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## **SWAROVSKI WIEN**

### **Start of Construction for Swarovski Wien: Glittering Intervention in the Heart of Vienna**

**Now that building negotiations are over, the go-ahead for Swarovski Wien has been given. From December this year, the multifaceted fusion of “diffusion of behold and buy” will be enticing visitors into a fantastic, sparkling dream world, enriching the centre of the capital city with a further attraction.**

“Vienna has welcomed us with open hearts”, says Andreas Braun, CEO of d. swarovski tourism services gmbh. “We are extremely proud of the fact that all building negotiations have been completed on time.” Hoarding has currently been installed at Kärntner Straße 24; the opening of the glittering intervention in the heart of Vienna should be celebrated in time for Christmas.

Responsibility for the architectural design of this extraordinary building, which will attract visitors not least with its wilful crystal facade, falls to Tyrolean architects Hanno Schlögl and Daniel Süß. “We play with geometry and want to develop a specific crystalline language of shape that focuses particularly on the cube element”, reveal the two architects.

The new inspirational centre of the Swarovski brand will be staged over three floors between Kärntner Straße, Marco-d’Aviano-Gasse and Neuer Markt under the artistic direction of André Heller; the dazzling interior of the new corporate and brand platform fashioned with its “Chambers of Wonder” by renowned artists. A unique symbiosis of new Swarovski applications and selected gems will create an unmistakable place to which we all will be happy to return, describes Andreas Braun the Swarovski vision. In addition to the sales and display areas, there will also be a Swarovski CRYSTALLIZED™ Store at the new premises. Here, in the shop, customers



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will be able to create their own individual necklaces, earrings and bracelets using their purchased crystal elements, pearls and gemstones.

Swarovski Wien is being realised by d. swarovski tourism services gmbh, which also operates Swarovski Innsbruck and Swarovski Kristallwelten in Wattens/Tyrol. As a final point, the sparkling Giant in Wattens underwent an artistic transformation in 2007; since its opening in 1995, the Swarovski Kristallwelten have already fascinated more than 8 million visitors making it to one of the most visited tourist destinations in Austria.

More information about Swarovski Wien will be presented in spring 2009 as part of a detailed press conference. Invitations will be sent out in due time.

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*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 4<sup>th</sup> and 5<sup>th</sup> generation family members, has a global reach, with some 23.900 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.*

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