

LASVIT

LASVIT's art reflects the sparkle of Geneva's flagship Cartier store

LASVIT, the leading and influential spacial concept company based in the Czech Republic, produced a very special ice hall and four design lightings for the luxury Cartier store in Geneva. The installations sought inspiration in Swiss nature and are designed to shine along with the dazzle of Cartier jewels.

Spaces of desire and a Swiss journey full of surprises

The Ice Corridor will cover almost 55 square meters of the Cartier store's walls, ceiling and door with Czech crystal glass. *"This beautiful piece pays tribute to Switzerland's nature. I drew inspiration from the glimmering beauty of ice at the Swiss mountain summits. The artisanal textured glass creates a crystalline composition which spreads across the walls and ceiling, allowing the clients to dive into the atmosphere of an ice cave hidden somewhere deep within the mountainous heights,"* says Wanda Valihrachová, an acclaimed member of the LASVIT design team and author of this very special installation.



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The installation required over two tons of glass to create the frozen ambience for the whole corridor and has a futuristic, frosted look. *“The Ice Corridor can elevate a person to another world. Our glass architecture was custom-made for the luxury Cartier Geneva boutique and is a true gateway to the beautiful Swiss countryside,”* says Leon Jakimič, the owner and president of LASVIT. *“I am glad that in addition to the excellent jewellery and watches, the eyes and minds of visitors to the Cartier flagship store will be delighted by our installations, especially the Ice Corridor. I believe we will succeed in stirring the emotions of every visitor who passes through the boutique, and even leave them frozen in their tracks by the beauty of our artworks.”*

Jewelled reflections



The artistic lighting installation Flow in the High End Zone was also inspired by the captivating beauty of local nature. It combines different surfaces and structures and *“the shapes are organic and soft, as if they mirrored the water, its ripples, and the pebbles of the sea shelf – they come together in layers,”* says

designer Wanda Valihrachová. *“Metal frames help the light source illuminate the installation in all its glory, and make it look very different from every perspective”.*

Flow is set above a bridal display case in the heart of the room, allowing the chandelier to shine its light in the space, making an already exceptional occasion even more special.

Timeless elegance

The men's part of the store is lighted by Ivana Zuskinová's art piece that excels in its simplicity and sophisticated shapes. *“We opted for clear artisanal glass tubes of different lengths in order to create the perfect rhythm for the space. We used almost fifty glass light tubes. This kind of clear glass goes perfectly with the brushed brass, making this piece fantastically timeless. In a way, our chandelier is a beautiful and luxurious piece of jewellery,”* explains Ivana Zuskinová, member of the LASVIT design team.

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Both lightings combine crystal clear glass with golden and bronze tones and provide the perfect backdrop for luxury Cartier jewels, making them shine far beyond the ordinary.

In addition, there is a sculpture by LASVIT designer Katarína Kudějová-Fulinová who has, among other things,



created the art piece Frozen Labyrinth for the Cartier boutique shop in Milan.

New space for a legendary boutique

Since it first opened in 1969, the Cartier boutique at 35 Rue du Rhône has been one of the largest in Europe, located opposite Lake Geneva in a building with a stunning brutalist aesthetic. After months of renovations, they have unveiled a sumptuous new space that combines tradition with a modern approach. The entire Cartier boutique is a Jacobean journey, referencing the brand's heritage and bringing it to the present and into the future. A gradual passage through the boutique between the Cartier Tradition department – which offers collector jewellery, watch pieces and rare old objects – as well as the bold Ice Corridor complement Cartier's insightful, creative vision. Cartier and LASVIT offer a unique dialogue which will draw in every visitor. The entire renovation of the Cartier boutique was headed by Moinard Bétaille.

About LASVIT

LASVIT is a global pacesetter for creating daring, unique space and light experiences that are designed to elevate the feelings and the aesthetic of all. Founded by Leon Jakimič, LASVIT is both a taste and a thought leader in the design industry, with a boundless optimism and passion for making inviting art and design by fusing the traditional with the modern.

A progressive spacial concept company schooled in the long traditions of Bohemian Glassworks, LASVIT is a hub of uniquely creative art, design and production talent that creates breath-taking bespoke installations exhibited the world over, as well as uniquely stunning glass lighting and glassware collections.

LASVITs' unformulaic and unafraid approach has captivated the global design industry, even winning the design "Oscar" award at Salone del Mobile.

Over the years, LASVIT has attracted renowned designers and artists who wish to collaborate with a bold and unconventional Czech company. Together with such influential voices as The Campana Brothers, Kengo Kuma, Yabu Pushelberg, Nendo and Ross Lovegrove, LASVIT has helped their partners realize the most unforgettable glass collections through their uninhibited artistry and unparalleled craft.

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LASVIT is dedicated to a singular mission: To “Lift everyone” by creating breath-taking and sublime spacial experiences that touch the soul of all who look upon them.

LASVIT. Lift Everyone.
#LasvitDesign

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