

# La Prairie celebrates latest innovation of its Skin Caviar Collection



In collaboration with the artist Cyril Lancelin, La Prairie has launched The Emergence of Life, a full-scale interactive installation at Zurich International Airport

As La Prairie celebrates the latest innovation of its iconic Skin Caviar Collection, The Emergence of Life is home at Zurich International Airport. Acting as a centrepiece within the international travel hub, the full-scale interactive installation invites passers-by to participate in a beauty consultation and complimentary Art of Perfection treatment.

In partnership with Dufry and Zurich Airport and in collaboration with the artist Cyril Lancelin, the unique installation will remain in place until January 3, 2021. Featuring an accumulation of metal gold spheres inspired by the aesthetics of La Prairie's signature caviar bead: simple and pure in shape as an evocation of beauty. With the repetition of the spheres, Lancelin duplicates the unit of measure of space and time, giving the piece a sense of temporality. Structured with precision, viewers can enter the installation and experience it kinetically. Aligned in stacks, the spheres appear to emerge from the floor in an ascension, defying gravity. This emergence echoes the very principle of creation itself, an allegory that celebrates life.



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Synonymous with audacity, it's this trait that encouraged the company to enrich skincare with Caviar Extract more than 30 years ago and experience the emergence of an icon – Skin Caviar Liquid Lift in 2012.

La Prairie's first gravity-defying serum, Skin Caviar Liquid Lift was conceived as a tribute to the caviar beads of the Skin Caviar Collection. Today, La Prairie re-imagines the product, merging the luxury house's two most potent and advanced caviar ingredients for the first time in one unequalled serum: Caviar Premium and Caviar Absolute. The fusion of an unparalleled lifted appearance and visually regained volume offers an improved gravity-defying serum.

"The sphere evokes perfection and purity. It is also, of course, the form of the globe on which we live. This form transcribes for me a communion between nature and technology," explains Lancelin.

With the new Skin Caviar Liquid Lift, La Prairie offers a next level of love and life. To mark the occasion, the installation is on display at Zurich Airport Airside Centre – Centre Stage Level 1. The open structure features a private consultation area and offers travelers the chance to explore chapters that tell the story of the emergence of life: the icon, its science and its indulgence.