



**Swarovski Innsbruck hosts winter wonderland:  
Tord Boontje's enchanting crystal landscape**

**Swarovski, the world's leading producer of cut crystal, has commissioned acclaimed international Dutch designer, Tord Boontje, to create winter wonderland, a breathtaking, poetic, winter mountain landscape, made mainly of crystal, to be shown at Swarovski in Innsbruck, Austria since April 2006. The exhibition, which will run for three years, shows the infinite possibilities of crystal as a creative material, and highlights Boontje's unrivalled talents as a designer. "winter wonderland" illustrates the deep affinity with the natural world shared by both Swarovski and Boontje.**

Through his timelessly contemporary crystal landscape, Boontje pays homage to Swarovski's origins, and its home in the heart of the Tyrol. The company was founded there, in 1895, in Wattens, which was, at the time, a tiny village, hidden in the mountains near Innsbruck. Today, Swarovski headquarters are still based in Wattens, surrounded by some of the most magnificent alpine scenery in the world, touched year-round by the scintillating light of ice and snow. A majestic winter wonderland.

This awe-inspiring setting serves as an ongoing inspiration to all who work at Swarovski, reflected in ecologically-sound production methods, and in design, creativity and artisanship. Since it was first introduced, some 30 years ago, the Swarovski home accessories collection has always been strongly influenced by the natural world. Now, Tord Boontje's modern-romantic, organic design provides the perfect expression of Swarovski's links to nature.

**winter wonderland**

Visitors to "winter wonderland" step through an ornamental gate thickly entwined with flowers, vines and fantastic birds, into a fairytale world redolent with the



innocence and delight of childhood. The medieval vaulted archways at Swarovski Innsbruck, all embellished with STRASS® Swarovski® Crystal, divide the space into a series of secret chambers, each decorated with its own crystal tableau, setting fairytale characters in their own crystal worlds. The last chamber depicts springtime, the end of winter, bursting with joy, hope and the wondrous rebirth of nature.

### **A Crystal Dream World**

“Crystal is used in a very original way for ‘winter wonderland’,” says designer Tord Boontje. “I have placed thousands of crystals very close together so that they are transformed into a contemporary design. By doing this, it has been possible to show crystal as a new material that truly adds sparkle to the imagination.”

Loaded with images, and symbols of movement and travel, like the sledge and the boat, “winter wonderland” transports visitors into a mythical world, ferrying them between dreams and reality. In this way, Boontje’s “winter wonderland” presents an intriguing crystal narrative, echoing with familiar fairytales, yet stimulating the visitor’s imagination, inviting individual dreams and interpretations.

Through winter wonderland, Boontje has been able to indulge his passion for playing with light, exploring the refractive qualities of STRASS® Swarovski® Crystal and using state-of-the-art high-tech lighting elements to bring the fairytales to life. “When crystal is used densely with an internal light, it becomes magical, like the ice palace of the fairy queen.” says Dutch born designer Tord Boontje.

### **A touch of Crystal Poetry in the world of Interiors**

“winter wonderland” demonstrates how crystal can inject modern interiors with a strong, individual personality and an exquisite enchantment. It reinforces the powerful statement that Boontje has made through other Swarovski projects, perhaps most memorably through his iconic Blossom chandelier, part of Swarovski’s celebrated Crystal Palace project, reinventing the chandelier for a



modern world. The Blossom chandelier, showing how crystal can be soft, romantic and organic, has now become a contemporary classic, sought after around the world. At the same time, this new exhibition at Swarovski Innsbruck emphasises Swarovski's continuing mission to nurture talent and work with the world's most creative designers, in all fields, to push boundaries and find new expressions for crystal in today's world.

### **Swarovski Innsbruck**

Swarovski Innsbruck in the Old Town of Innsbruck, the capital of the Austrian Tyrol, is housed in an original 15<sup>th</sup> century building. The vaulted gallery in the basement has been used for a number of successful exhibitions, including a glamorous display of Shirley Bassey's crystal-encrusted gowns and the recent "Crystal Engines" exhibition of amusing, intriguing crystal mechanisms.

Swarovski Innsbruck was extended and modernized in 2004 to include three open plan levels. With 850 square meters of display and sales space, this is the biggest Swarovski specialty store in the world, filled with Swarovski's internationally renowned collections of crystal fashion, jewelry, objects and home-ware.

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*For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewelry stones and crystalline semi-finished goods for the fashion, jewelry and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewelry, the company's accessory and jewelry ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit®, which produces*



*grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation.*

*In 2005 Swarovski achieved group sales of Euro 2.14 billion with a total of approximately 17.000 employees.*

*Discover the magic of crystal online at [www.swarovski.com](http://www.swarovski.com)*

**Further information**

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The exhibition can be visited free of charge.

**Opening times**

November - March	Mo - Sa	8 am - 6 pm,	Su 8 am - 5 pm
April - May	Mo - Sa	8 am - 6.30 pm,	Su 8 am - 6 pm
June - August	Mo - Sa	8 am - 7.30 pm,	Su 8 am - 7 pm
September - October	Mo - Sa	8 am - 6.30 pm,	Su 8 am - 6 pm
Closed	January 1, November 1 and 2, December 25 and 26		

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