high-precision, long-range optical instruments help people to focus on the beauty of nature and the need to preserve it. We want them to be endlessly captivated by it and fall in love with it again and again.

Alongside certain functional aspects, SWAROVSKI OPTIK products are clearly designed with beauty in mind. We focus on the essentials by giving them perfect proportions and a truly distinctive look. We follow this design approach in all our products. Every design concept has to clearly bear our signature, stand out from the crowd, and always reflect our love of nature.

INNOVATION

We give ourselves the freedom to take a whole new approach to long-range optics, to make the impossible possible, and push the boundaries of physics. We are driven by one question: How can we make our products even better, more ergonomic, easier to use, and more sustainable? The aim is to find the perfect balance between outstanding optics, unique functions, and superb ergonomics. We then combine this with a distinctive appearance and color scheme. In this context, “design” is not only about making our products more beautiful, but also about rethinking them in their entirety.

PERFECTION

This was the principle behind some of our previous ground-breaking products, such as the wrap-around grip on the EL binoculars, the modular design of the ATX, STX, and BTX spotting scopes, the totally new shape of the NL Pure binoculars, and the clean, timeless design of the CL Curio. Our SWAROVISION technology and field flattener lenses have redefined the concept of optical quality. As quality leaders driven by innovation, at SWAROVSKI OPTIK we believe we have a duty to constantly improve what is good, to surprise people, and to exceed their expectations – with precision, innovation, and a comprehensive service package.

THE JOY OF BEAUTY

Every SWAROVSKI OPTIK product is a promise of quality, intrinsic value, and functional yet beautiful design. This is also the focus of our CLOSER Special edition, which brings you the stories behind the products. Tales about how you can put the whole world in your pocket with the CL Pocket, about the curiosity stimulated by the CL Curio, the elegance of the CL Companion NOMAD, the freedom to experience more provided by the CL Companion, the beauty of the ATX Interior, the intense experiences delivered by the NL Pure, and the vision of both the company and the ST Vista. Let us inspire you: SWAROVSKI OPTIK brings people closer to the preciousness of the moment and shares with them the joy of observing and the fascination for the beautiful and hidden.



“LOOK DEEP INTO NATURE, AND THEN YOU WILL UNDERSTAND EVERYTHING BETTER.”

ALBERT EINSTEIN



CL POCKET



In the world of design, the art of stripping things back to their essentials is the ultimate discipline. Minimalism as a principle, without compromising on comfort, form, or functionality – in order to achieve maximum impact. This is why the Tiny House Movement is attracting so many followers and has gained such traction around the world. The intricate design

of folding bikes is also grabbing people's attention and boosting new forms of mobility.

Small things can have a big impact! In 1989, this basic principle led to the creation of the CL Pocket, and this product has been continuously refined ever since. Binoculars that are always to hand for amazing moments in nature.



**BIG ON QUALITY –
SMALL IN SIZE**

Outstanding optical quality, compact, and lightweight – the CL Pocket has everything you need to go out and discover nature.

ALWAYS TO HAND

The upgraded design of the CL Pocket means it now sits even more comfortably in your hand. Thanks to the matching bag your CL Pocket is always protected and accessible when you're out and about.

**DESIGNED FOR
THE OUTDOORS**

The CL Pocket is easy to use and incredibly rugged. No matter where you are, you'll always be ready to marvel at the wonders of nature.



“THE GREAT WORLD
IS SMALL, AND
THE GREATNESS
LIES ELSEWHERE.”

THEODOR FONTANE

YOUR POCKET

EXPECT THE
UNEXPECTED

CL CURIO 7X21

"MY DESIGN LANGUAGE
IS ABOUT SIMPLICITY, FUNCTIONALITY,
AND - I'D LIKE TO THINK - HAS
A CERTAIN UNIQUENESS."

MARC NEWSON





One snail, three blades of grass: as soon as you see the cover photo of this CLOSER Design Special edition – in all its simple yet eye-catching beauty – you sense the absolute perfection of nature. You get a vague understanding of the difference between “complex” and “complicated”. Something might look simple at first glance or seem to work very easily, but incredible things can be hidden beneath the surface. Expect the unexpected – both in nature and when you hold the CL Curio in your hands for the first time. With this binocular, we have worked with Marc Newson on the art of translating exceptional optics into a compact and timeless design. Considered one of the most influential designers of his generation, Marc Newson tells us about this truly remarkable collaboration.

CLOSER DESIGN SPECIAL INTERVIEW WITH MARC NEWSON

Marc Newson on his relationship with binoculars:

“I’ve loved binoculars since I was a child! And I still love them today because I think they’re among the most future-proof objects that exist.”

Marc Newson on the links between design and optics:

“SWAROVSKI OPTIK had a very detailed brief with all the technical specifications for the product and a very clear idea of what was needed. When I came to the factory in Tyrol and saw how these objects are made, how everything works, I understood that their expertise really is second to none. I instantly understood that I was working with the very best. I was also delighted by how my design concept

was realized. This project appealed to me on so many levels – and not least because I will always use these binoculars in future, and they make the perfect gift for friends.”

Marc Newson on his fascination with optics:

“In a way, it’s almost like alchemy. ‘Optics’ is something that’s really hard to grasp, and that’s what I love about it: the ability to see things in nature that you couldn’t otherwise see. It’s a magical phenomenon, that never ceases to delight me.”

Marc Newson on designing the CL Curio:

“We essentially redesigned the entire housing – it looks very, very simple.

But, like all things that appear to be simple, technically it is incredibly complex. SWAROVSKI OPTIK has done an extraordinary job of producing it. The CL Curio is discreet, quite subtle and very functional, which I hope demonstrates my particular style of design.”

Marc Newson on the magic of analog:

“There’s something incredibly romantic about working on products like binoculars because they’re largely timeless. But – just like mechanical watches, for example – they are probably even more contemporary than we know. You have a pair of binoculars for your entire life.”



COMPACT.

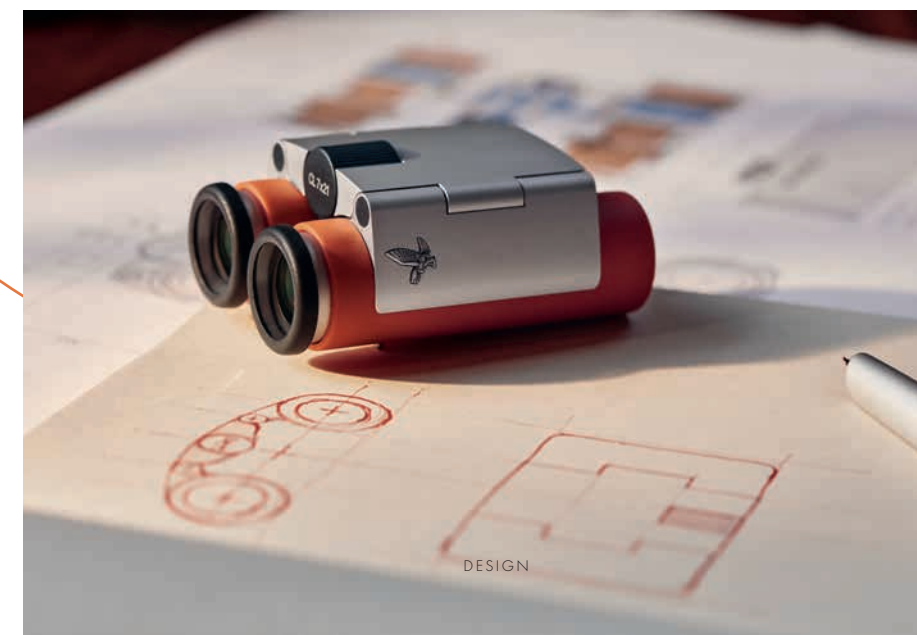
SWAROVSKI OPTIK sets new standards with the lightest and most compact binoculars in its product range. The CL Curio is small, easy to handle, foldable, and ready to be used anywhere, any time – it’s got it all.

POWERFUL.

Because optical quality matters. Intuitive operation meets viewing comfort, making the relaxed observation of nature a sheer pleasure.

BEAUTIFULLY DESIGNED.

Designed by award winning Marc Newson, the CL Curio boasts inimitable styling that’s timeless, elegant, and simple. This is a pair of binoculars that will bring you much closer to the beauty of nature.





CL COMPANION

THE FREEDOM TO EXPERIENCE MO





“THE DETAILS ARE
NOT THE DETAILS;
THEY MAKE
THE PRODUCT.”

CHARLES EAMES



WHAT CONSTITUTES GOOD DESIGN? A BRIEF OVERVIEW.

SEE.

GOOD DESIGN jumps out at you, even if you can't say exactly what makes it so special.

CL COMPANION. See new impressions that will simply amaze you. Unique sightings that you will never forget. The moment is all yours with the incredible optics of the CL Companion.

FEEL.

GOOD DESIGN speaks to all our senses. Because it is only when we use an object regularly that we discover whether something that looks good also feels good, and whether we will continue using it for many years to come.

CL COMPANION. The compact CL Companion is constantly by your side for all your discoveries. It is easy to use and provides maximum comfort. Experience nature even more intensely.

CREATE.

GOOD DESIGN at its best provides an opportunity for us to co-create, enrich, or simplify our lives, and not just go along with the designer's ideas.

CL COMPANION. The world of the CL Companion is as individual as you are: choose from three accessory packages to express your personal style.



RE



"NOTHING WE USE OR
HEAR OR TOUCH CAN
BE EXPRESSED IN WORDS
THAT EQUAL WHAT IS
GIVEN BY THE SENSES."
HANNAH ARENDT

N CL COMPANION M A D





SEE THE UNSEEN

See the world with new eyes. The CL Companion NOMAD makes every precious moment even more intense. Appreciate the joy of seeing and be amazed by the beauty of the unseen.

FEEL THE DIFFERENCE

The CL Companion NOMAD is more than a pair of binoculars. Handcrafted in Austria, featuring stunning optics, ergonomics, and the finest leather armoring, it is a statement of pure elegance that appeals to all the senses.

CL COMPANION NOMAD MAGNIFY YOUR SENSES

Outdoors, our senses and our perception are sharpened: we see, hear, smell, and feel more intensely. Binoculars heighten these sensations still further and allow us to experience nature in all its facets, in all its impressive beauty. But SWAROVSKI OPTIK wanted to go one step further: can binoculars in themselves appeal to the senses? We answered this question with the CL Companion NOMAD: its design, proportions, and materials, how it is made, even how it smells – a feast for the senses! The finest Italian leather looks as exquisite as it smells and feels. But it presented enormous challenges for production – when consummate craftsmanship and crystal-clear optics coalesce, every stage in the manufacturing process has to be perfect. The fine, 100% vegetable-tanned leather is unforgiving of the tiniest error during production, and the delicate material has to be expertly applied by hand in a meticulous process. Natural materials have also been used for the packaging and accessories: the stylish box is made of untreated, oiled oak, the bag and carrying strap are also made of leather, and the cleaning set consists mainly of the purest beeswax.



NL PURE



ONE WITH THE MOMENT
The largest-ever field of view with almost indiscernible edges allows you to experience nature as never before – and immerse yourself in the moment.

ONE WITH YOU
The NL Pure has been designed to fit perfectly into your hand. Its revolutionary ergonomic shape guarantees relaxed viewing, even for prolonged periods.

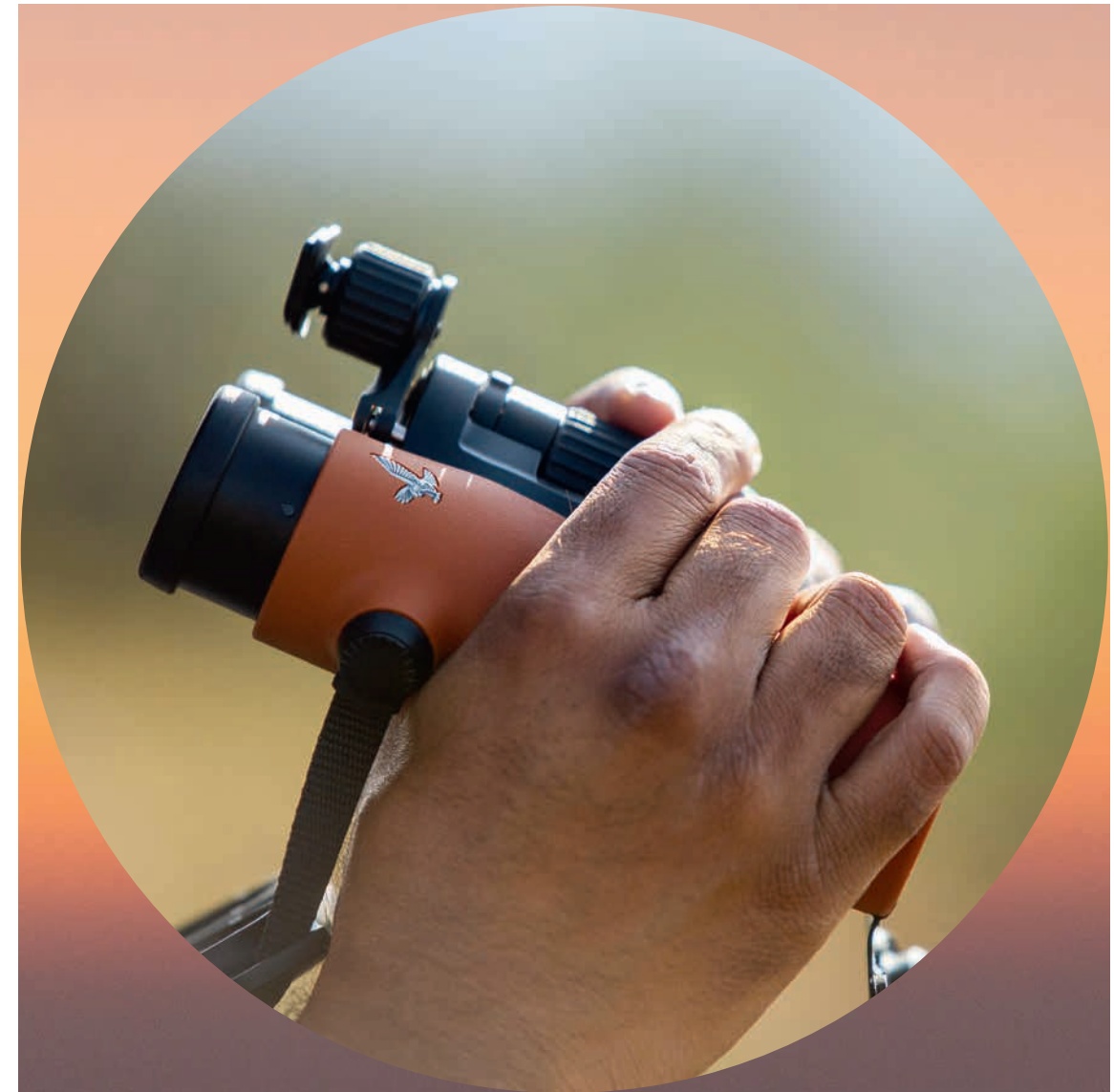
ONE WITH PERFECTION
SWAROVISION technology guarantees stunning images with incredible color fidelity, making it easy to identify every single detail.





“PERFECTION IS ACHIEVED, NOT
WHEN THERE IS NOTHING MORE
TO ADD, BUT WHEN THERE
IS NOTHING LEFT TO TAKE AWAY.”

ANTOINE DE SAINT-EXUPÉRY



NL PURE 32 - ONE FOR EVERYWHERE

Nature shows us how pure design functions with total perfection. Leonardo da Vinci knew this too. His designs were always modelled on nature. “Bio-inspired design,” to quote the words of this all-round genius, means: “watching fish swimming in the water to understand the flight of birds through the air.” In a figurative sense, product innovations at SWAROVSKI OPTIK happen in a very similar way: we simply take a closer look and allow ourselves the time to start again from scratch. A recent example is the NL Pure range of binoculars, which combines the experience, expertise, ingenuity, and ultimately the intuition of many different people. Osteopaths and physiotherapists explained

the optimum hand and body posture, and our designers thought about how to make binoculars slimmer, lighter, and more ergonomic. For their part, our optical experts devoted themselves to creating the largest possible field of view, while the production department faced the mammoth task of perfectly transferring it into series production. The result of all this work is the NL Pure, binoculars that are once again delighting wildlife watchers the world over. And we also feel a little like Leonardo da Vinci when he said, “It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things.”

THE WORLD IN YOUR EYES



ATX INTERIOR



PRECIOUS MOMENTS

What a sight! Immerse yourself in the moment and enjoy breathtaking vistas from your room. The outstanding optics of the ATX Interior will give you a unique view of the world outside. Discover new perspectives. See the unseen.

EXQUISITE AND EYE-CATCHING

The ATX Interior perfectly complements any stylish interior. Its elegant Terra finish and gracefully crafted wooden tripod are a sight to behold.

“ARCHITECTURE SHOULD SPEAK OF ITS TIME AND PLACE, BUT YEARN FOR TIMELESSNESS.”

FRANK GEHRY



At home in nature – bringing nature into your home:

We can do this by designing our interiors so that they always incorporate our surroundings through unobstructed views outdoors, plenty of light and glass, and the careful selection of natural materials, colors, and shapes. An indoor spotting scope can also provide very special moments in nature – from the comfort of your own home. We have designed the ATX Interior for people who love to furnish their home with beautiful objects, but without compromising on the optical quality of a spotting scope.

FOR BREATH TAKING VIEW POINTS

ST VISTAS ARE LOCATED IN THE MOST BEAUTIFUL PLACES ON EARTH, SO THEY OFFER US THE MOST SPECTACULAR VIEWS. WHERE SHOULD WE LOOK FIRST? PERHAPS AHEAD TO THE FUTURE. FEELING IN HARMONY WITH NATURE - THIS IS EASIEST WHEN ITS BEAUTY IS RIGHT BEFORE OUR EYES. LIKE WITH THE ST VISTA.



A SUPERLATIVE EXPERIENCE

The ST Vista is destined to become the new highlight of your vantage point, transforming your spectacular panoramic viewpoint into a true sensation. Thanks to the spotting scope's brilliant optics, visitors will linger longer and immerse themselves in the moment.

PREMIUM QUALITY PERFECTED

The ST Vista is the ultimate outdoor spotting scope. In addition to setting a new standard for quality, it features intuitive handling as well as an innovative, robust, and thoroughly weatherproof design.

At SWAROVSKI OPTIK, we are surrounded by the extraordinary beauty of nature at our headquarters in the Austrian Tyrol. This reinforces our desire and commitment to protect nature and preserve its biodiversity. Every year, we invest heavily in ensuring we are as green as possible – in production, in the materials and accessories for our long-range optical products, in the energy we use, in transportation, packaging, and waste management. Examples include the photovoltaic systems we use to generate electricity, our recycling systems, the development of extremely eco-friendly cleaning sets, our rugged, durable Gear range, and field bags made of recycled PET bottles. In every area, sustainable management is quite simply how we run our business – and is an investment in our future. We have to understand that the decisions we make today will determine how our children live tomorrow. Only then will we take the care that is needed to ensure we are making the right decisions.

CREATE THE FUTURE



RECYCLED PET • FABRICS ARE MADE OF 100%
#forthe
love
ofnature



WHAT WE DO TODAY DETERMINES WHAT THE WORLD WILL LOOK LIKE TOMORROW.

MARIE VON EBNER-ESCHENBACH





#FOR THE LOVE OF NATURE

At SWAROVSKI OPTIK,
we seek to inspire people
to love and care for nature.

YOU CAN FIND OUR PRODUCTS AT EXCLUSIVE SPECIALIST
RETAILERS AND ONLINE AT **SWAROVSKIOPTIK.COM**

For further information please contact:

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SEE *THE* UNSEEN

