



*press*  
INFORMATION

**RAIN.bow.PEARLS**

INDIA AS GUEST IN THE GIANT

December 1<sup>st</sup>, 2007 to March 31<sup>st</sup>, 2008

	Page
Swarovski Kristallwelten – a place to dream and to be amazed	2
India sets its mark	5
Feasts.Celebrations.Rituals	6
Dance.Music	7
Rain.bow.Children	8
Exhibitions.Events	10
India.Film.Special	12
Indian.Party with Panjabi MC	13
Charly Walter – Concept	15
General Information	16

December 07



*press*  
INFORMATION

### **Swarovski Kristallwelten – a place to dream an to be amazed**

Swarovski Crystal Worlds is a worldwide and unique phenomenon - a magical universe, which eliminates the restrictions of everyday life of every human being irrespective of age, and it seduces to dream and to be amazed. Since the opening in 1995, the crystalline Chambers of Wonder are in constant transformation with the motivation to over and over again surprise its visitors with completely new facets in regards to crystal. As of December 2007 and under the motto "The Art of Crystal Fiction", it is possible to be enchanted by this very new Crystal Worlds metamorphosis.

As an additional highlight, our annual winter festival provides fascinating insights into the culture of exotic far-away countries. With exquisite excerpts of traditional and contemporary art and under the title RAIN.bow.PEARLS, the mystical and incredibly beautiful India will be hosted in the Giant from the 1<sup>st</sup> of December 2007 until the 31<sup>st</sup> of March 2008.

### **RAIN.bow.PEARLS – the Indian sub-continent as guest in the Giant**

After the very successful exhibitions of China, Australia, Island and Russia, it is now India, which opens its doors and offers the opportunity for a voyage to explore and uncover the unbelievable variety of culture, people, religion and artistic diversity. In this respect, the same attention and room has been dedicated to the traditional old India, as to the coexisting and actual status of this sub-continent, which is in the meantime home to a population of more than one billion people. Alongside traditional cultural heritage, regional dancing artistry, religious festivities and the mystical bells ritual, the everyday life of Indian people and the social aspects of it are raised. In addition, internationally renowned Indian artists present their contemporary works from the fields of painting, music, sculpture, video installation and film.



*press*  
INFORMATION

It is seemingly impossible to unify into one all of these contrasts and to extract a common denominator from this breathtaking variety. However it is possible, because all areas are aligned through evenly spread colour, symbolism and sensuality - but yet, all of them are multi-faceted and unique - just like a crystal.

### **Metamorphosis of Wonder**

The exotic India guest performance is not the only highlight of this winter. As of December 1<sup>st</sup>, 2007, the latest crystal metamorphoses can also be admired in the Giant's Chambers of Wonder.

Ever since 1995, when Andre Heller together with several other important artists of our times conceived the Crystal Worlds for the 100<sup>th</sup> anniversary of Swarovski, the empire of the Giant constantly changed and grew. Based on the motto "The Art of Crystal Fiction" the Chambers of Wonder present themselves with modified content: seven new installations guide the visitor into a magic world full of amazing surprises and overwhelming sensual perception.

There is stamping, vibration and levitation in **Jim Whiting's Mechanical Theatre**; filigree crystal calligraphy radiates; the interactive **Ice Passage** and the about to come to life **Belongings of the Giant** bedazzle people of all ages. One enters **Poseidon's Puzzle** and is instantly captivated by the **55 million Crystals by Brian Eno** kaleidoscope and then within an instant is enveloped by the visionary crystal projections in **Reflections**. A visual journey through time illustrates the longstanding success of the Swarovski family, whereas the Chamber of Wonder **La Primadonna Assoluta** beguiles the ears with Jessye Norman's spherical music and the eyes with the mystical shine of the Giant Rock Crystal.

Newly designed also was Café-terra, which establishes clear connections between internal and external as well as between above and below. The "Kristalline Werkstätte" for creative minds aged 6 to 12 is located within the new light flooded studio and has



*press*  
INFORMATION

thus found a perfect home. Accompanied and guided through the now worlds largest Swarovski Shop **Crystal Stage**, the visitors very carefully make the transition from the soft darkness of the Chambers of Wonder back to the brightness and different colours of daylight.

The latest transition of the Swarovski Crystal Worlds will certainly not be the last since this magical universe will be inspired by the dreams and wishes of its visitors and carefully fostered and nurtured by the artists. Thus the crystal phenomenon will grow more beautiful on a constant basis and is kept versatile and lively.

**Press Contact**

Mag. (FH) Maria Ligges, PR/Communications, d. swarovski tourism services gmbh  
Kristallweltenstraße 1, 6112 Wattens/Tirol, Austria  
Tel. +43 (0)5224 500-3836, Fax +43 (0)5224 501-3836, maria.ligges@swarovski.com

Visit our new Website: [www.swarovski.com/kristallwelten](http://www.swarovski.com/kristallwelten)



*press*  
INFORMATION

### **India sets its mark**

Every year in winter, the Swarovski Crystal Worlds metamorphose into a grand stage and into a magical Art.Area when it accommodates art, artistry skill and culture of a far away and exotic country. After the very successful exhibitions of China, Australia, Island and Russia, it is now India, which adds fascinating new facets to the crystal phenomenon.

Unmistakably Indian, the colourful painted billboard in artistically squiggly Bollywood style, created by artists of a very old guild, cannot be overlooked even from afar. In these days of modern digital printing this guild of Indian billboard painters is endangered to become extinct.

The bazaar scene in the entrance tent is not only a room-installation but also symbolic at the same time. The Rain.bow made of delicate pure sari silk, the sparkling crystal snake of the Goddess Naga Kanya - guardian of secret hidden treasures, the fortune promising Kolam floor painting, the intense exotic scents from the chai-stand and the romantically lively Bollywood movie scenes reflect the confusing beauty and contradictory nature of this enormous sub-continent.

The Sculpture.Park in the Giant's Garden is representative of contemporary India. In co-operation with the Kala Gallery and Christian Hosp, Biju JOZE, Bharti KHER, Kriti ARORA and Dhruva MISTRY will present their large-scale sculptures, which all portray the theme of India's glorious past and uncertain future.

The mystical ritual "Bells'.Way" on the other hand provides for the acoustic note. The sound of the bells will be perceived as the bridge between Heaven and Earth and is meant to send the messages and wishes of people to the Gods. For the visitors, the installations in the front garden of the Giant are already an indication of what can be expected within: a beautiful magical world, full of colours, symbols and overwhelming impressions for the senses.



*press*  
INFORMATION

## **Festivals.Celebration.Rituals**

### **Holy Feasts – Strength and Dedication**

In all of its different forms and shapes, the universe and gods also play a central roll in the next highlight of the India guest performance. The impressive video displays show five sacred festivals of significant Indian religions. The spiritual content is different, yet the representations are similar: each religion uses colour and symbols in order to convey spiritual messages and feelings to the believers.

The **Id-UI-Fitr** feast of Indian Muslims commences each year at the end of Ramadan and is a celebration of joy. For one whole month believers abide by strict rules of fasting and prayer - with cleansed bodies and souls they return to their normal everyday life through a joyous festival.

On the birthday of their religious founder, the Indian Sikh communities celebrate the **Gurupurav** feast. Especially magnificent is the celebration at the main pilgrimage site, the Golden Temple of Amritsar. The festivals meaning and purpose is to re-manifest the humanitarian values and ideals as well as Guru Nanak Dev all encompassing love in the hearts of the Sikhs, every year anew.

The **Kalchakra** feast is a Buddhist initiation ritual of the Tibetan and symbolises the Wheel of Time - a symbol of peace, inwardly and outwardly, believed to cast a special blessing over the event location and all of its participants. It is also meant to prepare the people to perceive the all-encompassing compassion of Buddha.

**Khumba-Mela** festivity is the most ancient and significant Hindu festival and takes place only once every three years. Following intensive fasting and prayer, millions of pilgrims and Sadhus take a ritual bath in the holy Ganges River to wash away their sins and begin life anew.



## *press* INFORMATION

The Hindu **Holi** feast is a festival of liberation, reconciliation as well as of sacrifice and takes place just prior the first full moon of spring. In the nightly fires, the burdens from the year gone by are incinerated. Beautiful scented flowers symbolize the new beginning, the beauty of nature and the rainbow colour like multiplicity of God Krishna, the Creator. The followers sprinkle coloured water on one another and embrace each other in order to eliminate the differences between big and small, rich and poor and to regain unity with God.

All five festivals illustrate people's ancient longing for mental spiritual cleansing, renewal, belonging and to be part of the whole. But also enthusiasm for the beauty and diversity of life, the outright amazement and the ability to be joyful, are expressed with this celebration.

### **Dance.Music**

#### **Indian Dance – Earthbound ease of being**

India is far more than just a country - it is a whole universe. Perhaps the following offers an explanation why the art to dance is so highly regarded: an ancient Hindu myth tells the story of God Shiva, the Creator, who destroyed the universe with his dance and then rebuilt it.

But dance has musical-cultural-ritualistic significance in other Indian religions too. As a result of this, numerous and an almost countless number of different styles and types of dance were created which are just as colourful and multifaceted as India itself. Apart from many other highlights, RAIN.bow.PEARLS within the Crystal Worlds offers an insight into the rich variety of this fascinating country's dance culture. Equal emphasis has here been placed on ancient traditional dances from northern and southern India as well as on modern performances. The ensemble, "Indian Performing Arts" - conducted by the Tyrolean sitar artist Klaus Falschlunger - invites the Crystal Worlds visitors to experience and to be part of new exotically magnificent shows within the Entrance Hall on an hourly basis, commencing at 9.45 am.



*press*  
INFORMATION

## **Rain.bow.Children**

### **Children's dreams keep the world in motion...**

Children's dreams belong to the most valuable and worthy to protect assets of this very world because forthrightness, amazement, desire and a strong will, are all elementary powers. Without these, evolution and progress would not be possible. This awareness is manifested in the Crystal Worlds not only within the "Kristallinen Werkstätte" or in the special guided tours alongside the other activities for children, but also in one separately emphasized highlight of this four-month hosting within the heart of the Giant.

The touching objects and video messages of this exhibition divert the visitors attention towards childhood in India and towards two very exceptional organizations, which for a long time already successfully support the education, protection, the legal rights and the sponsoring of disadvantaged children.

**SOS Kinderdorf India** looks after many children's villages and supporting programs, in particular after those caring for neglected and abandoned children. Founded by the Indian Brazilian couple Krithika and Fabricio do Canto, **Rainbow Children** focuses on the holistic therapy and integration of disabled and neglected children. The executive of SOS Kinderdorf, Dr. Wilfried Vyslozil explains the situation very clearly: "A child, which is a child, enjoys its childhood by doing what it likes to do. But for 50% of the 1,27 billion children in Asia, not even the most essential necessities are taken care of. These are the reasons, why it is worthwhile to also look at 'India's childhoods'..."

Both organizations strive to offer the children an as high as possible degree of comfort and security, as well as support in education, in order for them to become self-confident beings, enabling them to actively shape their future.

The Swarovski Crystal Worlds supports these efforts and has started apart from other social engagements a creative project, where Indian children express their dreams for



*press*  
INFORMATION

the future and their aspirations through the means of video messages and crystallized elements.

The creative play with all these colourful, sparkling and multifaceted crystals conveys to the children how important and valuable ambitious dreams are and that it will pay off to pursue them.

Through the impressive pictures, symbols and messages in the Rain.bow.Children installation, Crystal Worlds visitors are inspired to reflect and meditate about the basic right to be child and to be allowed to dream.



*press*  
INFORMATION

### **Exhibitions.Events**

The Swarovski Crystal Worlds is a magic revolving stage for art, culture and fantasia: it is a kaleidoscope for all senses, a place, where sparkling dreams can come to life. Throughout the celebration of India, works of renowned contemporary artists are exhibited and make new and astonishing facets apparent. At a close glance, the pictures and installations clearly show that all artists drew from the historical Indian repertoire but have discovered very different forms to express their visions. Rooted in the history, these works of art mirror today, point towards tomorrow and allow the viewer to come up with his own individual interpretation.

### **Art.Mumbai**

The creative bridge through time and continents is especially apparent with Bose KRISHNAMACHARI and Riyas KOMU who also represented India at the Biennale 2007 in Venice. Both are born in Mumbai (Bombay), have studied at their local art academy, J.J. School of Art and celebrate international successes. But contrary to the painter, sculptor and photographer Riyas KOMU (\*1971) who raises abstract themes of colonialism and religion in his large sized pictures, Bose KRISHNAMACHARI (\*1963), painter and conceptual artist, highlights in his extraordinary installation "Ghost/Transmemoir" the every day life of the Mumbai/Bombay city dwellers. Their stories emanate from the little Dabbawallahs, the traditional lunchboxes, which in this case, have a much higher purpose than to just transport eatables.

### **Exhibition opening on Friday, December 7<sup>th</sup>, 2007 at 7.30 pm**

The Art.Mumbai exhibition is open from December 1<sup>st</sup>, 2007 until January 30<sup>th</sup>, 2008 and was developed in co-operation with KALA Gallery, Christian Hosp.



*press*  
INFORMATION

### **Art.Cross.Section**

Whilst the first exhibition in the gallery focuses on the two prominent representatives of the Mumbai scene, the second part, from the 1<sup>st</sup> of February until the 31<sup>st</sup> of March 2008, will provide for an impressive overview of modern Indian artists.

The sculptor Rajinder RHEDDY, born in 1956 in Suryapet Village, presents his perplexing multi-layered head sculptures; Ashim PURHAYASHTA, born 1971 in Assam, sees himself as a social activist who intensively works with the everyday issues and problems of his hometown Delhi. Rajesh RAM from Jharkand (\*1978), Jagannath PANDA from Bhubaneswar (\*1970) and Justin PONMANY (\*1974) from Kerala also point the spotlight on India, which is quite distant from the romantic and colourful Bollywood productions or the artistic works of the temples as are known in Europe. The painting techniques and styles are inherently different, but the themes are similar: all artists occupy themselves to the same extent with the questions of individual and social identity, the tensions between spiritual and materialistic values, the apparently glorious past and the uncertain future of India. All works offer the viewer a dynamic picture of images and symbols of today's India, the largely unknown aspects of it and for this purpose utilise universal communication tools: speech, symbols, shapes and colours which are constantly present in the Swarovski Crystal Worlds.

### **Exhibition opening on Thursday January 31<sup>st</sup>, 2008 7.30 pm**

The Art.Cross.Section exhibition is open between February 1<sup>st</sup> and March 31<sup>st</sup>, 2008 and was developed in co-operation with the KALA Gallery and Christian Hosp.



*press*  
INFORMATION

### **India.Film.Special in the Leo Cinema in Innsbruck**

During the four-month exhibition of India in the Swarovski Crystal Worlds, the richly coloured art and cultural festival will also spread across the provincial capital. During this time, the Leo Cinema in Innsbruck will be showing selected masterpieces of Indian film history and internationally renowned movies, carefully selected from a variety of genres.

The opening on December 12<sup>th</sup>, 2007, is constituted by the cult comedy AJANTRIK (1958) produced by Ghatak RITWIK. His films only claimed their justified recognition after his early death.

On January 9<sup>th</sup>, 2008, NAIR's touching and greatly disturbing city portrait SAALAM BOMBAY(1988) will be shown.

Khosa RAJAN's musicians' drama WARA MENDEL (1997) will be available for public viewing on February 13<sup>th</sup>, 2008, followed by the family comedy and Bollywood banter, MONSOON WEDDING (2001), on March 12<sup>th</sup>, 2008, also directed by Mira NAIR.

Together, the four films form a small but elegantly selected Indian film festival, which one can greatly look forward to seeing.



*press*  
INFORMATION

**Indian.Party with Panjabi MC**  
**on February 29<sup>th</sup>, 2008 at 8 pm**

*Dingy dingy dingy – danga daka daka ...* what sounds from the loudspeakers in this rhythmic and exotic manner - bongs, hips, hops, raps and melodious shuffles - is unmistakably recognisable as Indian, the notes that provide the aroma of pungent spice bazaars and stirs images of rainbow-coloured saris behind eyes closed in appreciation. On the other hand this music bears no similarity between that which we as West Europeans have been taught to recognise as music. It is different. Fascinatingly so. Strange. Cheeky. Untamed and wild. Curry for the ears. But always possible to dance to.

Behind this music is Panjabi MC, born in the industrial Coventry as Rajinder Rai and brought up between the golden glistening Bhangra music style of his Indian forefathers and brick-tinted UK garage music of his surroundings. Young Rajinder added Tumbi sounds and dhol drums, spiced them with R&B, piercing hip-hop and rap, shaking them up over fire and ice, garnishing them with carefully selected Punjabi lyrics and then named his indisputably recognisable world music cocktail Desi-Beat.

This Bhangra pop made such a lasting effect on the audio-sound of the British-Asian party community that Desi-Beat tracks quickly landed on the continent via the Buddha Bar sampler and from there gradually found their way to Bollywood. A new star was born.



*press*  
INFORMATION

The February 29<sup>th</sup>, the opportunity arises to experience the musical anarchist, who fulfils all the Indian clichés at the same time as breaking them, live and be catapulted off through his exotic ludicrous world-music mixes. Panjabi MC will appear in the ‘Crystal Worlds to pass the night away at the Indian.Party in the Giant, until the sparkle in dancers’ eyes is in strong competition with the surrounding show of crystals.

Admission Price EUR 15, reduced EUR 10 (pupils, students)

**Registration and ticket presale**

Swarovski Kristallwelten, Kristallweltenstraße 1, 6112 Wattens/Tirol, Austria  
Tel. +43 (0)5224 51080, Fax +43 (0)5224 51080-3831  
[swarovski.kristallwelten@swarovski.com](mailto:swarovski.kristallwelten@swarovski.com)



*press*  
INFORMATION

**Charly Walter – [www.styleconception.com](http://www.styleconception.com)**

**Concept India as guest in the Giant**

India, a magical word, gently stroking the skin like pure sari silk, melting spicily on the tongue, painting rainbow-coloured pictures and conjuring up exotic scents. But how is it possible to succeed in summing up this immeasurably large and multi-faceted, but astonishingly contradictory land in one stroke and to bring out its holistic features in a high-carat festival of Crystal Worlds?

Exhibition designer Charly Walter has once again dared to accept the challenge. After China, Australia, Iceland and Russia, he now simulates the impressionable arts and culture of India and sets the focus on the multi-sensual presentation of contemporary Indian art on the one hand and the daily life of the Indian population on the other, where celebration and rituals of the significant religious groups play a central part.

Charly Walter explains: "I wanted to portray the often overwhelming impressions I was allowed to soak up during my journey through a variety of cultural circles in India, using individual pictures that can be taken in with all the senses. Each picture works like the facets of a crystal and should serve as a possibility for visitors to create a visionary image, within their third eye, of the fantastical world of India by means of their own fantasy".

Walter designs and creates extraordinary exhibitions concepts for large museums and renowned art and architectural institutions and will be dedicating himself to his next project in Swedish Lapland, where he is to build the luxury suite at the famous Ice Hotel.

**Press Contact**

Mag. (FH) Maria Ligges, PR/Communications, d. swarovski tourism services gmbh  
Kristallweltenstraße 1, 6112 Wattens/Tirol, Austria  
Tel. +43 (0)5224 500-3836, Fax +43 (0)5224 501-3836, [maria.ligges@swarovski.com](mailto:maria.ligges@swarovski.com)

Visit our new Website: [www.swarovski.com/kristallwelten](http://www.swarovski.com/kristallwelten)



*press*  
INFORMATION

## **General Information and Contacts**

### **Swarovski Kristallwelten**

Kristallweltenstraße 1  
6112 Wattens/Tirol, Austria  
Tel. +43 (0)5224 51080  
Fax +43 (0)5224 51080-3831  
swarovski.kristallwelten@swarovski.com  
www.swarovski.com/kristallwelten

### **Opening Times**

Daily from 9 am until 6.30 pm, last entry 5.30 pm.  
24<sup>th</sup> December until 2 pm, last entry 1 pm.  
31<sup>st</sup> December until 4 pm, last entry 3 pm.

Closed on January 1<sup>st</sup>, 2008 as well as from 10<sup>th</sup> until the 21<sup>st</sup> November 2008.

### **During the winter festival from December 1<sup>st</sup>, 2007 until March 31<sup>st</sup>, 2008**

Each Thursday until 8 pm, last entry 7.30 pm.  
Daily Performances hourly from 9.45 am until 4.45 pm  
In addition, each Thursday at 5.45 pm and 6.45 pm

### **Press Contact**

Mag. (FH) Maria Ligges, PR/Communications, d. swarovski tourism services gmbh  
Tel. +43 (0)5224 500-3836, Fax +43(0)5224 501-3836  
maria.ligges@swarovski.com

**Text and pictorial material** for download in high quality at  
[www.swarovski.com/kristallwelten/press](http://www.swarovski.com/kristallwelten/press)

### **Swarovski Crystal Society**

Tel. +43 (0)5224 51080-3830  
Fax +43 (0)5224 51080-3832  
vip.lounge@swarovski.com  
www.swarovski.com/scs



*press*  
INFORMATION

*112 years ago, 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 these beginnings, which 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 20,000 employees, a presence in over 120 countries and a turnover in 2006 of 2,37 billion Euros. Swarovski comprises two major divisions, one producing and selling loose crystals 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. 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 1150 Swarovski stores and concessions in all major fashion capitals, while the exclusive Daniel Swarovski accessories collection has become the company's Couture signature. The Swarovski Crystal Society has close to 400,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, has attracted over 7 million visitors since it was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration, of crystal as the ultimate creative material. The Swarovski corporation also includes four industrial brands, Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, Optik, producing precision optical instruments and Signity, Swarovski's brand for genuine and created gemstones.*

*Illuminating Fashion and Culture, Home and Leisure [www.swarovski.com](http://www.swarovski.com)*