

# PRESS INFORMATION

D. Swarovski Tourism Services GmbH

**SWAROVSKI**  
KRISTALLWELTEN



## Press Information

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## **SWAROVSKI KRISTALLWELTEN**

Daniel Swarovski, who founded his crystal-cutting company in Wattens, Tyrol, in 1895, had a vision from the very outset – to view crystal not merely as a material, but as an inspiration. With this vision in mind, Swarovski Kristallwelten (Swarovski Crystal Worlds) was opened in 1995 for the one hundredth anniversary of Swarovski as an homage to customers and fans of crystal. Ever since, Swarovski Crystal Worlds has been inspiring moments of wonder. Originally conceived by multimedia artist André Heller, many famous artists from the worlds of art and design have interpreted crystal here – each in their own particular way. They created concepts of space and experience from the sparkling material that, after several transformations and expansions, now extends to more than 7.5 hectares. Throughout the year, both indoors and outside, they offer visitors of all ages fascinating impressions that turn a visit into an experience for all senses with specially created fragrances. Swarovski Crystal Worlds has become famous worldwide, not least due to its unique appearance – the head of the Giant that is visible from far and wide. More than 15 million people have visited this magical place that is one of the most popular attractions in all of Austria.

### **The Chambers of Wonder**

The original principle behind the Chambers of Wonder, which one enters through the head of the Giant and which unfolds underground, is based on the historical chamber of wonder at Ambras Castle in Innsbruck. In the sixteenth century, this chamber was an attempt to assemble a universal collection of all the knowledge of its time. This is what Swarovski Crystal Worlds builds on. The fundamental thought is that each artist and each designer can tell a different story using Swarovski crystal. Famous artists, such as Manish Arora, Tord Boontje, Lee Bul, Brian Eno, André Heller, Yayoi Kusama, Arik Levy, Fernando Romero and Studio Job have each designed a Chamber of Wonder with crystal according to their own inspirations. In every new room, visitors immerse themselves in a completely new world and encounter the artists who created these spaces on a very personal level.

### **The garden**

In the garden, you find places that radiate beauty, inspiration and energy, painstaking care, esthetics – and legends. An amazing landscape fitting naturally into the surrounding Tyrolean Alpine world has been created here. It inspires the imagination, but at the same time, it also conveys knowledge from both the past and the present. Art installations by well-known creative talents such as Bruno Gironcoli, Thomas Bayrle, Martin Gostner, and Alois Schild, together with brilliantly colorful and varied planting

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schemes, created by the British garden designer Tony Howard, make the garden a place where visitors love to linger. One of the highlights is the Crystal Cloud by the designer duo CAO PERROT, which consists of more than 800,000 hand-mounted crystals and which – influenced by weather, the time of day, and the cycles of nature – constantly opens up new perspectives for the visitors. With 8,000 Blue Shade crystals, the artwork Prologue III by Fredrikson Stallard refracts and reflects daylight depending on the position of the sun, energizing its surroundings in the garden of the Giant. Situated south of the Giant, the play tower and the innovative playground landscape, designed by the renowned architectural office Snøhetta, offer children plenty of space for all kinds of playing and climbing adventures. The playful black-and-white form of the Carousel created by the Spanish designer Jaime Hayon presents a fascinating contrast to the luxuriantly colorful garden, drawing children and adults alike into its spell. A place that is particularly special is the Roman Excavation as a “natural Chamber of Wonder.” Remains of walls from Roman buildings from the third century A.D. were discovered during reconstruction work. The discovery included a treasure trove of coins with significant historical value that found its way from below ground after almost two millennia.

### **Swarovski Kristallwelten Store**

Visitors can reach the Swarovski Kristallwelten Store after a stroll through the Chambers of Wonder or directly via the multimedia entryway with its fascinating light and sound installation. This spacious shopping landscape unites many of the Swarovski product worlds in one room, displays the diverse nature of crystal as a material and the immense innovative power at Swarovski and showcases the strong partnership with the worlds of fashion and design.

The proprietary brand name Swarovski Kristallwelten is available exclusively in the Swarovski Kristallwelten Stores and features a colorful range of crystalline, sparkling, and affordable items specifically themed to their local area. The love of detail is evident in motifs like the iconic Giant in Wattens, St. Stephen's Cathedral in Vienna, and the Golden Roof (Goldenes Dachl) in Innsbruck.

### **Cuisine**

Swarovski Crystal Worlds does not just nourish the mind and spirit but also makes it possible to experience culinary pleasures: Daniels Kristallwelten serves international, regional, and most particularly seasonal cuisine and makes its own pastries. Its most special aspect is that in the bright, light-filled pavilion, guests feel as if they are sitting directly in the garden of the Giant. The “Fat Bus” directly behind the entrance building is the work of Austrian artist Erwin Wurm. It is not only a one-of-a-kind, eye-catching sculpture, but also a fully functional hot dog stand that offers guests fortifying snacks and refreshments for before or after their visit. The Crystal Bar in the Swarovski Kristallwelten Store,

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with its sparkling ambience, serves refreshing drinks. The Restaurant and bar are freely accessible to all.

### **Events**

Our year-round events calendar includes many programs for children and families, as well as cultural events such as the chamber music festival “Music in the Giant” – and tips about guided art tours and workshops for adults.

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## GENERAL INFORMATION

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 [kristallwelten.com/blog](https://kristallwelten.com/blog)

### Opening hours

Open daily from 10:00 to 19:00, last entry 18:00

### Opening hours Daniels Kristallwelten

Open daily from from 11:00 to 22:00, hot meals served from 11:30 until 19:30

### Admission Fees

Adults	19.00 €
Group of 10 persons and more	17.00 €
Children 6-14 years accompanied by an adult	7.50 €
Children up to 5 years accompanied by an adult	free of charge
Swarovski Kristallwelten Store without a visit to the exhibition and garden	free of charge
Annual ticket adults (Valid one year from date of issue)	49.00 €
Annual ticket children (Valid one year from date of issue)	19.00 €

For on-site payments all standard currencies as well as credit cards and debit cards are accepted.

Admission tickets can also be purchased easily at our online ticket store at [swarovski.com/kristallwelten](https://swarovski.com/kristallwelten)

Visitors can get an audio guide and convenient headphones at the cash desks, available in 10 languages.

**Free Parking** for cars on the grounds.

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### **Shuttle Information**

The Swarovski Kristallwelten Shuttle travels several times per day from Innsbruck to Swarovski Crystal Worlds and back.

\*Valid until 31.12.2019. Subject to change without notice.

## Press Information

### EDITORIAL NOTES

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#### D. Swarovski Tourism Services GmbH

Swarovski crystal has fascinated people all over the world for over 125 years. To mark Swarovski's centennial celebrations in 1995, a special place opened that turned crystal into a living experience: Swarovski Kristallwelten (Swarovski Crystal Worlds). Together with the Swarovski Kristallwelten Stores Innsbruck and Wien, they collectively form D. Swarovski Tourism Services GmbH. Swarovski's three crystal-experience destinations combine art, lifestyle, and Austrian traditions with an internationally successful model for tourism. Led by Managing Director Stefan Isser, a team of 380 employees devote themselves to ensuring that visitors experience crystal in a unique way with each and every visit. Thanks to continuing development and enhancements, D. Swarovski Tourism Services GmbH maintains an excitingly fresh and up-to-date profile that makes it a trustworthy partner for the tourism industry and a dependable attraction for visitors to Austria. One of the most frequently visited attractions in Austria, Swarovski Crystal Worlds has delighted more than 15 million visitors since 1995. In 2020, its 25th anniversary year, Swarovski Crystal Worlds is presenting itself as a place of wonder, full of surprises

#### Swarovski Kristallwelten

Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens turns Swarovski crystal into a living experience that is constantly changing and being reimagined for its visitors: in the Chambers of Wonder and the expansive garden, internationally and nationally recognized artists, designers, and architects have interpreted crystal in their own unique ways. Spread out over 7.5 hectares, the fantastical realm of the iconic Giant offers a one-of-a-kind experience of contemporary art, past centuries, captivating nature, and a year-round program of events for all ages. Since opening in 1995, Swarovski Crystal Worlds has delighted more than 15 million visitors and is thus one of the most frequently visited attractions in Austria. The mix of art and culture, entertainment and shopping, the various attractions for

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all ages, for fans of crystal, and connoisseurs of art, have made Swarovski Crystal Worlds unique in the entire world for nearly 25 years. In the anniversary year 2020, the realm of the Giant is presenting itself as a place of wonder, full of surprises.

### **Swarovski**

Swarovski creates a more sparkling world and delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, genuine gemstones, Swarovski Created Diamonds and zirconia, finished products such as jewelry and accessories, as well as interior design and lighting solutions. Now celebrating its 125th anniversary and run by the fifth generation of family members, the Swarovski Crystal Business has a global reach with approximately 3,000 stores in around 170 countries, more than 29,000 employees, and revenue of about 2.7 billion euros in 2018. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2018, the Group generated revenue of about 3.5 billion euros and employed more than 34,500 people. In 2019, Swarovski UK Limited received a Royal Warrant as manufacturer and supplier of crystals to HRH Queen Elizabeth II. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers. The Swarovski Foundation was set up in 2013 to honor the philanthropic spirit of company founder Daniel Swarovski, and works to support culture and creativity, promote human empowerment and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)