

PRESS INFORMATION

Swarovski Kristallwelten

Ten Years under the Spell of the Giant

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 6 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

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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) 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, the **crystalweb**^o, 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.

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