



## **ENTRANCE HALL**

Crystal is pure fascination – and the Swarovski Crystal Worlds are a glittering example of a crystal dream that casts its spell on visitors from all over the world. The “Ruler” of this magical realm is the Giant, an archaic figure straight from Tyrolean mythology.

In 1995, on the occasion of Swarovski’s centenary, André Heller created a contemporary Chamber of Wonders, embodied in the heart of the Giant as an analogy to the historic Chamber of Wonders in Tyrol’s Castle Ambras. He thus created a grandiose platform for art and culture within an interactive crystal environment, which, together with the fragrance compositions of Jane Haidacher is capable of entrancing all the senses. Since then the Crystal Worlds have been in a state of constant transformation, always ready to present entirely new facets of the crystal phenomenon. Now, from December 1, 2007, the Crystal Worlds present the latest transformation of the Chambers of Wonders ready to delight and astound visitors.

### **Biography André Heller**

André Heller was born in Vienna in 1947 and is considered to be among the most successful and influential multimedia artists in the world. His works not only include garden art and sculptures, firework spectacles and mazes, but also projects such as the avant-garde amusement park Luna Luna.

André Heller has published prose and sold millions of records of original chansons. He has breathed new life into circus and musical theatre and created plays and shows that have been celebrated on all continents. His recent spectacular Afrika! Akfrika! is a tribute to that continent and has received wide public acclaim. When he is not travelling the world, André Heller lives in Vienna and in Lombardy.



### **CRYSTAL WALL**

The Crystal Wall is the longest of its kind in the world and winds like a spinal column right through the Giant. Millions of precision-cut crystals sparkle from behind the 11 metre high and 42 metre long transparent wall.

### **LITERATURE WALL**

The Literature Wall at the entrance of the Crystal Worlds features engraved literary statements from authors like Shakespeare, Novalis and Goethe. The word "crystal" plays a major role in each statement, displayed in their original languages of Italian, German, Spanish, French and English.

### **YVES KLEIN BLUE**

The blue in the entrance hall is a colour that was named after the painter Yves Klein and registered as such. During his "Blue Period" Yves Klein frequently chose this unusual colour for his paintings, saying that it was an appropriate colour to express "pure energy". André Heller found this warm colour in an English school paint box and ordered the "magic blue" for The Crystal Worlds..

#### **Biography Yves Klein**

Yves Klein was born in 1928 in the southern French city of Nice. He initially established himself as a Jazz Pianist and only later turned to painting. In 1960 he created the "Nouveaux Réalistes" group. In 1961 he experimented with "Fire Pictures" and created his works Fire, Wind and Rain. Yves Klein died in 1962 in Nice after a brief artistic career spanning just seven years.

### **STELE**

The cross-shaped stele of Pop Art artist Keith Haring was created in 1980 for the premiere of Giuseppe Verdi's opera AIDA, staged in the Sahara Desert at Luxor, Egypt. The counterpart of this stele stands in André Heller's garden in Gardena, Italy.



### **Biography Keith Haring**

Keith Haring was born in 1958 in Kutztown (Pennsylvania/USA) and is counted among the most renowned pop art artists that follow in the footsteps of Andy Warhol. After he completed his studies at the School of Visual Arts (NY), Haring established himself as a freelance artist, developing a highly imaginative form of expression not unlike graffiti, which soon brought him international acclaim. Keith Haring painted, among other things, wall murals in Amsterdam, Paris, Phoenix and Berlin (Berlin Wall at the famous Checkpoint Charlie).

The artist contracted AIDS at the end of the 1980s and spent his last years attempting to describe the social consequences of the illness in his own artistic language. He died on February 16, 1990 in New York.

### **CRYSTAL BEARING NANA**

The “Crystal bearing Nana” by **Niki de Saint Phalle** embodies a self-confident, happy and liberated woman who lifts her arm in a defiant gesture. She holds a multi-coloured lustrous crystal in the palm of her hand, which she appears to have grown up with. The unmistakably feminine Nana also carries a phallus, evoking ironic discussion about the eternal interrelation of the sexes.

### **Biography Niki de Saint Phalle**

Niki de Saint Phalle was born in 1930 in Neuilly-sur-Seine, France. She grew up in the USA, and in 1961, she advanced to the status of an action artist and a leading figure in the Nouveau Realisme movement while at the side of the Swiss artist Jean Tinguely.

Saint Phalle’s art was always influenced by sexual motives. What first began as personal therapy designed to deal with her childhood trauma of abuse later formed the basis of her art work. Niki de Saint Phalle is considered a 20<sup>th</sup> century pioneer of feminist art. Her once scandalous “Nanas” – a voluptuous, happy, colourful female figure with oversized genitals – are now interpreted as an icon of sensual, self-confident femininity. Niki de Saint Phalle died in 2002 in San Diego.



## **THE PERSISTENCE OF TIME**

“The Persistence of Time” is among the most famous works of the Spanish Surrealist Salvador Dalí. A three-dimensional interpretation of this art work is presented in the Entrance Hall of the Crystal Worlds. The “soft” clock is a symbol of the provocative and ironic course of surrealism – the timepiece flops downward, thus sacrificing what is often considered to be the dictatorial nature of time itself. With this provocation, Dalí cultivated criticism from society’s more conventional bourgeois, a group that was often his apparent target.

### **Biography Salvador Dalí**

Salvador Dalí was born in 1904 in Figueras (Catalonia/Spain) and studied at the San Fernando Academy in Madrid. He is regarded as one of the most creative artists of the 20<sup>th</sup> century and as an important Surrealist, he was also an author, sculptor, stage designer and actor. He successfully circumvented the worlds of space, frenzy, fever and religion and like all surrealists, placed disharmony and dissonance at the centre of his work.

Salvador Dalí died in 1989 in his home town.

## **GEMS**

The Crystal Worlds display several pieces of art from Andy Warhol’s “Gems” series. Andy Warhol, probably the world’s influential pop artist shaped his art work through serial reproduction. Fascinated by the idea of copying and observing its consistent progression, Warhol first drew pictures by hand. He also used this technique in his Gems/Jewels, which like the centuplicated portraits of Elvis Presley and Marilyn Monroe, are a part of Warhol’s “Iconography of Everyday Life”.

### **Biography Andy Warhol**

Andy Warhol was born in 1928 in Pittsburgh (Pennsylvania/USA) and studied "Pictorial Design" at the Carnegie Institute of Technology. Following his graduation, he became a much sought-after commercial artist. His serial presentation of “Campbell's Soup Cans” brought him instant worldwide acclaim. Using the technology of photo screen printing, Warhol produced not only images of banal consumer goods but also portraits of famous personalities such as Marilyn Monroe, Elvis Presley, Liz Taylor, Mao and many others, often depicting them in glaring acrylic



colours and strong colour contrasts. His "Factory" studio became the meeting place of the artistic avant-garde. Andy Warhol was a film producer, publisher and music producer. He was the founder of American Pop Art and is still today its most important icon.

### **CRYSTAL POEMS**

The "Crystal Poems" of the glassblower John Brekke are unique rings made out of crystals that have been taken out of the traditional furnace and formed using a whole range of traditional tools. The artist has used this technique to experience a link with the anonymous glass and crystal manufacturers of earlier centuries. John Brekke has created a bridge from the past to the present by taking a continual river of words from contemporary voices that then become a "Crystal Poem".

Tyrolean artist Christine Ljubanovic created the pictures behind John Brekke's rings. She is based in Paris and adorns her paintings with crushed crystals.

### **Biography John Brekke**

John Brekke was born in 1955 in Chicago and began his interest in glass materials and its diversity while still in school. Brekke first studied in the glassblowing class at the Chicago Art Institute and earned his Bachelor of Science at the University of Wisconsin. John Brekke's works can be found in museum collections all over the world. He lives with his wife and two children in New York City.

### **BLACK STALLION**

The Black Stallion is the replica of a valuable jewel commissioned by an Indian Maharajah as a tribute to his favourite horse. The Black stallion was at the same time a birthday present for his young son. Daniel Swarovski, Paris, was given the exclusive rights to recreate the precious horse jewel out of Swarovski crystals.



## **CENTENAR**

The Centenary, the world's largest ever manufactured crystal, is displayed at the centre of the collection of art being exhibited in the Entrance Hall of the Crystal Worlds. The stone, which weighs a massive 300,000 carats, has a diameter of 40 cm and features 100 hand-polished facets to symbolize the century of Swarovski history and tradition.

In contrast to the Centenary, the smallest precision-cut crystal ever manufactured by Swarovski is displayed alongside the great stone. This tiny crystal has a diameter of only 0.8 mm and has a cross-section with 17 facets.