

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

	Page
WINTER•FIRE•BIRD, Russia - Guest in the Giant	2
Shaman Forest	6
Inspired Firebird	7
Trans-Siberian Railway	8
Giant Matryoshka by Susanne Bisovsky	9
Blue Noses	10
Ice Sculptures	12
“trance_siberia” by Lena Lapschina	13
Russian Disco and Readings by Wladimir Kaminer	14
THE MASTER AND MARGARITA, Contribution of the crystalweb °	15
Charly Walter – Style Conception	17
S. Bisovsky designs a collection for the Swarovski Crystal World product line	20
Swarovski Crystal Worlds, General Information	23
General Information and Contacts	28

September 07

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

Winter Firebird - Even the title of the four-month temporary program at Swarovski Crystal Worlds inspires dreams and reflection as each facette of the program gives visitors new and surprising insight in the awe-inspiring vastness and diversity of Russia...

Russia – A country of dreams and paradoxes

The Swarovski Crystal Worlds are a creation of wonderful dreams personified in a big-hearted giant who loves to share his sparkling world of ideas with people who still know how to marvel and admire. These visitors are invited to enjoy and reflect upon the crystal-clear and the multi-faceted visions found chamber for chamber within the giant.

During the winter months, the giant is host to special guests from foreign cultures. China, Australia and Iceland sojourned in past years for a duration of three months each as guests in the Swarovski Crystal Worlds. Now Russia has announced that it will bring enchantingly beautiful gifts to the Swarovski Crystal Worlds – gifts fit for a giant and which also represent the many facets of the country and Duscha, the great spirit of Russia: The Firebird, Shaman Forest, Giant Matryoshka, Trans-Siberian Railway and many more cultural aspects for everyone to experience in shimmering ice, in sparkling humour, and in crackling notebook paper.

PRESS INFORMATION

Duscha – the multi-faceted “Russian Spirit”

The realm of the popularly quoted “Russian Spirit” is similar to the giant’s world: an intangible and infinitely diverse vision, a dream that can be seen in continuously changing worlds of images and chambers of wonder. In the Swarovski Crystal Worlds Duscha, the great “Russian Spirit”, is manifested in the form of the Winter Firebird whose velvet wings delight senses and warm hearts without disclosing its true purpose. This way, the bird becomes a symbolic companion throughout the frosty realm of the giant.

Shaman Forest and Firebird

When approaching the giant, imperial red and gold domes and towers of a Russian basilica illuminate in the distance to welcome visitors with an inaudible and yet unmistakably Russian greeting.

Visitors receive a very promising gift during the first greeting in the entrance tent: the ribbon of wishes. After receiving your gift, the journey takes you to the mythical Shaman Forest of the Russian Taiga where the colourful ribbon is wrapped around the trunk of a birch tree following an ancient shamanic ritual where the wish can be fulfilled by the clear winter wind.

At this point, you will also see for the first time the realm of the magical firebird, showing at least one facet of its being in a fiery dance with Zarewitsch Iwan and the banished princess in an interpretation of Igor Strawinsky’s famous ballet “The Firebird”: This mythical creature is also the protector of precious love and a flaming symbol of uniqueness and beauty.

PRESS INFORMATION

Transsib and Grandma Russia

The **Trans-Siberian Railway** is the pulsating lifeline that runs through Russia; a connection between Europe and Asia, but also between cultures, people as well as their hopes and dreams. The video installation by **Charly Walter** takes the visitor to five train stations through the incredible vastness, through cities, the taiga and idea landscapes while continuously using the symbolic power of crystals as a medium to present the numerous facets of this fascinating and exotic country.

This trip also takes you to the crystalline image of “Grandma” Russia, a charming and playfully designed gigantic Matryoshka reflecting and simultaneously uniting all of the colours of the paradoxical country. The Austrian designer, **Susanne Bisovsky**, has given the traditional Russian wooden doll her own personal touch and assigned it a completely new feminine look.

Big art for small kids and small art for big kids – the magic of Russia

In the centre of the giant popular dimensions blend together or vanish. Even well known pieces appear in a new and colourful light. The same could also be said for the Russian guests of the Swarovski Crystal Worlds who will be presenting gifts they have brought to the Winter Firebird performance: The “**Blue Noses**”, a world-renowned artist duo from Siberia, Alexander Shaburov and Viacheslav Mizin, seek to confuse and provoke with their heart-warmingly funny, but also utterly provocative interpretations of modern everyday life in Russia. The **ice sculptors** will turn blocks of ice into glittering images of wonder and intricate ice sculptures that will decorate the garden of the giant until spring. The Russian, **Lena Lapschina**, currently residing in Vienna, will take visitors on a journey with the magical **trance_siberia** on a train trip through the incredible vastness and worlds of her homeland. As a reputable and charmingly funny reporter, author **Wladimir Kaminer** sums up family life between post-communism and

PRESS INFORMATION

near-capitalism and together with **DJ Gurzhy** also brings along the appropriate cult-music for “**Russian Disco**”.

Also the **Giant Children’s Game in the crystalline workshop** is painted throughout in colours typically associated with Russia where Grandma Russia and Grandpa Frost are awakened, enchanted with glittering ice or a fantasy trip is taken with the Trans-Siberian Railway with the Firebird as a companion.

Each segment of the Russia theme conveys deep impressions and far-reaching dreams of a spectacularly beautiful and simultaneously perplex country that can never be contemplated and admired as a whole, but rather facet by facet, and which never discloses its true and inner most being – exactly like crystal...

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the giant

1st December 2006 until 31st March 2007

Shaman Forest

There are people who believe they have already seen the Swarovski Crystal Worlds and the realm of the giant. They do not consider, however, that it is the nature of crystal to be elusive in some way. It is created facet by facet, is in constant change and yet it still remains the same. And there are always other, invisible dimensions...All of these fascinating and simultaneously perplexing characteristics also flow into the temporary works from distant countries, which the giant presents to his guests in winter.

At the first greeting, visitors receive a very promising gift associated with the "Russia - Guest in the Giant" theme: the ribbon of wishes. Afterwards, visitors enter the mystical Shaman Forest of the Siberian Buryat Taiga and wrap their ribbons around the slim trunk of a birch tree so that the clear winter wind and the spirits of nature can fulfil their wishes.

The quiet contemplation, formulation and releasing of wishes, hopes and prayers is a very powerful, ancient ritual still practiced today. Perhaps because wishes and hopes never die...

But there is also a shamanic phrase of haunting words that belongs to the ritual: *"Be careful of what you wish for – it just might come true!"* Clever SchamanenEleven have found a way to help themselves with a small additional request: *"Fulfil my wish – if it is good for me."* So be it then.

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

Inspired Firebird

In the Swarovski Crystal Worlds Duscha the Great Russian Spirit is manifested in the form of the magical Winter Firebird whose soft wings delight senses and warm hearts without disclosing its true purpose. Only this is certain: The Firebird was at all times and in every advanced civilization a magical mythical creature and a flaming symbol for uniqueness, beauty and spiritual nobility. It also unites the dual aspect of sun and moon thus becoming a lunisolar symbol for encounter, passing and rebirth.

“And as long as you do not have, this dying and becoming, you are a dreary guest on this gloomy earth...”, is what Goethe wrote. In the Swarovski Crystal Worlds the Firebird becomes a symbolic companion through the frosty realm of the giant.

Inspired by Igor Strawinsky’s famous ballet, the firebird awakens in the entrance hall of the Crystal Worlds hour for hour to perform a fiery dance together with the young Zarewitsch Iwan to free the beautiful princess from the spell of Kastschin, the magician. In this dance performance, the firebird reveals another facet of its otherwise so secretive being: It is also the winged protector of precious love and, because of this important task, will also be remembered for the next millennium.

1st December 2006 until 31st March 2007

Starting at 9:30 am – 4:30 pm (Thursday until 6:30 pm) every hour in the entrance hall. Duration: approx. 10 min.

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the giant

1st December 2006 until 31st March 2007

Trans-Siberian Railway

Charly Walter

The Trans-Siberian Railway was from the beginning of its construction much more than the world's longest rail connection across the incredible vastness of the Russian tundra. It is also a vital pulsating lifeline that transports goods, fates and visions.

In the wintry Crystal Worlds of the giant, the Transsib directed by the concept artist, Charly Walter, travels to five stations through the real Russia, but also through dreams yet to be manifested. A seemingly never-ending journey that covers the entire country with all of its beauty and paradoxes.

Between Moscow, Novosibirsk, Irkutsk, Krasnoyarsk and Waldiwostok you encounter science and shamanism, technology and ancient rituals and customs, oppressive solitude and modern art as well as sparkling, diverse crystals as transcending symbols for people and cultures, their fates and philosophies.

For years, Charly Walter has been designing and implementing extraordinary exhibition concepts for Swarovski and has also created the temporary Russian guest game Winter•Fire•Bird. Walter's video installation reflects his personal search for the diverse wonders of Russia that have manifested into real objects, projects and events which in turn are reflected again in the eye of the beholder... a circle that, not completely by chance, reminds us of the glittering facets of crystal.

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

Giant Matryoshka

Susanne Bisovsky

The Crystal Worlds of the giant have their own set of rules. In the centre of the giant common dimensions blend together or vanish.

The mystical old words of Goethe: “Be happy about true appearance and earnest game: None among the living is one – but always part of the same!”... are nowhere so omnipresent than here.

This amazing ambiguity also applies to the numerous adorably playful Russian clichés that remain in the heart and mind. As do the “Matryoshkas”, the traditionally colourful, round wooden dolls, an old symbol for “Grandma Russia”, its folklore and sensuality. Exactly this aspect inspired the internationally renowned Austrian fashion designer, Susanne Bisovsky, to create a playful, avant-garde interpretation and new design that transforms the Giant Matryoshka into a three-dimensional projection surface that allows significantly more approaches than expected.

With her creations, Bisovsky adds additional facets to the kitschy image of femininity, and ensures that her Giant Matryoshka reflects and simultaneously unites all of the colours of Russia. This releases the Matryoshka of old stiffness and – true to what the giant offers and envisions- breathes new life into her.

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

Blue Noses

Alexander Shaburov, Viacheslav Mizin

1st December 2006 until 31st January 2007

Sometimes there are connections that are not noticed at first glance. What causes a giant with a good reputation to find two “chaotic artists” like the Blue Noses so funny and to even bring them and their work into the Crystal Worlds? Maybe the fact that the stress was on “funny”...

And what makes two Russian newcomer artists put blue water bottle caps on their noses and start conquering Europe as the “Blue Noses” Performance Group? Maybe it was the realisation that laughing is a great means of transportation to bring murky and long suppressed things back into the consciousness...

At any rate, everyone has come together and you can now take a look at videos and photographs of the Siberian artists in the frosty realm of the giant.

The Blue Noses’ trademark is black humour and cutting irony. They seek to confuse and provoke with their heart-warmingly funny, but also utterly provocative interpretations of modern everyday life in Russia and its adversities. Their intention is not to cater to the elite, but rather to offer direct and generally understandable access to their form of “creative coping”. The art world has shown its appreciation with invitations to the most renowned international exhibitions such as the Biennale in Venice- and now the realm of the giant.

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

THE BLUE NOSES

VIACHESLAV MIZIN

- 1962 born in Novosibirsk in Russia
1984 Graduated at the Novosibirsk Architectural Institute
lives and works in Novosibirsk and Jekaterinburg

ALEXANDER SCHABUROV

- 1965 born in Berezovsky, Sverdlovsk Region in Russia
1985 Graduated at the Sverdlovsk College of Arts
lives and works in Jekaterinburg and Moscow

INDIVIDUAL EXHIBITIONS (SELECTION)

- 2006 The Blue Noses, Gallery Volker Diehl, Berlin
2005 The Blue Noses, B&D Studio Contemporanea in Milan
The Vogue of Labour, Guelman Gallery in Moscow
The Blue Noses, Kunsthalle Brandts Klaedefabrik, Odense in Denmark
2004 Hit-Or-Miss Art (How to Build Up Works of Art Just in the Kitchen), Guelman
Gallery in Moscow
The Blue Noses Group, Display Gallery in Prague
2003 Do I Look Like a Loser? The State Tretjakov Gallery in Moscow
Two Against the Russian Mafia, Guelman Gallery in Moscow, Kiev
The State Russian Museum, St. Petersburg
Absolute Blue Noses, The Zoological Museum in Moscow
2002 Two Against the Russian Mafia, Kirov Museum, St. Petersburg
1999 The New God' s Fools, or the Pathology of Performance, Zverev Center of
Contemporary Art, in Moscow

GROUP EXHIBITIONS (SELECTION)

- 2005 Russian Pop-Art, The State Tretjakov Gallery in Moscow
Always a Little Further, Arsenal, 51st Venice Biennale, Venice
Expanded Painting, 2nd Prague Biennale, Prague
The Dialectics of Hope, The Former Lenin Museum, 1st Moscow Biennale,
Moscow
Gender Troubles, Moscow Museum of Modern Art, during the 1st Moscow
Biennale, in Moscow
2004 Watch out! The National Museum, Oslo
To the Resort, Kunsthalle, Baden-Baden
Ahead of History, Perspectives of Art in the Baltic countries, Finland and
Russia, KIASMA, Helsinki
2003 Absolute Generation, 50th Venice Biennale, Palazzo Zenobio, Venice
Redefining Identifies, The Russian Contemporary Art and the Age of
Globalization, Tate-Modern, Whitechapel Art Gallery, London

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

Ice Sculptures

15th January until 28th January 2007

When the giant plays host to Russian artists in his wintry realm, he also wants to offer his guests an adequate environment: Snow crystals, ice crystals- and crystal ice. This exquisite, crystal-clear glittering and shiny material is the stuff that sculptors' dreams are made of. However this dream can turn into a nightmare, because – unlike amorphous stone or wood – ice immediately displays every flaw due to its lucid transparency, which is why only proven masters of the art attempt ice sculpturing which, by the way, has a long tradition in Russia.

The giant has invited two ice sculptors to the Crystal Worlds during the coldest time of the year. With simple tools such as saws, axes, carving knives, files and warm water, both artists cut, saw, hammer, file, smooth and melt the large crystal ice blocks to release intricate sculptures and facades one step at a time. Fascinatingly transparent house facades at first only seen by the artist although the giant crystal ice block has been standing right there for all to see the entire time.

Crystal clear with rainbow colours during the day and mysteriously illuminated at night, the works of art made of ice will remain in the garden of the giant until the spring sun transforms them once again and reclaims them drop by drop.

Crystalline workshop for children aged 6 to 12.

Ice sculptures – Sculpting with Russian ice sculptors

Saturday, 27th January, from 11 am until 4 pm

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

trance_siberia

Lena Lapschina

1st February until 31st March 2007

Travel trance in the Trans-Siberian Railway.

During a lonely, seemingly endless journey in the Transsib, a mystical trance state between reality and dream can be reached much more quickly as in other places. The trance_siberia is also the theme of the video installation that Lena Lapschina has brought with her into the realm of the giant.

The 3-big-screen projection of the Russian video artist now living in Vienna allows the constant physical journey in the unbelievable expanse of Siberia and the inner images of travellers blend smoothly together – a soft draft that captivates the viewers and gets their intellectual gears going.

The constant hammering of the wheels, the same familiar faces of co-travellers, the long gaze out the window at the white, dormant landscape, the scarce reading material at hand – nothing distracts, but rather brings the traveller as well as the viewer back to what you can never escape from, because you carry it within you.

This is what Lena Lapschina's installation is all about- exodus, contemplation and vision all rolled up in one. Only seemingly a contradiction in terms, because we are in Russia and are only being introduced to the new mysterious discipline of travel shamanism.

PRESS INFORMATION

WINTER•FIRE•BIRD

Russia - Guest in the Giant

1st December 2006 until 31st March 2007

Russian Disco

Wladimir Kaminer - Reading

Yuriy Ghurzhy – DJ

2nd March 2007

Russia is different. But so is Berlin.

And the Crystal Worlds for sure...

In the same respect, it will be very different to meet the Russian-born cult author Wladimir Kaminer, now living in Berlin, in the wintry realm of the giant and to follow his profound and simultaneously adorably funny reports about his everyday experiences in post-communist as well as near-capitalistic life.

Kaminer is a traveller between both worlds and has kept the curious and incredibly awe-inspiring insight into the uniqueness of different ethnic groups, but also his sense for what bonds together.

His off-the-wall collection of short stories "Russian Disco" is not only a bestseller, but has triggered a completely unpredicted culture craze that started out in Berlin and has swept through all of Europe.

Together with his old companion from the Berlin Mitte Café Burger, DJ Yuriy Gurzhy, Wladimir Kaminer also plans to shake up the legendary, original Russian culture music as well as the inner life of the giant with Russian Disco. Those on the dance floor will enjoy a mixture between Polka-Punk, Chaos-Klezmer, Russ' n Roll, Army Reggae, Soviet Swing, Tractor-Lovesongs and Wodka-Ska. Nasdrowje!

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

Contribution of thecrystalweb° about “Winter•Fire•Bird” Russia - Guest in the Giant

THE MASTER AND MARGARITA

The Russian Author, Michail Bulgakow (1891-1940), worked on his novel “The Master and Margarita” from 1929 until his death. Bulgakow’s grotesque story about everyday life in the early days of the Soviet Union has fantastic as well as absurd features. Since Gogol, this was a typical way to exercise criticism about the society in Russian literature without getting into trouble with the law. Bulgakow still had to wait until 1967 to first publish his satirical novel, because the book was still very controversial at the time: The Moscow of the 1930s is described as a pool of sin, corruption and meanness. The concept of the devil appearing in person to do his evil deeds in the city and to play pranks on its citizens fits well here. Using every trick in the book, ruthless officials, cormorants, greedy gamblers, mediocre writers and directors are hoaxed, embarrassed, injured and even killed. At the devil’s side to help him carry out his evil work is a black cat that makes inappropriate advances toward the author’s former lover. The author is simply called “Master”, the woman, “Margarita”.

Just like Goethe’s drama “Faust” (1808) the devil and his black cat are part of the power that constantly sought by evil and is constantly created by good. Its goal is to bring the Master and his former lover back together again. In order to achieve this, a fantastically mystical world must also be created: In the second part of the novel, the black cat lures his victim, Margarita, to the grand ball Satan has arranged where the dead are having a delightful time and a band of monkeys plays a jazz composition for them to dance to. Bulgakow describes the scenery at full moon as being crystalline through and through: Upon arrival in the hall, Margarita is immediately laid on a crystal bed where she is at first wiped bare with large green leaves before being served champagne that sparkles like bright crystal. Hanging above her head is a chandelier

PRESS INFORMATION

with crystal lights and the massive floors made of marble, mosaic and crystal pulsate rhythmically the whole night long.

The room from the crystal web has been interpreted to match the mood of the novel. Surrounded by a mystically dark light, a chandelier with crystal lights hangs from the ceiling (chandelier "Rising Slowly" by Simon Heijdens with more than 6,000 Swarovski crystals), a black cat hovers over the floor. Excerpts of the novel document the strong reference to crystal found in Bulgakow's novel. Similar to the "Case pictures" of the artist Daniel Spoerri, the Russian binge of the great ball in Satan's realm is plastered on the walls. Curator, Harald Szeemann, who discovered Spoerri for the exhibition "Visionary Switzerland" (1992), was highly fond of this Eat Art Tableaux.

The following citations are displayed in the room:

"Then she was laid on a crystal bed and wiped bare with large green leaves. Then the cat came dashing in wanting to help. It sat at the foot of the bed and rubbed Margarita's feet in such a way as if it were polishing boots on the street."

"In the meantime, fountains bubbled with fizz, in three bowls champagne foamed. The first bowl was a translucent violet, the second ruby red, the third a bright crystal colour"

"Now the platform was overflowing with gleaming brightness coming from the crystalline lights. Margarita was placed on a spot and to her left was a small low amethyst pillar"

"It seemed to Margarita that even the massive floors made of marble, mosaic and crystal pulsated to the rhythm"

PRESS INFORMATION

Charly Walter – style conception Atelier for design

On December 1st the most recent production by Charly Walter begins under the title “Winter-Fire-Bird / Russia - Guest in the Giant” in the Crystal Worlds. As already with the country subjects – China, Australia and Iceland – he also presents this year an exotic culture in a fantastical manner. Charly Walter has been creating exhibition concepts for Swarovski for 6 years.

It is his wish to offer visitors different avenues to pursue each topic. In this respect, you can indulge yourself in foreign sounds and images at the “Russia - Guest in the Giant”, get to know the latest about the cultural scene in Moscow or experience the basics about everyday life in rural regions.

For the first time, Charly Walter has documented inspiring research material in a video of his experiences after spending two weeks travelling through Russia. Travelling from Moscow to Irkutsk, he interviewed artists, curators, scientists, but also documented his impressions of rural people in a multi-faceted perspective far beyond your usual clichés.

“These conversations were the best sources of inspiration for the concrete planning and implementation of my project in the Crystal Worlds. We will therefore show visitors interesting stages of my trip with the Trans-Siberian Railway,” explains Charly Walter. The aspect of finding ideas has become a component of the whole concept and is simultaneously a form of conveying art.

At the Art Moscow, Charly Walter met the Blue Noses, for example. He was immediately thrilled by the internationally known artist duo from Siberia with their unconventional and exciting photos and videos about social and economic contradictions in Russia.

PRESS INFORMATION

“Russia is a country full of living tradition and emotion, a melancholy winter fairytale,” reflects Charly Walter in adoration. “The country is like a mysterious crystal that is showcased as a unique treasure in the giant. The Crystal Worlds offer a fantastic stage for the firebird ballet, the mysterious traditions of ancient shamanism in Siberia and the works of art made of ice.” He is convinced of this.

In February 2007, Charly Walter will travel to India to collect ideas for his next big project. In winter 2007/ 2008 India will be guest at the Swarovski Crystal Worlds and you can already look forward to this magical world of colours and festivals.

Style conception – Atelier for design with headquarters in Innsbruck and Vienna:

Style conception creates concepts for artistic projects and takes over their organization and implementation. Together with a flexible network, Charly Walter offers his clients one-stop comprehensive solution packages or supports specific areas.

Charly Walter studied architecture in Vienna and Innsbruck. In the 16 years that followed, he worked in various fields in the areas of architecture, events and presentations. Since 2000, style conception has been focusing in the area of exhibition conception and implementation. Among others, Charly Walter worked for the Zoom Children’s Museum, the Museumsquartier in Vienna, for Architekturzentrum (architectural office) in Tyrol, Swarovski Crystal Worlds and the Swarovski Crystal Gallery. Charly Walter planned and implemented for the Biennale in Venice 2005, in conjunction with Franz Ritzer, the Austrian contribution “The Last Country” by Hans Schabus.

PRESS INFORMATION

Projects by Charly Walter / style conception – atelier for design:

- 1990ff Architecture projects and constructions, exhibition organisation
- 1996 Exhibition “Peter Sandbichler”, KG Pembaur, Innsbruck
- 1997 Exhibition “dark room”, Architecture forum Tyrol, Innsbruck
- 2000 Co-conception and exhibition “Fire-Dragon-Time”
China- Guest at the Swarovski Crystal Worlds
- 2001 Exhibition “crystal paradise”, Swarovski Crystal Gallery, Innsbruck
Layout “Dream-Time-Traces”, Australia- Guest in the Swarovski Crystal Worlds
- 2002 Exhibition “Australian Art & Fashion,” Swarovski Crystal Gallery, Innsbruck
Conception “Crystal Grot”, collection museum Füssen, Swarovski Germany
Conception and Layout “North-Light-Magic”, Iceland- Guest at the Swarovski Crystal Worlds
- 2003 Exhibition “Icelandic design”, Swarovski Crystal Gallery, Innsbruck
Exhibition “City projects for the City of Salzburg”, Art Association in Salzburg
- 2004 Planning and renovation of SRA and Melt, Quartier21, Museumsquartier in Vienna
Exhibition construction with F. Ritzer, “Europe”, “Archaeology”
Zoom Children’s Museum in Vienna
Exhibition Swarovski Trend Worlds, Showroom, Wattens
Exhibition “Shirley Basseby Dresses on Stage”, Swarovski Crystal Gallery, Innsbruck
- 2005 Planning and designing of a children’s atelier, Swarovski Crystal Worlds Wattens
Exhibition “crystal engines”, Swarovski Crystal Gallery, Innsbruck
Biennale of Venice:
“The Last Country” / Hans Schabus. Planning and implementation. In conjunction with Franz Ritzer, Vienna
Planning and designing of Restaurant Mq daily, Museumsquartier Vienna
- 2006 Total conception and organisation of “Winter-Fire-Bird”, Russia - Guest at the Swarovski Crystal Worlds
- 2007 Total conception and organisation of “India”, Swarovski Crystal Worlds Winter 2007/8

Charly Walter / style conception atelier for design

müllerstraße 11/hof a-6020 Innsbruck

burggasse 33/hof a-1070 Vienna.

www.styleconception.com info@styleconception.com mobile: 0664-53442343

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,

Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com

Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

Susanne Bisovsky designs a collection for the Swarovski Crystal World product line

The Austrian fashion designer re-interprets elements of Russian folklore anew.

The Crystal Worlds are the visible expression of a wonderful dream. They are the fantastic and magical vision of the Giant with all the fairytale enchantment that lies concealed within. Under the topic "Winter Fire Bird", Russia's myths and fairytales will enchant the visitor of the Crystal Worlds starting in December. A larger-than-life Matryoshka will be also moving in for the fourth culture festival. The legendary cult object of Russia, the epitome of folklore and sensuality, inspired Austria's master designer of avant-garde traditional costume couture, Susanne Bisovsky, to create her artistic interpretations of tradition and femininity.

A Giant Matryoshka as fashionable projection surface

"Grandma Russia" finds playful and charming expression in the Matryoshkas, the famous traditional Russian wooden dolls. Starting 1 December, there will be a giant Matryoshka in the Crystal Worlds: not as the colourfully painted wooden dolls with multiple pieces, but rather as 3-D projection figures. The round body painted with flowers of the Matryoshka serves as a projection surface for their sensual qualities. Both changing images of femininity bring the Russian cult object visually into the present. Her image alternates between elegance and womanly grace.

She inspires the designer to make a collection that playfully interprets the topic of the exhibition with accessories and a series of T-shirts. The designs by Susanne Bisovsky are exclusively available in the Swarovski Crystal Worlds in Wattens.

Appealing Russian flowers and flowerage

The renowned fashion designer, Susanne Bisovsky, used original Russian flower emblems and folklore patterns for this product line in modern deco prints for T-shirts. The designs "Swan Lake" and "Piroshka" show opulent style elements of traditional

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

Russian art. On the whole, the collection consists of six shirts that transfer typical kitschy prints into modern design. In addition to T-shirts there is also a small crystal-covered Matryoshka.

New interest in kitsch and clichés

Susanne Bisovsky stands for a lusty mix of folklore punk and floral kitsch. The Linz-born designer was already cause for international furore in 1995 with her diploma thesis in the class of Helmut Lang as her so-called “red rubber dress”, a lace-lined dress dipped in latex hit the catwalk in New York for the first time.

Susanne Bisovsky’s very personal contemplation of fashion has consequently followed none of the trends and design guidelines, but rather takes a very personal approach in dealing with folklore décor and floral patterns. Her logo is the sovereign handling of all types of kitsch as well as every cliché that is connected to traditional costumes and clothing. “The yearning for things with a colourful history is constantly growing,” and is the message from Susanne Bisovksy, who also teaches fashion design at the University of Applied Art in Vienna. She recently presented her own “everlasting collection” at the Museum of Applied Art in Vienna.

“Swarovski Crystal has adorned several of my creations so far,” explains the designer living in Vienna, who was spontaneously interested in “Russia” as an artistic subject, “because the fiery, Russian spirit stands for tradition and a connection between country and countrymen.”

Russia - Guest in the giant

Matryoshka, the worldwide popular Russian souvenir has something in common with its new host, the giant of the Crystal Worlds, the surprising inner life. Those who allow themselves to be touched by the fascination of the country will open a spectacular treasure chest starting in December to an impressive trip in the wonder chambers with the Trans-Siberian Railway from Moscow’s cathedrals to the vastness of the tundra to the Taiga in Siberia. The trip includes mystical shaman forests as well as magical

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

dance interpretations of the legendary Strawinsky Firebird Ballet. He invites you to discover Russia between the magic of legends, traditional mythical creatures and today's reality.

For more than a hundred years Swarovski, the Austrian family-owned business with headquarters in Wattens, Tyrol, has been the world's leading brand for cut crystal. Crystal jewels and crystalline semi-finished products for the fashion, jewellery and lighting industry belong to the range of products as do gift and collector's items and home accessories made of skilfully faceted crystal. With both accessory and jewellery product lines, Daniel Swarovski Paris and Swarovski Jewellery the company with the same name also proves its competency in design. Since 1995, visitors have been able to experience the phenomena of crystal in the Swarovski Crystal Worlds with all of their senses. The abrasive material production Tyrolit® and Swarovski Optics with optical precision devices for hunting and nature observation also belong to the Swarovski Group. In 2005, Swarovski earned with approx. 17,000 employees consolidated turnover of Eur 2.14 billion.

The fascination of crystal can be discovered online at www.swarovski.com.

For more information and PR material, contact:

Swarovski International PR

Barbara Kaiser

Mail: barbara.kaiser@swarovski.com

Phone: +43-5224-500-3002

Fax: +43-5224-501-3002

WWW.SWAROVSKI.COM

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

Swarovski Crystal Worlds

A water-spouting Giant that magically lures visitors into its interior, where Chambers of Wonder ignite beacons of imagination, has been successful in becoming a globally recognised work of art in just ten years while attracting more than 7 million visitors to date. The uniqueness of Swarovski Crystal Worlds is the dream dreamt – the material avowal of a corporation to the diversity of ideas that are unleashed by their material of creation, ultra-brilliant crystal. Originally devised as a gift to employees, collectors, customers and partners in honour of the 100th anniversary of the founding of Swarovski in 1995, Swarovski Crystal Worlds, conceived by André Heller, have become a place where people from different backgrounds take pleasure in their astonishment that is as multi-faceted, spontaneous and unadulterated as crystal itself.

Historic Caesura

Like its outward symbol, the Giant, the history of Swarovski Crystal Worlds brings to mind fairy tales where fantasy is allowed to persist and beauty always wins: It was intended to be a birthday celebration, magically staged by André Heller; however, he suggested creating an installation of permanent value and so under his creative direction, the Giant of Wattens was born to this world in 1995 as the guardian of sparkling treasures from the hand of renowned artists. In order to align the Crystal Worlds to the great unanticipated number of guests (720,000 people viewed the Chambers of Wonder in 2004!), new Chambers of Wonder were added in 2003. At the same time, the approach, parking lot and check-out area were optimised. Today, Swarovski is associated with its semi-precious stones, gems and pieces of crystalline art or binocular precision devices and equally with the magical kingdom of the Giant and his Crystal Worlds. Andreas Braun, who has been entrusted with the management of the Crystal Worlds since 1994, sums up the significance of Crystal Worlds for Swarovski's development: "To a certain extent the Crystal Worlds stand for the transformation of the Swarovski group from a purely B2B (Business to Business)

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

PRESS INFORMATION

orientated company at the beginning, and later the direct access to the consumers, or B2C, to the self-selected assignment of C2C, Culture to Consumer. At Crystal Worlds you can experience how the material crystal can lend wings to the mind and bring forth wondrous things exhausting all technical possibilities.“

Indoor and Outdoor Worlds

After its remodelling and expansion in 2003, the Crystal Worlds now encompass a blue entrance hall, thirteen Chambers of Wonder, café restaurant, VIP lounge for Swarovski collectors, an area for special exhibits and the world's largest Swarovski Shop, where no admission ticket to the exhibit is needed. A virtual museum, **thecrystalweb**°, set off in its own room, and a creative laboratory where kids can create their own works of art in crystal have graced the Crystal Worlds since spring 2005.

The grounds surrounding the Giant serve as a playground and flexible exhibit space for sculptures. The Hand, André Heller's verdant labyrinth maze, has been magically drawing in visitors since its planting.

Tour through the Chambers of Wonder

Visitors enter the crystalline worlds of wonder through the head of the water-spouting Giant, and then stroll through the blue entrance hall with its diverse art treasures, from Keith Haring, Nicki de Saint Phalle, Salvadore Dali or Andy Warhol, to name a few, and the world's largest semi-precious stone, the Centenar, with 300,000 carats, the largest cut crystal in the world. The route takes you along the 42 meter long, 11 meter high wall, filled with 12 tons of glittering crystals, and into the amazing interior of the Giant.

A 3D installation, which blends the geometric images and sounds into a **Planet of Crystals**, is the first stop on the tour through the Chambers of Wonder – designed by André Heller and 3deluxe.

The **Crystal Dome**, which emulates the inside of a crystal in 590 mirrored facets, is the primal room of the Giant, a light and sound spectacle, source of inspiration for photo artists and well-trying ambient for fashion photography.

PRESS INFORMATION

A new installation, an unearthly **glistening winter's dream**, draws an association to the original meaning of the word crystal, crystallos (Greek): ice. This spellbinding marvel was created by fashion designer Alexander MacQueen and light artist Toord Bontje as a commissioned work within the framework of the projects "Runway Rocks and Crystal Palace" by Nadja Swarovski-Adams. Put on display in 2003 in London's famous Victoria & Albert's Museum, it has been casting its spell on visitors since early 2005 as a unique object in the cornucopia of wondrous works at Swarovski Crystal Worlds.

The **Crystaloscope**, a gigantic kaleidoscope projected onto the circular ceiling based on special crystals from the well-known German researcher into light and crystal, Peter Mandel, invites visitors to meditate. Leaning against backrests, the impact of the constant new formation of crystal images takes hold of the viewer. Sensitive persons are able to sense the harmonising power of the crystals and feel change itself.

Susanne Schmögner's **Crystal Theatre** stages dream images and fragments as crystalline works of wonder. Interpreting the fanciful installations is just as enthralling as singularly observing the richly detailed objects. "It is the sight of crystal in its diversity of colour and facets which causes the source of inspiration to overflow from which my images arise," says Susanne Schmögner in reference to her works. Via Paul Seide's oscillating filigree staging of a lyrical line from Charles Baudelaire, you reach the **Ice Passage**, which plays with the fragility of a ceiling of ice under which wonderful water creatures emerge. From here, the path leads to Brian Eno's Meditation Room, which is also spatially laid out as an excursion - its own Chamber of Wonder where time, sound and light all come to a halt.

With this room, where he depicts the personal **belongings of the Giant**, André Heller has brought a childhood vision to life. A gigantic accordion plays melodies custom written by Roland Neuwirth. The Giant laid his belongings to rest here: a ring, gloves and walking stick - his companions while wandering the globe. For the room "**The Floating Poem**", Hans Magnus Enzensberger composed a lyrical text on floating which

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures

25

PRESS INFORMATION

constantly rewrites itself with the aid of state-of-the-art projection technology and which heads up with the unearthly appearing crystal chandelier “Lolita” by Ron Arad.

Under the title “**Metamorphoses**”, one of the most impressive installations of the Crystal Worlds is displayed: “Leviathan“, the siphonophore of artist Thomas Feuerstein, a several metres long work of art undergoing perpetual change due to lighting technology.

In the **Global Network** room, the magical universe of Swarovski can be imagined: world of creation, history and philosophy, which revolves around crystal as a metaphor of the soul.

The staged enchanted forest, created by video artist Fabrizio Plessi, where crystal and its primordial relatives fire and water are depicted sensuously in fairy tale form, is the last stop on your journey through the Chambers of Wonder.

More than Wondrous Rooms

Restaurant and café fulfil the demands of form and content: top European gastronomy by Do&Co International is situated nearby significant works of art. In an extra room, the Luna Salon, the moon sketches of Roy Lichtenstein through David Hockney, from Keith Haring to Roland Topor provide a harmonious ambience.

The role of Swarovski Crystal Worlds as a treasure trove of contemporary art is honoured by the special exhibit, created by the late curator Harald Szeemann and Una Szeemann: “wissen uferlos” (boundless knowledge) – Verzauberung auf Zeit (Temporary Enchantment)”. The Prometheus Dome, the utopian crystalline amalgamation of music and visual arts according to sketches by Alexander Skrjabin, realized by Peter Bissegger, will be on display until spring of 2007. The Amber Room, Rastrelli’s masterpiece which has been missing since the Second World War, can be experienced with all senses in a true-to-scale reproduction by Ingeborg Lüscher from the same timeframe. The material, SOLE-soap, is evocative of amber in terms of its colour, transparency and surface.

PRESS INFORMATION

The English star architect Terence Conran designed an 800 m² sized fanciful sales arena which provides a one-of-a-kind shopping experience. The reception room for the 430,000 members of the international Swarovski Crystal Society, where the success story of the figural Swarovski crystal objects is depicted, is situated across from the shop and unites the demand for intimacy and elegance.

Event Centre & Tourism Magnet

Dynamics and diversity are the major strengths of Swarovski Crystal Worlds: a well-attended hoard of material and ideal treasures during the day, the expanded building transforms itself into a concert house with sophisticated acoustic capabilities, a reading pulpit or into a festive framework for various events in the evening. The Giant owes his success as a culturally integrative regional playroom to his functional added value: The “Music in the Giant” concert series, which are held annually in tight cooperation with Thomas Larcher, the creative mind behind the festival “Klangspuren” (Traces of Sound)”, have become an expected part of cultural life. Their ability to bewitch people from all cultural backgrounds is what has quickly turned the Swarovski Crystal Worlds shortly after opening into one of the most important tourist sites in Austria. The level of recognition of the Giant is promoted internationally by a committed marketing programme – as an example, Swarovski Crystal World appears at most of the largest tourism trade fairs in Asia as an exhibitor. The success of these activities can be measured by the results of visitor analyses broken down according to countries: the number of guests from India and China was able to increase multiply in the past few years.

PRESS INFORMATION

General information

“Winter – Fire- Bird”

Russia - Guest in the Giant

1st December 2006 to 31st March 2007

Opening hours

Daily from 9:00 am to 6:00 pm. 24th and 31st December from 9:00 am until 4:00 pm

NEW! During the winter festival on Thursdays late opening till 8:00 pm (last admission 7:30pm).

Closed: 25th December 2006 and 1st January 2007

Crystal Worlds Shuttle

Every Thursday additional shuttle services are available:

From Innsbruck Main Train Station	5:00 pm
Arriving Museumsstraße	5:04 pm
Arriving Crystal Worlds	5:27 pm

From Crystal Worlds	7:30 pm
Arriving Innsbruck Main Train Station	7:50 pm
Arriving Museumsstraße	7:55 pm

Daily Performances

Hourly from 9:30 am to 4:30 pm and also at 6:30 pm on Thursdays.

Events and exhibitions

Blue Noses:	1st Dec. 2006 – 31st Jan. 2007
Ice sculptures:	15th Jan. 2007 – 28th Jan. 2007
“trance_siberia” by Lena Lapschina	1st Feb. 2007 – 31st March 2007
Russian Disco and Reading:	2nd March 2007 (EUR 15.00 /person, Discount EUR 10.00 /person for students. Advanced booking is requested.)

Contact and Reservations

Swarovski Crystal Worlds
6112 Wattens ♦ Kristallweltenstraße 1
Phone +43 (0)5224 51080
Fax +43 (0)5224 51080-3831
swarovski.kristallwelten@swarovski.com
www.swarovski.com/kristallwelten

Public Relations Officer

Maria Ligges
Phone +43 (0)5224 500-3836
Fax +43 (0)5224 501-3836
maria.ligges@swarovski.com

Contact:

Maria Ligges, Swarovski Crystal World, A-6112 Wattens,
Phone +43 (0)5224 500-3836, Fax +43(0)5224 501-3836, maria.ligges@swarovski.com
Graphic material for downloading: www.swarovski.com/crystalworlds/pictures