



"A Frozen Moment", a sculpture in crystal by Pininfarina Extra for "Swatch Kaleidoscope"



"A Frozen Moment" - this is the name of the one-off crystal sculpture which Pininfarina Extra has made as a contribution to the "Kaleidoscope" project organised by Swatch in honour of the 2004 Olympics in Athens.

This art work, presented in a preview exhibition at Beijing together with other works to welcome the 2008 Beijing Olympic Committee, is inspired by the motion of a discus through the air. The topic of the Swatch event is the dual concept "sport and time": artists, athletes and show business celebrities were invited to contribute to the making of "Olympic kits".

These kits are works of art in their own right, emphasising the link between athletic motion and the quest to set new records.

In addition to Pininfarina Extra, around 150 other contributors also answered the invitation, including prestigious design academies such as the European Institutes of Milan and Barcelona and the St. Martin School of London.