



press
INFORMATION

Swarovski Kristallwelten

	Page
The Swarovski Kristallwelten – an invitation to the realms of fantasy	1
14 Chambers of Wonder – start of a journey through a fairy-tale world	8
Crystal Stage – a multifarious fusion of “behold and buy“	13
Celebrations for the senses – cultural performances and events in the Swarovski Kristallwelten	16
The Swarovski Kristallwelten: a kaleidoscope of arts	19
d.swarovski tourism services gmbh: a source of ideas for innovative marketing concepts	22
General information	23

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press
INFORMATION

THE SWAROVSKI KRISTALLWELTEN – AN INVITATION TO THE REALM OF FANTASY

Whether in very delicate crystalline dust, or as a majestic solitaire, whether fervently glittering or with a tender gleam: the versatility of crystal is without comparison. Its brilliance is just as lively as the presentation of its mystic home: the Swarovski Crystal Worlds in Wattens in Tyrol/Austria. Opened in 1995 to celebrate 100 years of Swarovski and with two transformations in the meantime, the glittering labyrinth has already enchanted more than eight million visitors from all over the world.

Under the direction of the multimedia artist **André Heller**, who developed the concept for this magical place, the crystalline treasure trove in the interior of the legendary Giant is continually growing. After two reconstructive phases in 2003 and 2007, the fantasy world now offers on 8.500 square metres realms of space for dreams. Ten million Euros alone were invested in the last transformation of the subterranean, mysterious labyrinth, whose glittering installations entice an international public. In the same way as the company founder Daniel Swarovski I. consistently pursued his visionary ideas, Swarovski now continues along the lines of **“The Art of Crystal” Fiction** a fairytale made of crystal. Daniel Swarovski I. took courageously unconventional paths and was full of creativity. As an homage to the imaginative universalist, Swarovski together with the multimedia artist André Heller, as avantgardistic as Daniel Swarovski himself, have created a place of enchantment. Here, the crystal releases its entire energy as art object and source of inspiration.

The Giant’s treasure trove – artists’ visions become true

Not far from Innsbruck, in Wattens, a water spouting Giant with sparkling eyes guards over a subterranean world, in which 14 Chambers of Wonder following historical models sustain dazzling crystalline artistic works. The paintings, sculptures and installations by renowned artists such as Brian Eno, Keith Haring, Salvador Dalí, Niki de Saint Phalle, John Brekke, Susanne Schmögner and Jim Whiting invite us on a sensual journey into a sparkling labyrinth seemingly eliminating the border between dream and reality. Harmonious fragrant compositions by Jane Haidacher and mysterious sounds make a visit to the crystalline world of magic an unforgettable event for all the senses. 700.000 visitors, predominantly from Germany, Austria, Italy, Eastern Europe and Asia are drawn each year into the Giant’s spell. Thus, the Crystal Worlds is amongst the most popular tourist destinations in Austria.



press
INFORMATION

14 Chambers of Wonder – start of a journey through a fairy-tale world

The start of the Giant's effervescent world is marked by the **Entrance Hall**. Bathed in deep Yves-Klein-Blue, the objects of famous artists and the largest crystal in the world welcome the visitor to a special realm. The acoustical and optical myriads of experiences of Jim Whiting's Mechanical Theatre are continued in the **Crystal Dome**, the centrepiece of the Crystal Worlds. On his way to the next Chamber of Wonder, the visitor encounters the fragile crystal tree "**Silent Light**" by Alexander McQueen and Tord Boontje, conveying a unique fascination. In view of Peter Mandl's **Crystaloscope**, quiet amazement changes to intense contemplation, only dispelled through the enchantment of the sparkling fantasy figures of **Susanne Schmögner's Crystal Theatre**. Accompanied by Paul Seide's **Crystal Calligraphy**, overcoming language barriers, the visitor now reaches the **Ice Passage**, ablaze with light in interaction with the visitor. Via the **Gallery**, housing special exhibitions alternating with Swarovski's collection of contemporary artists, the discovery tour is continued in the ninth Chamber of Wonder with the **Giant's Belongings**. Within the following simplistic and dark room "**La Primadonna Assoluta**" nothing distracts the visitor from the grandiose appearance of the renowned soprano Jessye Norman. **Poseidon's Puzzle** lures into an artificial underwater world, in which glittering crystal sea creatures speak of the beauty of the oceans. Carried by delicate music, virtual paintings entitled "**55 Million Crystals by Brian Eno**" merge into a "synthesis of the arts". The **Reflections** installation, staging the deep involvement of human beings with crystal matter, spirals on into the **Crystal Forest**, a composition thematically portraying the field of tension between nature and technology.

The Crystal Stage – adventure landscape of beholding and buying

Subsequent to the parcours through the Chambers of Wonder **Timeless Swarovski** documents, through film sequences and special exhibits, the company history creating a link between the mysterious Chambers of Wonder and the Crystal Stage, an adventure landscape of beholding and buying. The concept integrates a Swarovski CRYSTALLIZED™ Store which premiered in the Crystal Worlds. Today, the innovative store-concept is also realised in London, New York, Shanghai and from December 2009 in Vienna, Kärntner Straße 24.

The Crystal Stage, designed by the well-known architects and designers Conran & Partners, presents itself as two inter-connected rotundas, giving space to the entire Swarovski product range. The idea for the design arises from the rhythm of day and night, alternating room images describing the different stages of crystallisation. In the first rotunda, star spotlights and round light domes generate the illusion of a night sky – a spatial impression underlined by the star-like arrangement of the showcases. In a transitional zone, crystal chandeliers of the Crystal Palace Collection designed by Ron Arad, Tom Dixon and Tord Boontje illuminate the area. The dominant feature of the second, brightly lit rotunda



press
INFORMATION

symbolising the day, is a mountain lake. Like concentric waves, the showcases are grouped around the middle of the room, which is accentuated through center stages.

The Crystal Stage comprises both the entire Swarovski product range (Swarovski Silver Crystal, Swarovski Crystal Moments, Swarovski Jewellery Collection, the Couture-Jewellery of Daniel Swarovski Collection and the Collection by Atelier Swarovski) and also specialised partner products, made with CRYSTALLIZED™ – *Swarovski Elements*, which are exclusively available here in Wattens. Besides a large selection of home décor objects by Daniel Swarovski and Swarovski Crystal Living in the Crystal Stage, are also the high precision optical devices of the renowned Swarovski Optik brand. In order to realise individual ideas of design, various creative materials complement the Swarovski CRYSTALLIZED™ range, accompanied by information on techniques, trends and styling as well as workshop programmes.

While precious jewellery and accessories fascinate admirers of crystal, children can enjoy the virtual world of Kids Bubble with game consoles. And for those who just want to rest and relax from the multitude of impressions, there are comfortable EDRA seating arrangements adorned with crystals.

CAFÉ-terra – relishing the alpine landscape

The restaurant area of the Crystal Worlds, also designed by Conran & Partners, presents itself in restrained nuances and natural materials capturing the atmosphere of the surrounding Tyrolean mountains. Granite from the nearby mountains, wood and gneiss dominate the furnishings that include an illuminated display cabinet for five original Picasso plates, recessed in the wall. The interior walls encased with timber are the discreet background for a collection of unique paintings. Thus, the original moon drawings by world-renowned artists like Roy Lichtenstein, Keith Haring, Kenny Scharf and David Hockney find their place in the CAFÉ-terra. A photographic interpretation of the Tyrolean alpine scenery, an artwork of the Austrian artist Nikolaus Schletterer, underlines the reference to surrounding nature. The restrained, natural interior design allows the “Waterfall”, a glittering curtain made of STRASS® Swarovski® Crystal Strands, to appear even more glamorous.

CAFÉ-terra is followed by the adjoining Zero°. The small, oval room is kept in cool white tones reminiscent of a glacier. The picture is completed by a crystal resting in the centre of the white, crystal varnished table to form a small iceberg.

The interior design of Zero° is as fine as the cuisine of the restaurant. A first-class catering-service offers an exquisite range of food and beverages. On request, Swarovski organises in the sparkling rooms of the Crystal Worlds culinary events such as receptions, dinners and cocktail-parties or unforgettable celebrations of the senses.



press INFORMATION

VIP-Lounge – sparkling welcome for crystal lovers

From the Crystal Stage, the visitor reaches the VIP-Lounge, spanned by an artistically staged starry sky. Surrounded by precious collectibles of the Silver Crystal Collection, whose oldest object dates back to 1976, the Swarovski Crystal Society (SCS) with more than 350.000 members meets here. In this lounge, the members can share their passion for the crystal with like-minded people. The room has a size of 80 square metres and is kept completely in black, highlighting the fiery glittering of the exhibits. The elegant black leather seating arrangements invite the SCS-members while enjoying a free cocktail to gain an overview of the most recent exclusive crystal products, which are only available in the VIP-Lounge in strictly limited editions. Films portraying different designers, products and events as well as a comprehensive archive with Swarovski magazines complete the presentation.

Art in the park

Besides the Chambers of Wonder, the park surrounding them is also part of the magical kingdom of the Giant. The area was designed by André Heller and features sculptures and garden fantasies by renowned artists like Bruno Gironcoli, Alois Schild, Franz West, Heidrun Brandt-Perakis and Sylvie Fleury. Amongst the most striking modules of the park landscape is the green labyrinth in the form of a hand designed by André Heller, an invitation to explore and to play hide-and-seek. The staged confusion is accompanied by mysterious sound – created by the “Piano of Nature”, an installation of the Austrian artist Alois Schild. The writing “YES TO ALL“ designed with Swarovski crystals by Sylvie Fleury in the entrance area, is visible over a long distance above the park landscape. , Water is an essential source of life especially for lush vegetation. On a hill a wild torrent springs from the park’s centre symbolic of the source of the river Inn. Alpine plants grow on both banks of the torrent.. Where it gradually trickles away, the dowser rabbit from British artist Barry Flanagan searches for the vanished water. With a stone carving, Heidrun Brandt-Perakis created a further, impressive link between nature and artefact. Modelled on the history of the origins of the Swarovski company, the Tyrolean artist Martin Gostner created the bronze sculpture “Kairos“, called after the Greek god of the fleeting moment. The cast of an original sized wardrobe dating from the heyday of industrial expansion rests on bronze boards and symbolizes the mysterious moment that induced Daniel Swarovski I. to establish his now world-famous company.

The park also offers a lot of free space for children as the true heroes of any fantasy world. They are immediately captivated by a playground designed by the German artist Monika Gilsing. The outdoor extension of the CAFÉ-terra even carries the stamp of the creative offspring that realises regularly its ideas in the Kristalline Werkstätte (Crystalline Workshop). Together with the young workshop participants, the Tyrolean media artist Peter Sandbichler created the sparkling lettering “bambini“, defining the round courtyard of the café.



press
INFORMATION

The Giant lives – the Crystal World as event location

The mysterious world of the Giant is not only the location of artistic stagings with crystal – it also endows festivals, concerts, special exhibitions and private events with a particular magic. Since 1995, Swarovski has very successfully staged the festival of “Music in the Giant“, a concert series with top-class soloists and ensembles from all over the world. Among these are for example jazz musician Stefano Bollani, pianist Grigorij Sokolov, piano duo Ferhan and Ferzan Önder, trumpet player Enrico Rava, pianist Alfred Brendel and British baritone Roderick Williams. The “Art-Dinner-Concert“ features, besides the musical experience, an exclusive guided tour through the Chambers of Wonder and a three-course-menu in the unique ambiance of the Crystal Worlds.

The Gallery houses special exhibitions at regular intervals, in which both artworks by traditional artists and the avant-garde are presented. In 2008, the interactive exhibition “Toying with Words from German author, editor and literary personality Hans Magnus Enzensberger enthralled the visitors. A further highlight of the exhibition programme is the moving pictures installation “Sankalpa“ by Shekhar Kapur and David Adjaye, based on the short film "Passage", which is on show from June 2009 until November 2010.

Clubbing belongs among the more recent events in the Giant. In front of the sparkling backdrop of the Crystal Worlds, DJs and MCs enthral the dance floor until the early morning hours. Techno-, House-, Drum 'n' Bass- and Funk&Soul-rhythms guarantee dance-filled nights and a unique party atmosphere. The interior of the Giant, however, also endows private celebrations like weddings and company events with an exclusive setting. Entrance marquée and Park, Entrance Hall, Crystal Dome, Cube, CAFÉ-terra, Zero°, VIP-Lounge and Crystal Stage are available to make a social event a celebration of all the senses. The 590 facets of the Crystal Dome for example thus multiply the festive brilliance. The most up-to-date stage technology of the Cube immediately transforms a space shimmering in blue into a hot party location in fervent colours.

Everybody is a crystal artist – creative space for young and old

But the Giant does not rest in daylight either. In the “Kristalline Werkstätte“ for children between four and sixteen, young artists may live their dreams. Depending on the experiences and needs of different age groups, discovery tours through the kingdom of the Giant, fairytale telling and workshop projects are organised together with renowned artists and celebrities from literature like Peter Sandbichler, Christoph W. Bauer, Irene Hohenbüchler or Gabriele Sturm. In the children’s studio designed by the German Design Group 3deluxe, children and adolescents create artful objects and resonant installations inspired by the respective seasonal themes, which are then presented to the public.

While the youngest are enthusiastic about free designing with crystals, adults learn different techniques of crystalline design under the expert tuition of the house of Swarovski in the Swarovski



press INFORMATION

CRYSTALLIZED™ workshops. The acquired knowledge serves as a basis to design jewellery, home décor objects and fashion accessories following individual concepts and artistic ideas. The visitor can choose between diverse workshop themes such as “Crystal Wedding”, “Be my Valentine” or “Sun, Summer, Lightness“. The respective motto inspires the participants and serves as a guideline for the creation of their individual wishes.

The homepage – virtual world of crystal

The seemingly avant-garde portal www.swarovski.com/kristallwelten enchants its visitors. The virtual discovery tour, starting here, inspires the user to experience the Swarovski brand and the Crystal Worlds personally. Click by click, the visitor navigates through the sparkling world. On his way through the 14 Chambers of Wonder, through Timeless Swarovski and the Crystal Stage, continuously new, unusual perspectives open up to him and present the crystal in all its versatility. Informative texts on the individual performances accompany the visitor during his walk. Under a special menu item, Swarovski introduces all the different artists that participated in the design of the Crystal Worlds. Besides a virtual crystalline world, the homepage offers an abundance of material to download and important info on events, opening times, entrance prices and gastronomy.

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press
INFORMATION

14 CHAMBERS OF WONDER – START OF A JOURNEY THROUGH A FAIRY-TALE WORLD

The kingdom of the Giant houses an abundance of treasures, maintained in 14 Chambers of Wonder. The Entrance Hall, Jim Whiting's Mechanical Theatre, the Crystal Dome, the Crystalloscope, the Crystal Theatre by Susanne Schmögner, the Crystal Calligraphy, the interactive Ice Passage, a room for temporary exhibitions, a Chamber of Wonder for the Belongings of the Giant, a kingdom of her own for Jessye Norman, Poseidon's Puzzle, 55 Million Crystals by Brian Eno, the crystal installation Reflections and the Crystal Forest are among the adventure locations. The subsequent exhibition room Timeless Swarovski leads on to the Crystal Stage, a stage for beholding and buying.

The Entrance Hall – fascination of contrasts

Having arrived inside the Giant, visitors are wrapped in the magic of Yves-Klein-Blue. The Centenar, at more than 330.000 carats and a diameter of around 40 centimetres the world's largest cut crystal, rests in the middle of the room surrounded by art objects by Keith Haring, Niki de Saint Phalle, John Brekke, Salvador Dalí and Andy Warhol. Its unique light effect is thanks to 100 hand cut facets symbolising the 100-year-old company history. Next to the Centenar sparkles the smallest crystal with a diameter of just 0,8 millimetres and 17 facets. An 11 metre-high and 42 metres long crystal wall supports the entire exhibition like a backbone and leads on into the depths of the Crystal World.

Jim Whiting's Mechanical Theatre – mysterious and magical movement

The desire for change, passion and erotic fantasies motivate people – and Jim Whiting's machine-driven world. Human craving and its fulfilment is represented by Adonis and Whiting's delicate Walking Woman is a central motif of the stomping, hopping installation of the British artist, which can also be interpreted as a surreal fashion show of strange creatures. Rigid objects suddenly come to life. Clothes appear to be more spiritual than mere textile covering and visitors are captivated by objects that seem to dance and fly about. The installation is an excellent example of Swarovski's technological universality: each single figure was precision made in the technical department of the company.

The Crystal Dome – reflection of nature

The centrepiece of the Crystal Worlds is the Crystal Dome. Following the construction principle of the geodesic astrodome of Buckminster Fuller, 590 mirrors form an acoustical and optical kaleidoscope. Multiple sounds and light break at the faceted walls and convey to the visitor the feeling that they find themselves right inside a crystal.



press
INFORMATION

Silent Light – a sparkling winter’s dream

On fine, room-high branches of steel the fashion designer Alexander McQueen and the light artist Tord Boontje mounted thousands of Swarovski crystals. Both iconic designers, who also cooperated in much acclaimed projects by Nadja Swarovski-Adams, have created a fragile, fairylike artwork staging the beauty of winter in a subtle way and touching the senses of the viewer.

The Crystaloscope – a place of harmony

It is in this chamber that the visitor has time to relax, to lean back and enjoy the harmonising effect of the changing crystallisations in the astrodome. André Heller designed together with the world famous alternative practitioner Peter Mandel the largest kaleidoscope in the world. The kaleidoscope is itself reflected in an expanded crystal with 444 facets that in turn are reflected by the kaleidoscope. The geometry of the crystal follows ancient holographic patterns that are anchored throughout nature.

The Crystal Theatre of Susanne Schmögner – a crystalline fairytale world

‘Mongolfieren’, flower angels, plants that eat crystals and dancing suns: With each figure in the Crystal Theatre, the Austrian stage and costume designer Susanne Schmögner has created a gatekeeper for the fantasy realm. The multicoloured light reflected by the crystals gives a special dramatic effect to the subterranean backdrop, which is reflected on a water surface. The brilliance of the crystal thus becomes like cloth, stone and metal, a design element of the mysterious stage landscape. Just as the iridescent crystals inspired the artist’s creative energy, now the glittering world, which has been complemented by new fantasy figures, triggers a flood of associations. For a short time, Susanne Schmögner opens the gate of a crystal wonderland to the observer of her mystical creatures, in which the sun and the moon ice-dance with each other and entice the visitor into a world of magic.

The Crystal Calligraphy – the universal language of light

The US-American glass artist Paul Seide created a language, understandable to all, using blue-green crystal calligraphy. He realised his wish to overcome all language barriers with a universal language. On the wall diagonally across a text renders Baudelaire’s famous poem “The Wine of Lovers“. It was André Heller who had the idea for the selection of this text portraying the poetry of crystal and documenting the literal exploration of the material. His concept of design provides for a comprehensive artistic interpretation of crystal.

The Ice Passage – the drive for research leaves tracks

The way into the Ice Passage passes a crystal sphinx designed by Hubert Aratym and fabricated by hand according to old French Gobelins techniques. Intuitively, the visitor feels his way forward into the



press INFORMATION

Ice Passage by Oliver Irschitz that changes its appearance through movements: each step enchants crystals out of the ground determining the chosen path. The more people undertaking that adventure, the more brightly lit the area becomes. At the end of the passage, the visitor is awaited by the imposing “Rorschach Stele” by Hubert Steinlechner, whose special engraving skills conjure up a unique three dimensional effect. In the truest sense of the great psychoanalyst, whose name she bears, it challenges the free association of the visitor. Immediately across, the renowned German author and editor Hans Magnus Enzensberger stages with faint irony the “Augentrost” installation, rendering a passage of German Basic Constitutional Law.

The Gallery – masterful interactions

Right from its beginning, Swarovski has always had a close association with art, illustrated by the comprehensive collection of works by renowned artists from the past two centuries. Paintings, photos, drawings and prints by Gustav Klimt, Marc Chagall, Joan Miró, Peter Kogler, Kurt Kocherscheidt, Helmut Newton and many other artists convey an impression of the development of visual arts in Europe. In order to give the creativity of the artistic scene more space, the Crystal Worlds provide a bountiful area for temporary exhibitions. Whether it is now the oeuvre of contemporary artists or works of the current avant-garde: the Gallery regularly displays noteworthy special exhibitions, such as the interactive performance “Toying with Words” by Hans Magnus Enzensberger in 2008, arousing joy in word transformation and pleasure in wordplay. From June 2009 until November 2010 the Swarovski Crystal Worlds once again presents top-class and contemporary avant-garde art. In the moving pictures installation “Sankalpa” by the world famous director Shekhar Kapur and the architect David Adjyaje, based on the short film “Passage”, two art forms merge with each other: film and architecture.

Giant’s Belongings – inspiration for stories

What does a Giant need for his journey around the world? His gloves, walking stick, accordion and his ring are already laid out for him in the ninth Chamber of Wonder. Not only do the art objects of this chamber of wonder lend food for fantasy for young and old, they actually spring from a personal childhood dream of André Heller, who imagined the park of Schönbrunn Palace as kingdom of the Giants, who awoke to life at night. The multimedia artist equips the Giant on his way with objects which remind of artefacts of the historical Chambers of Wonder at Ambras Castle near Innsbruck – for Heller a source of inspiration. Ring and gloves are decorated with hundreds of Swarovski crystals. Rudi Hirt created the artistically carved walking stick. The Viennese group “Extrem-Schrammeln” in cooperation with Roland Neuwirth composed the music, which sounds the moment the accordion is unfolded into a butterfly.



press
INFORMATION

La Primadonna Assoluta – two solitaires in harmony

In the glamour of the Crystal Dome, the famous soprano Jessye Norman celebrated a spectacular performance. André Heller captured the final aria “Thy, hand Belinda” from the opera “Dido und Aeneas” by Henry Purcell on film and it is now screened in a special room, minimally furnished, that was created especially for the memorable opera diva. In order to guarantee pure musical experience, the chamber is only equipped with transparent leaning supports, a plasma TV-screen and a fine quality audio system. The room is dark, illuminated only by the brilliance of the diva herself, so nothing is allowed to distract from her voice and grandiose appearance. The immortalisation of the human being in art finds its equivalent in nature in the rock crystal from Madagascar, which unfolds its power at the feet of the great diva.

Poseidon’s Puzzle – the enchantment of the deep sea

Risen to the surface again from the world of opera, the visitor takes a narrow path into the kingdom of Poseidon, the God of the Sea. With each step, the visitor dives deeper into the colourful universe that is populated by glittering sea creatures. A distorted acoustic and the broken light perfect the illusion of a mysterious underwater world far from everyday life.

55 Million Crystals by Brian Eno – the transience of art

“I want to create places that feel like music“, Brian Eno said about his installation. For Brian Eno, in the age of high resolution monitors and powerful computers, the artistic original is no longer connected to a static physical object. Instead, he perceives a unique artwork in every passing moment. 55 Million Crystals by Brian Eno shows the huge number of possibilities that develop if formerly hand-painted pictures are occasionally superimposed using computer technology. Eno says: “One day, painting and music met and they fell in love with each other. They had 55 million crystal children, each one unique in its own right. This work is positioned somewhere between a painting, which is unchangeable, and music that is constantly changing. It is an experience of transformation in four dimensions. Constant change: “Everything is in flux.“ Set in front of a background depicting an old English salon, the monitor and the computer are thus artistically reinterpreted and become the trigger of a creative process.

Reflections – kaleidoscope of sound and vision

The thirteenth Chamber of Wonder stages through various features the development of humanity and its relationship with the crystal material. Pictures, graphics, illustrations and animations convey in 300 facets of 48 crystalline polygons the versatility of the natural phenomenon, the crystal. The first feature is dedicated to the essence of the human being and its striving for knowledge and insight. As the “history“ sequence impressively shows, the human knows very well how to utilize the crystal.



press INFORMATION

Underlined by sound images, the visitor learns more about the significance of the crystal for alchemy, science and medicine. Highlight of the installation is a spiritual place in the centre of the spiral, demonstrating the effect of the crystal in religion and magic. The exit from the spiral arises from a confrontation of micro-cosmos and macro-cosmos: they consist on the one hand of crystalline structures, and generate them on the other hand. The conclusion of the installation is marked by visual impressions on the essence of nature as a phenomenon that can be analysed, but that is basically inexplicable, expressing itself in a constant cycle of growth and decay.

The Crystal Forest – synthesis of nature and technology

Fire, water and crystal: the way through the Crystal Forest of Farbizio Plessi becomes an encounter with the basic elements. Every tree has an artificial core in the form of a video installation. Technology rests embedded in nature. The vision of the visitor is magically drawn into the scene by the constant flickering, sparkling and oscillation, which unfolds behind a brittle veil. A new interpretation of liveliness finds its expression here. A fervidly-glittering installation marks the end of the Crystal Forest; the siphonophore “Leviathan” by Thomas Feuerstein consists of more than ten thousand crystals. Just as a human being is not capable of living without a community, and as a crystal only unfolds its magic in accord with other crystals, the siphonophore also emerges as an object consisting of a multitude of individual beings. Only together can these unfold their power of fascination.

Timeless Swarovski – tradition has many faces

The success story of Swarovski is, above all, one about people of sufficient courage and creativity to transform visionary ideas into action. This individual exhibition space which simultaneously forms the beginning of the transition on to the Crystal Stage, is therefore dedicated to the members of the Swarovski family and to well-known personalities who are closely associated with the company. A small stage presents in temporary exhibitions the jewellery of major stars like Madonna or Maria Callas. Twelve film sequences and exhibits such as jewellery, artefacts and everyday objects serve to illustrate the comprehensive, fascinating image of the Swarovski brand, which is completed in the adjoining room by the Crystal Stage. This largest assortment of Swarovski products worldwide takes the visitor into a world of beholding and buying, in which crystalline wishes become true.

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press
INFORMATION

CRYSTAL STAGE - A MULTIFARIOUS FUSION OF “BEHOLD AND BUY”

The renowned architects and designers Conran & Partners have created with the Crystal Stage an adventure landscape unifying beholding and buying, a gentle transition from the darkness of the Chambers of Wonder into a bright world, in which the crystal is within everyone’s reach. Uniquely staged, the largest Swarovski retail store celebrates the multifarious product range of the company, including Swarovski CRYSTALLIZED™ - a new store-concept that premiered in the Crystal Worlds.

Moving out of the Chambers of Wonder to return to the daylight, the visitor passes through several inter-connected rotundas that give him the opportunity to admire and to purchase items from the biggest range of Swarovski crystal objects. It was not only the transition from night into day that inspired Conran & Partners in this unique room composition but also the life cycle of crystal.

In the first rotunda, star spotlights and round light domes create the illusion of a night sky. The star motif is rediscovered in the arrangement of the showcases, in which Swarovski products multiply the brilliance of the night sky. Day breaks slowly in the light of extravagant chandeliers of the Swarovski Crystal Palace Collection, created by well-known designers such as Ron Arad, Tom Dixon and Tord Boontje.

A crystal universe gleaming in bright light surrounds the visitor in the second rotunda, dominated by the tender colours of the Austrian scenery. The central image in this second room is that of an exquisite mountain lake. Like concentric waves, the showcases are grouped together in the middle of the room, underlined by centre stages. Here, the latest Swarovski high fashion and product creations are placed firmly in the spotlight. The two stages are connected by a shimmering strip of light, which symbolizes a watercourse.

Boundless Fantasy: Swarovski CRYSTALLIZED™

Artists and designers in the areas of fashion, interior decoration and jewellery have always been inspired by the precision cut crystal elements CRYSTALLIZED™ – *Swarovski Elements*. Integrated into the shopping landscape of the Crystal Worlds, the first Swarovski CRYSTALLIZED™ Store offers a large assortment of designable pieces of jewellery and CRYSTALLIZED™ – *Swarovski Elements*. The loose crystals and ready-made pieces of jewellery enable crystal lovers to express their own personality in their individual style. Meanwhile Swarovski CRYSTALLIZED™ Stores have also opened their doors in London, Shanghai and New York. The next opening is scheduled for December 2009:



press INFORMATION

Swarovski Wien then invites us to experience the crystal in all its facets in the Swarovski CRYSTALLIZED™ area in the Kärntner Straße 24 in Vienna.

Crystal joy in experimentation: Swarovski CRYSTALLIZED™ workshops

To reveal to crystal fans the entire spectrum of the applications of CRYSTALLIZED™ – *Swarovski Elements*, Swarovski offers creative courses. The participants are made familiar in the Swarovski CRYSTALLIZED™ workshops with the secrets of the countless possibilities of crystal design. Swarovski experts convey various techniques of jewellery design and assist with the design and production of contemporary bracelets, necklaces and other decorative elements. In order to ensure success, course participants may choose between different degrees of difficulty – dependant on their previous knowledge and skills. Various workshop themes such as “Crystal Wedding”, “Be my Valentine” or “Summer, Sun, Lightness” serve as a guideline and additional inspiration.

A flagship store for the whole family

The Crystal Stage can be visited independently from a visit of the Chambers of Wonder, free of charge. The appropriate tickets are available from the cashiers in the entrance area of the Crystal Worlds. Besides the integrated Swarovski CRYSTALLIZED™ Store, the shopping landscape offers a large selection of products from the entire Swarovski range. The famous Swarovski Silver Crystal Miniatures, whose very first piece, the “Urmaus” (first figurine of Swarovski) founded a new business branch in 1976, continue to capture the heart of collectors. While the Swarovski Jewellery Collection enchants with precious creations, the Swarovski Crystal Moments line complements the product range with affectionately designed figures, whose characteristic is the combination of metal and crystal. Those who look for exclusive design created by unique artisans will be fascinated by the couture-pieces of the Daniel Swarovski Collection or the Atelier Swarovski Collection. Sophisticated products that have been developed in creative cooperation with CRYSTALLIZED™ Swarovski Branding Partners and the Swarovski Kristallwelten Collection complete the diverse assortment. Full of amazement, the visitor immerses himself in the multi-faceted world of crystal and has the chance to buy favourite pieces. As is evidenced by the range of technical products, Swarovski’s brilliance exceeds by far the purely decorative realm. High-precision optical devices such as telescopes and binoculars enjoy an excellent reputation with hunters, bird watchers and nature lovers. In addition, the Crystal Stage also offers a large selection of home décor objects like vases, sculptures and candleholders from Daniel Swarovski and the Swarovski Crystal Living Collection. The youngest, too, will find their personal refuge in the glittering shopping world: in the Kids’ Bubble, young visitors can dive into adventure with game consoles. And for those who just want to rest from the



press
INFORMATION

multitude of impressions, comfortable EDRA seating arrangements with CRYSTALLIZED™ – *Swarovski Elements* are distributed everywhere in the entire shopping area.

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press
INFORMATION

CELEBRATIONS FOR THE SENSES – CULTURAL PERFORMANCES AND EVENTS IN THE SWAROVSKI KRISTALLWELTEN

The Crystal Worlds are more than a location fascinating through its artistic treasures, chambers and its architecture. Throughout the year, spectacular events are organised, filling the subterranean Chambers of Wonder with life. Special exhibitions of extraordinary, national and international artists like the three-year exhibition cycle “Temporary Enchantment ” by Harald Szeemann, the staging of “Toying with words” by Hans Magnus Enzensberger and the moving pictures installation “Sankalpa“ by Shekhar Kapur and David Adjaye belong to the programme just as concerts by world-renowned soloists and ensembles, readings and the “Kristalline Werkstätte” for children. Twice a year, well-known DJs guarantee a party atmosphere when clubbing in the Giant. To transform private events into a glittering sensation, the different rooms of the Crystal Worlds are available at any time as event locations.

World of the arts

André Heller created with the Crystal Words a lively place of fantasy that gives room to internationally well-known artists and designers to realise their visions. Together with celebrities such as Brian Eno, Jim Whiting, Keith Haring, Susanne Schmögner, checkpointmedia, Hans Magnus Enzensberger, the design group 3deluxe and the Architecture & Design Office Conran & Partners, André Heller designed the entire chambers of the subterranean world. In order to enrich the collection of artistic treasures through avant-garde works, the Gallery provides the Crystal Worlds with a contemporary platform where up-to-date issues can be explored and new interpretations continually surprise. The special exhibitions are on show alternating with the display of works by Anselm Glück, Gustav Klimt, Xenia Hausner, Marc Chagall, Erté, Kurt Kocherscheidt, Peter Kogler, Joan Miró, Peter Pongratz, Helmut Newton, Edgar Tezak, Anton Christian, Max Weiler, Edward Streichen, George Hurrell, Gisèle Freund, Pablo Picasso and Ben Jakober.

The beginning of temporary installations was marked by the three-year exhibition cycle “Temporary Enchantment“ by the famous Swiss curator, Harald Szeemann. The staging was originally based on the virtual world of the thecrystalweb°. Szeemann’s work was expanded through the installations “Amber Room“ by Ingeborg Lüscher and “Prometheus Dome” by Peter Bissegger.

In the summer 2008, the installation “Toying with words” from the famous German author and editor, Hans Magnus Enzensberger, enthralled the visitors. With 18 objects, Enzensberger aroused the desire to transform words and to detect new levels of meaning. Under the motto “Colours.Rhythms.Realm“ in 2008, the series of country festivals drew to a brilliant close with “Brazil



press INFORMATION

as a Guest in the Giant“. Six times, within the framework of this event series the special exhibitions had themed the most fascinating aspects of foreign exotic cultures, and had constantly enchanted the public. From June 2009 until November 2010, the Gallery is now reserved for the film show installation “Sankalpa – Crystal Moving Pictures“ from Indian director Shekhar Kapur and Ghana artist, David Adjaye.

Music in the Giant

In the Crystal Worlds, a multitude of artistic disciplines join into a “synthesis of the arts”, touching all the senses. A particular popular event is, besides the special exhibition, the concert series “Music in the Giant“. Because of increasing visitor numbers, in 2004 Swarovski decided to combine the individual events in the Entrance Hall to a festival within a bigger framework. Since then, in the intimate atmosphere of the blue Entrance Hall or in the special concert room, chamber music evenings are organised with renowned soloists and ensembles. Performances of the Alban Berg Quartett, the Hilliard Ensemble, Alfred Brendel, Pierre Laurent Aimard or of the Nobel Prize laureate Imre Kertesz belong among the highlights of the events so far. The festival “Music in the Giant“ in 2009 was dedicated to piano music and to its interpretation through extraordinary pianists. In May 2009, the Crystal Worlds in Wattens hosted amongst others Grigorij Sokolov, Till Fellner, Mihaela Ursuleasa, Stefano Bollani and invited the public to take a musical journey from the Classics to Modernism. World premieres of young composers belong to the festival programme just as well-known works of great masters. The new factory work floor of the crystal company opened its gates for the first time ever for the opening of the event through Kremerata Baltica.

Visitors had the chance to combine listening pleasure, art experience and culinary highlights. The package “Art-Dinner-Concert“ invited participants to a special walk through the Chambers of Wonder enjoying the subsequent three-course-menu. A concert from the series “Music in the Giant“ concluded the multifaceted evening.

Time for Parties: Clubbing in the Giant and private events

Several times a year, the Giant transforms night into day. No soft harmonies then make the subterranean world resonate, but the thrilling beats of famous DJs and MCs. The clubbing-event-series made the Crystal Worlds one of the top party locations. The sparkling backdrop and stirring rhythms guarantee the ultimate dance floor experience.

The fascinating rooms of the Crystal Worlds are also the extraordinary environment for private- and company festivities. Park and Entrance Marquée, Entrance Hall, Crystal Dome, Cube, CAFÉ-terra, Zero° and the VIP-Lounge are available for evening events and can be transformed thanks to the most



press
INFORMATION

modern technology and excellent catering service into an impressive experience leaving its mark on the guests for a long time to come.

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INFORMATION

THE SWAROVSKI KRISTALLWELTEN: A KALEIDOSCOPE OF ARTS

With Swarovski Crystal Worlds in Wattens/Tyrol, André Heller created a mysterious place of wonder and a 'synthesis of the arts' of unique intensity. Acclaimed artists from all over the world have been inspired by the power of the crystal.

André Heller

ANDRÉ HELLER was born in 1947 in Vienna. His place is among the most influential and successful multimedia artists in the world. His achievements cover garden artwork, Chambers of Wonder, publishing of prose, creation of processions as well as the revival of circus and vaudeville entertainment. He has sold millions of records as a chansonnier of his own songs and , displayed amazing flying and swimming sculptures., The avant-garde amusement park Luna Luna,as well as films, fire spectacles and labyrinths stage plays and shows have entertained audiences from Broadway to the Burgtheater in Vienna, from India to China, from South America to Africa. When he is not travelling, André Heller lives in Vienna (Austria) and Lombardy (Italy). With Swarovski Crystal Worlds, he has created a place full of surprises and one that unites dream and reality.

Brian Eno

BRIAN ENO is known for genre-breaking work. He was born in 1948 in Woodbridge/Suffolk and not only enjoys an international reputation as a musician and music producer but also proves himself through his work as graphic artist, author, political activist and futurologist. Brian Eno began his career as co-founder of the Art-Rock-Band Roxy Music in 1971, which caused a stir through amalgamation different musical styles. Subsequently he developed numerous solo projects in the area of Ambient Music, where the sophistication of Eno is also apparent in his lyrics. In the late 1970's, Brian Eno worked with great pop stars / groups such as David Bowie, Talking Heads, Ultravox and U2. Other than his musical compositions and productions, he is well known for his audio-visual installations. He has appeared in the Crystal Worlds twice: Eno developed a unique mystical world of sound for the Crystal Dome. Now, in a new room there are 55 Million Crystals by Brian Eno, which seem to continuously intertwine in the form of virtual images. About this new creation Eno says: "I classify '55 Million Crystals' as something between a painting never changing its place and music, whose characteristic is constant change. I want to designate my work as music for the eyes, as a temporary painting, as an experience of the fourth dimension."



press INFORMATION

Jim Whiting

JIM WHITING was born 1951 in Paris. The British “action artist“, who studied electrical engineering, has worked with mobile installations for around 25 years. Whiting became internationally known in 1984 through the music video for Herbie Hancock’s hit “Rockit“. In this film an absurd world of remote-controlled robot-like sculptures, clothing articles and objects are seen behind the conservative façade of a terraced house. In André Heller’s avant-garde amusement park Luna Luna, Jim Whiting enthralled everyone with his mechanical shows, with elaborately constructed robots. The installation “Unnatural Bodies” followed for the Littmann Gallery in Basel – a production of creatures driven by compressed air or currents, which experienced great success throughout Europe. Whiting also created a city within the city with Bimbo Town. Designed for the first time from 1992 to 1994, similarly for the Littmann Gallery, the action artist created a second version for an old cotton-spinning mill in Leipzig. Hopping armchairs, devouring sofas and ever new performances fascinate audiences to this day. For the Crystal Worlds, the company from Wels (Austria) Kraftwerk Living Technologies breathed new life into a collection of reconstructed moving objects from the rich body of work of the action artist. The individual figures were manufactured in the precision engineering department of D. Swarovski & Co. to become an example of the fine technical expertise of the Swarovski company.

Interaction of great artists

Famous artists from all over the world have been inspired by the splendour of crystals in their imaginations. Thus, a Nana with a crystal raised high above by Niki de Saint Phalle welcomes the visitor in front of the deep-blue background of the Entrance Hall. The American graphic artist Keith Haring created a crystalline stele for this room. Salvador Dalís “Sands of Time“ glitters with the brilliance of hundreds of crystals, as do the love poems of John Brekke. Andy Warhol picks up the topic of crystals with his paintings “Gems“.

Tord Boontje and Alexander McQueen enchant us with a glittering tree called Silent Light, Peter Mandel with a Crystaloscope which unfolds in harmonizing effect. The Crystal Theatre by Susanne Schmögner entices us into a dreamy, fairy-tale world, which creates as many riddles as the blue-green Crystal Calligraphy of the glass artist Paul Seide. Meanwhile, the crystal sphinx of Hubert Aratym guards at the entrance of the Ice Passage, which has been converted by Kraftwerk Living Technologies and the designer Oliver Irschitz.

The adjoining Gallery gives room for special exhibitions of national and international artists. Alternating with works of the avant-garde, this exhibition room houses Swarovski’s collection of contemporary artworks. The collection comprises artistic pieces by Marc Chagall, Anton Christian, Erté, Gisèle Freund, Anselm Glück, George Hurrell, Ben Jakober, Gustav Klimt, Kurt Kocherscheidt, Xenia



press
INFORMATION

Hausner, Peter Kogler, Joan Miró, Helmut Newton, Pablo Picasso, Peter Pongratz, Edward Streichen, Edgar Tezak and Max Weiler.

La Primadonna Assoluta forms the starting point of the work of checkpointmedia, which have redesigned all in all five Chambers of Wonder. These include besides the Chamber for the diva: Poseidon's Puzzle, Reflections and Timeless Swarovski. The final Chamber of Wonder houses the Crystal Forest by Fabrizio Plessi, a composition of artificial and natural elements. Sparkling counterpart to the rather plain installation is the siphonophora of Thomas Feuerstein.

The concept for the shop and restaurant area was developed by the well-known British architect and design company Conran & Partners. The Kristalline Werkstätte, the Crystal Worlds' children's studio, are examples of the richness of ideas of the design group 3deluxe. The Viennese company Artevent, under the guidance of manager Robert Hofferer and project manager Christian Bauer, are responsible for the creative realisation of the entire project.

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press
INFORMATION

D. SWAROVSKI TOURISM SERVICES GMBH: A SOURCE OF IDEAS FOR INNOVATIVE MARKETING CONCEPTS

Whether as artistic source of inspiration, as communication platform or as key to a fantasy world: d. swarovski tourism services gmbh succeeds in unifying communication strategies, tourism, trade and culture. Crystal is continuously placed into new contexts thus underpinning the success of the Swarovski brand.

The project in Vienna is being realised by d. swarovski tourism services gmbh. With innovative concepts of communication, this fully-owned subsidiary of D. Swarovski & Co. has so far already contributed decisively to image building and successful marketing of the Swarovski brand. Around 250 staff members under the direction of CEO Andreas Braun are committed daily to the development of strategies that allow us to experience crystal in all its facets and make it desirable and tangible for everybody. Imaginativeness and courage have led to the d. swarovski tourism services gmbh being the innovation and market leader in “tourism-oriented marketing“.

The Swarovski Kristallwelten and Swarovski Innsbruck: a successful concept

With the Swarovski Crystal Worlds in Wattens and Swarovski Innsbruck, d. swarovski tourism services gmbh already operates two tourist attractions, which are well-known far beyond Austria. Both concepts combine the aspects of beholding and buying. Through the successful combination of entertainment and culture, the Swarovski Kristallwelten in Wattens has advanced to a centre of animated communication. As exclusive venue for events, concerts and cultural happenings, forum for contemporary art, sparkling shopping landscape and mysterious fantasy world, it has developed into a unique attraction and belongs with more than eight million visitors amongst the most visited tourist attractions in Austria. Besides the versatility of Swarovski products, Swarovski Innsbruck offers a fairytale experience: a trip into the glistening “winter wonderland“ of the renowned designer Tord Boontje.

Swarovski Wien: continuation of a successful concept

From December 2009, the innovative combination of sales area and artistic staging now also has its architectural expression in Austria’s capital Vienna, in the Kärntner Straße 24. Following the designs of the Tyrolean architects Hanno Schlögl and Daniel Süß as well as the artistic direction of André Heller, a third unmistakable location comes into being, enticing to behold and to buy, to exchange ideas and to dream.



press
INFORMATION

GENERAL INFORMATION

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Opening Times

Daily from 9 a.m. until 6.30 p.m., last entry 5.30 p.m.
24th December until 2 p.m., last entry 1 p.m.
31st December until 4 p.m., last entry 3 p.m.

Closed from the 9th until 20th November 2009.

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press
INFORMATION

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 26.000 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ - Swarovski Elements. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1,600 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.