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PRESS INFORMATION

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SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK – MODERN LOOK IN HISTORICAL GARB

Swarovski Kristallwelten Store Innsbruck is a sparkling attraction in the old town that surrounds Innsbruck's Goldenes Dachl (Golden Roof). It features a luminous, modern shopping ambience presented in combination with centuries-old structural elements, some of which date back as far as the Gothic period. In addition, thanks to installations by major contemporary artists such as Marcel van Doorn, Raúl de Nieves, Susanne Rottenbacher and Fredrikson Stallard, Swarovski Kristallwelten Store Innsbruck has become an incomparable place of wonder.

The old town of Innsbruck—capital of Tyrol and thus, capital to the home of Swarovski crystal—is living testament to an eventful history. Both proud and not afraid of change, it has lost none of its dynamic spirit to this day. Just a few meters from the Goldenes Dachl (Golden Roof), Swarovski Kristallwelten Store Innsbruck is located in the main center of the town, in a landmark with a rich history. For centuries, it was home to the “Die Goldene Rose” guest house. What visitors find here today is one of the world's largest Swarovski Stores, with a unique retail atmosphere that offers a truly multisensory shopping experience, including a room fragrance created specifically for Swarovski Kristallwelten (Swarovski Crystal Worlds). With its avant-garde appearance, which ties in with the historical flair of the old town, and framed by one of the oldest buildings in the area, it offers a combination of history and forward thinking, of the product range and contemporary art.

Fascinating combinations

The Berlin-based light artist Susanne Rottenbacher demonstrates with her installation “Lily Pond” vertically along the space's interior walls, how she has used light to capture and reinterpret history, adding an entirely new dimension to Swarovski Kristallwelten Store Innsbruck. The resemblance of the materials to crystal is immediately recognizable: polished edges; shimmering, prismatic effects created by foiled acrylic glass surfaces; pastel-colored light tubes, and reflective materials sparkle in interplay with the “crystal rocks” used here. One is tempted to perceive a certain musicality in the light; a slight humming sets in when the light spreads through the room.

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Inspired by Swarovski Crystal Worlds and reminiscent of the original principle behind the venues of crystalline enchantment, the Swarovski Kristallwelten Store Innsbruck has its own Chamber of Wonder. Since May 2020, the exhibition space has featured a striking installation by the Mexican artist Raúl de Nieves. Inspired by traditional Mexican handicrafts, his “Alien of Metal Exists” also embodies the performative aspects of art.

Furthermore, in many places over the two floors, you will find almost legendary innovations made out of and using crystal. The Crystal Stairs and the famous “Cascade” chandelier are just some of the eye-catching highlights on display. Just like in a crystalline prism that reflects the colors of the rainbow, many new ideas and motifs merge at Swarovski Kristallwelten Store Innsbruck. For Swarovski’s 125th anniversary the Dutch set designer Marcel van Doorn has re-created scenes from films, putting selected objects from the company’s archive collection right where they belong: in the spotlight. This journey through the history of glamor is entitled “The Art of Performance.” Here the history of the company and of the town are intertwined into a modern shopping and design concept – it is in every sense a timeless place celebrating the love of beautiful things.

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THE DIVERSITY OF SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK IN DETAIL

Avant-garde with a touch of history

Swarovski Kristallwelten Store Innsbruck was designed by architects Daniel Süß and Hanno Schlögl, who are also responsible for the unmistakable architectural concept of Swarovski Wien. They achieved the balancing act of integrating a modern image within the fabric of a historic building. The resulting spaces are light, spacious, and clearly designed, sensitively incorporated into the historic building, which is due in no small part to the close cooperation with the local office for historical monuments. Despite all the avant-garde ideas, however, the old wrought-iron tavern sign and the impressive barrel vault architecture remind us that these rooms, which used to house the “Die Goldene Rose” guesthouse, have many a story to tell.

In the spring of 2018, the artists and designers Patrik Fredrikson & Ian Stallard, in collaboration with project architects Schlögl & Süß, redesigned the entrance area of the Swarovski Kristallwelten Store Innsbruck. These well-known representatives of the British avant-garde scene created a concept which opens up the space. Inspired by the contrasts of historic architecture and a vision of the 21st century – namely of what retail design might look like in the future – they created a platform for contemporary art and modern design that is full of emotion and creativity. The most eye-catching elements are two display cases with sculptures that the two creative minds specifically crafted for this project. Framed in patinated dark steel, the display cases fill medieval niches and alcoves in the historic building. This setting makes these contemporary elements appear completely natural and harmonious.

“People are looking for sensual experiences, and light can guide them there.”

That is how artist Susanne Rottenbacher describes her vision for the response she hopes her light installation “Lily Pond” provokes in viewers. The water lily landscape, which features five roses, crystalline leaves, and pastel-colored vines, is made up of 800,000 Swarovski crystals and climbs the heights of the airy, two-story space in the Swarovski Kristallwelten Store, which is located right at the beginning of Innsbruck’s old town. A vertical water lily pond may seem odd at first glance, but the Berlin-based artist has cleverly solved this mental challenge: “Instead of choosing a smooth wall to redesign this historical interior façade, using mirror effects to transform these deep windows into a reflective watery landscape – how serendipitous to be able to harness these irregularities.” With her light installation,

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Susanne Rottenbacher approaches the building's history with exceptional care while enriching it with yet another facet. The inspiration behind the water lily pond is the "Gasthaus zur Goldenen Rose" inn that occupied the building at 39 Herzog-Friedrich-Straße until 1985. With just five water lily roses – "the majestic queen of the roses" – the light artist has designed a landscape that creates the sensation of movement even while remaining entirely static.

Crystal for all the senses

Inspired by Swarovski Crystal Worlds and reminiscent of the original principle behind the venues of crystalline enchantment, the Swarovski Kristallwelten Store Innsbruck has its own Chamber of Wonder: "Alien of Metal Exists" – this brightly-colored sculpture by the Mexican artist Raúl de Nieves initially puzzles the viewers. It is the centerpiece of the Chamber of Wonder on the ground floor of the Swarovski Kristallwelten Store Innsbruck. Two screens with moving images bring the sculpture to life in a unique way, playing with reflections from a 10-centimeter crystal positioned in front of the work. The film scenes were made on Fire Island and feature a costumed figure strolling in the landscape, that splinters into kaleidoscopic shards as it moves.

Brilliant paths

Swarovski crystal is a success story spanning more than one hundred years, and encompassing lifestyle, fashion, close personal collaborations with artists, and technological evolution. Enconced within the impressive Mirrored Wall in the entrance area is an array of fascinating crystal creations and legendary pieces of history, summarized in the permanent exhibition "Timeless", which relates to the eponymous area at Swarovski Crystal Worlds in Wattens. Here too, a specially created fragrance with aromas and essences of bergamot, lavender, and patchouli offers an unexpectedly sensual experience. This singular exhibition is devoted to the artwork that emerged from Swarovski's creative synergy with the most brilliant minds in the design scene, and made from Swarovski crystal. It begins with the earlier methods of product distribution under the tutelage of the company's founder and continues to the current exemplars from collaborative endeavors in design. The result is a fascinating 125-year odyssey through a sparkling brand universe. At the same time, this museum-like journey highlights the capacious entrance and reception areas of the Swarovski Kristallwelten Store. A trip up to the first floor will take you up a vast crystal staircase, which is made of more than 20,000 crystals and is lit from underneath by the Cascade chandelier, created by Vincent van Duysen for Swarovski Crystal Palace. The attention to detail and visual judgment of effects continues in unexpected places. Whether it is the history of Swarovski

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crystal you are looking for, or a way through the crystalline interior – the paths guiding you through the Swarovski Kristallwelten Store are always dazzling: for the company's 125th anniversary year in 2020, set designer Marcel van Doorn created special display spaces in the store to showcase a selection of iconic pieces from the history of Swarovski. These include an homage to star designer Karl Lagerfeld: Nadja Swarovski honors the legacy of Karl Lagerfeld, as part of a global community of creative talents, with a new interpretation of his cult design statement, the white shirt. The classic black-and-white portrait of the designer, who died in 2019, is made up of over 6,000 Swarovski crystals. Karl Lagerfeld was closely associated with Swarovski and designed the Swarovski tiara for the 2017 Vienna Opera Ball, which is also on display in Innsbruck, alongside his original drawing.

A glittering multisensory experience in the heart of Innsbruck's old town

The upper floor of the Swarovski Kristallwelten Store Innsbruck includes a bar where visitors can enjoy a drink and watch the bustle of city life in Herzog-Friedrich-Straße from above. To mark the company's 125th anniversary, guests are surrounded by large-scale photographs from the Swarovski Corporate Archive, illustrating the long history of collaboration between Swarovski and the great fashion houses of the world.

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THE EXTRAORDINARY SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK OFFERS A HUGE RANGE OF PRODUCTS

A visit to the Swarovski Kristallwelten Store Innsbruck is an experience in itself: exploring and shopping, surrounded by glittering designs and living culture. It is also a chance to immerse yourself in the shimmering world of Swarovski.

The Swarovski Kristallwelten Store Innsbruck showcases the versatility of crystal, the innovative talent of Swarovski, and its close partnerships in the world of fashion and design. Here you will find an extensive portfolio of leading luxury and fashion brands whose designs are embellished with Swarovski crystals, as well as the largest range of Swarovski products, including international collections and a colorful assortment of crystal figurines and ornaments – each one distinctive, glamorous, and on trend. Since 1895, the Swarovski name has signaled sophisticated design expertise and a love of detail.

Countless products crafted from or with Swarovski crystal quicken the hearts of collectors, crystal lovers, technical experts, and anyone who loves to give or receive gifts that sparkle. They all find a huge array of gift ideas and mementos at the Swarovski Kristallwelten Store Innsbruck. Since the first crystal mouse was created in 1976, Swarovski has been famous worldwide for its collections of both crystal and functional items that add a special sparkle and refinement to interior spaces. Precision optical equipment from Swarovski Optik makes long-distance observation an entirely new experience.

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ARTISTS BIOGRAPHIES

AIR AROMA

The Australian company Air Aroma has been supporting international companies in integrating modern fragrance concepts into their marketing strategy for more than twelve years. In addition to Swarovski Crystal Worlds, Air Aroma has also successfully captured the essence of other famous brands such as Hugo Boss, Armani, Ritz Carlton, and Nissan with its scent creations. This has made Air Aroma the top address worldwide in the area of scent marketing. Supported by a global network, including an office in the Netherlands, the brand-experienced perfumers create unique, 100 percent natural fragrances that enhance the customer experience with another sensory perception. This turns the impression of a brand into an exceptional experience and, ideally, makes it unforgettable.

Marcel van Doorn

Beyond beauty, the eye of the beholder is guided by stories. Travel through worlds of wonder with Marcel van Doorn, the way he has travelled the world. Seemingly carefree designs reveal a sophisticated vision. As a visual storyteller he sets the stage for a new reality. Playful and colorful optical illusions are the eye opener, intended to show how truly amazing our world is, if you are willing to see it. Marcel van Doorn studied 3D industrial design and fashion design at the art school of Utrecht, followed by a master at the IFM in Paris. He found his feet in fashion in the middle of Studio Edelkoort, creating stories for trendbooks and visualizing concepts for various brands. As artistic director for the Dutch department store chain De Bijenkorf's monthly magazines he honed his craft. He gradually became more interested in the notion of the spectator, the phenomena of perception and reaction to the image, as well as the diversion of codes and stylistic norms. In his roles as set designer and art-director, he orchestrates a joyous and colorful aesthetic around existing objects that he routes to other realities. His roots are firmly planted in nature. Drawing inspiration from the major forces of nature to the tiniest particles of our universe, these are the silk threads weaving his oeuvre. Framing the world of luxury, the challenge is constant, his approach remains jubilant. With his teams, he continues to question the act of seeing and discovering by redrawing, enlarging, unravelling the story of objects and concepts. Marcel van Doorn was born in 1973 in the Netherlands, between dunes and forests. He lives now between Amsterdam and Paris and works all over the world. Developing his multifaceted craft as a maker of experiences, environments, sets and windows he has worked with prestigious

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brands both in fashion and luxury like Cartier, Chanel, Dior, Hermes, Ruinart, and Swarovski.

Raúl de Nieves

Raúl de Nieves was born in Mexico in 1983. He learned sewing and beadwork in Mexico before fleeing to the USA, where his work still embodies the Mexican tradition of decorative art. He is a multimedia artist, performance artist, and musician. His repertoire includes works on canvas, but the most distinctive elements are his extravagant multimedia performances with his band Haribo. He also creates large format sculptures such as ornamented shoes and clothing items. Raúl de Nieves' work has been exhibited at MoMA PS1 in New York, at documenta 14 in Kassel, and at the Whitney Biennial 2017 in New York. He lives and works in Brooklyn, New York.

Susanne Rottenbacher

Susanne Rottenbacher (*1969, Göttingen) studied scenography at Barnard College (Columbia University) in New York and received a Master's of Science from the Bartlett School of Architecture and Planning, London, with a focus on light. She worked as a stage designer at the Deutsche Oper Berlin and as a light designer for the "Licht Kunst Licht" design studio; it was during this time that she designed the lighting for the German Federal Chancellery and new government buildings, among other projects. She has been a freelance light artist since 2004. Susanne Rottenbacher creates extensive room installations consisting of sculptural elements that might best be described as colorful 3D drawings in space. Her sculptures are characterized by a sense of ease and transparency, and they manage to transform themselves in dialogue with their surroundings and the shifting times of day.

She has been the recipient of numerous awards and fellowships, including the Artist-in-Residence fellowship, Centre of Contemporary Art, CCA, Andratx Mallorca (2016), 1st Prize, Kunst am Bau C.O.R. Düsseldorf (2013), the IIDA Award of Merit, IESNA for the lighting design at the Marie-Elisabeth-Lüders-Haus, German Federal Parliament, Berlin (2005), and the Josephine Paddock Fellowship from Columbia University, New York (1991).

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The following is a selection of exhibitions:

2018: solo: display window exhibition at the Haus am Waldsee at Bikini Berlin, "The Twist 01"

2018: solo: "Disassembly," Box Freiraum, Berlin

2017: 57th Biennale di Venezia, unpainted – art in the digital age, guest of Body and Soul Performance Art (Collateral Event), Palazzo Pisani, Venice

2017: "Signal, Lichtkunst aus der Sammlung Robert Simon" (Signal, Light Art from the Robert Simon Collection), Art Museum Celle

2016: "The Difference between Sunrise and Sunset," Tüssling Castle

2016: "Unpainted LAB 3.0.," Kesselhalle Munich

2016: "deLight," FeldbuschWiesner gallery, Berlin

2015: solo:11m2 Projektraum, Berlin

2014: solo: Teapot gallery, Cologne

2014: Art Dubai, Salsali Private Museum, Dubai

2014: "Scheinwerfer, Lichtkunst in Deutschland im 21. Jahrhundert" (Spotlight, Light Art in Germany in the 21st Century), Art Museum Celle

2013: The Prague Contemporary Art Festival, GASK gallery, Prague

Fredrikson Stallard

The Swedish native Patrik Fredrikson and the British Ian Stallard founded the Fredrikson Stallard design studio in London together in 1995. The two leading representatives of British avant-garde design are well-known for the ability to translate their creative ideas into simple and yet aesthetically appealing pieces. Their artworks can be seen in such prestigious institutions as the Victoria and Albert Museum in London and MOMA in San Francisco. In addition to multiple design projects for Swarovski Lighting and Atelier Swarovski, they have created the mysterious Eden Chamber of Wonder for Swarovski Crystal Worlds in Wattens and Prologue III, an artwork sparkling with 8,000 Swarovski crystals in the garden of the Giant.

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General Information

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Opening hours

Monday to Friday, 9:00 to 19:00

Saturday, 9:00 to 18:00

Closed on Sundays and holidays

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Editorial notes

ABOUT SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK

Located in close proximity to the Goldenes Dachl (Golden Roof) in Innsbruck's old town, Swarovski Kristallwelten Store Innsbruck presents a captivating combination of history and future-oriented thinking at the heart of Innsbruck. A modern shopping ambience bathed in light, and at the same time one of the largest Swarovski Stores in the world, with the entire range of products from the internationally renowned traditional Austrian company, blends with centuries-old structural elements that can be traced back as far as the Gothic period together with works by important contemporary artists.

ABOUT SWAROVSKI KRISTALLWELTEN

Step into Wonderland!

In honor of Swarovski's centenary birthday in 1995, Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens threw open its doors to offer a new crystal living experience, a space where science and magic meet. Under the watchful gaze of the iconic Giant, spread over 7.5 hectares this spellbinding space showcases internationally and nationally recognized artists, designers, and architects. Igniting the dreams of all who enter its embrace, the crystal gallery experience of the Chambers of Wonder, the expansive gardens and ever-changing exhibitions has entranced and enticed over 15 million visitors since its opening.

As exhilarating retail extensions of this wondrous world, Swarovski Kristallwelten Stores in Innsbruck and Vienna, continue to embrace the mesmerizing magic of the beloved crystal destination, with the trio merging to form the internationally acclaimed D. Swarovski Tourism Services GmbH.

Providing a one-of-a-kind encounter of art, nature and shopping – in one of the largest crystal retail spaces in the world – with a year-round program of events for all ages highlighting culture, lifestyle, and Austrian heritage, Swarovski's very own wonderland continues to captivate and spark imagination. Transforming crystal into a living breathing adventure, guests are assured of a unique and astonishing encounter every single visit.

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ABOUT SWAROVSKI

Swarovski is a Wonderlab where magic and science meet.

Swarovski unifies all parts of its organization under one spellbinding idea and brings forward a wondrous new world of crystal craftsmanship. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, gemstones, Swarovski Created Diamonds and zirconia, jewelry and accessories, as well as crystal objects and home accessories. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group.

A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage. This manifests today in the company's well-established sustainability agenda with youth-focused education programs and foundations to promote human empowerment and conserve natural resources to achieve positive social impact.

For any requests please reach out to:

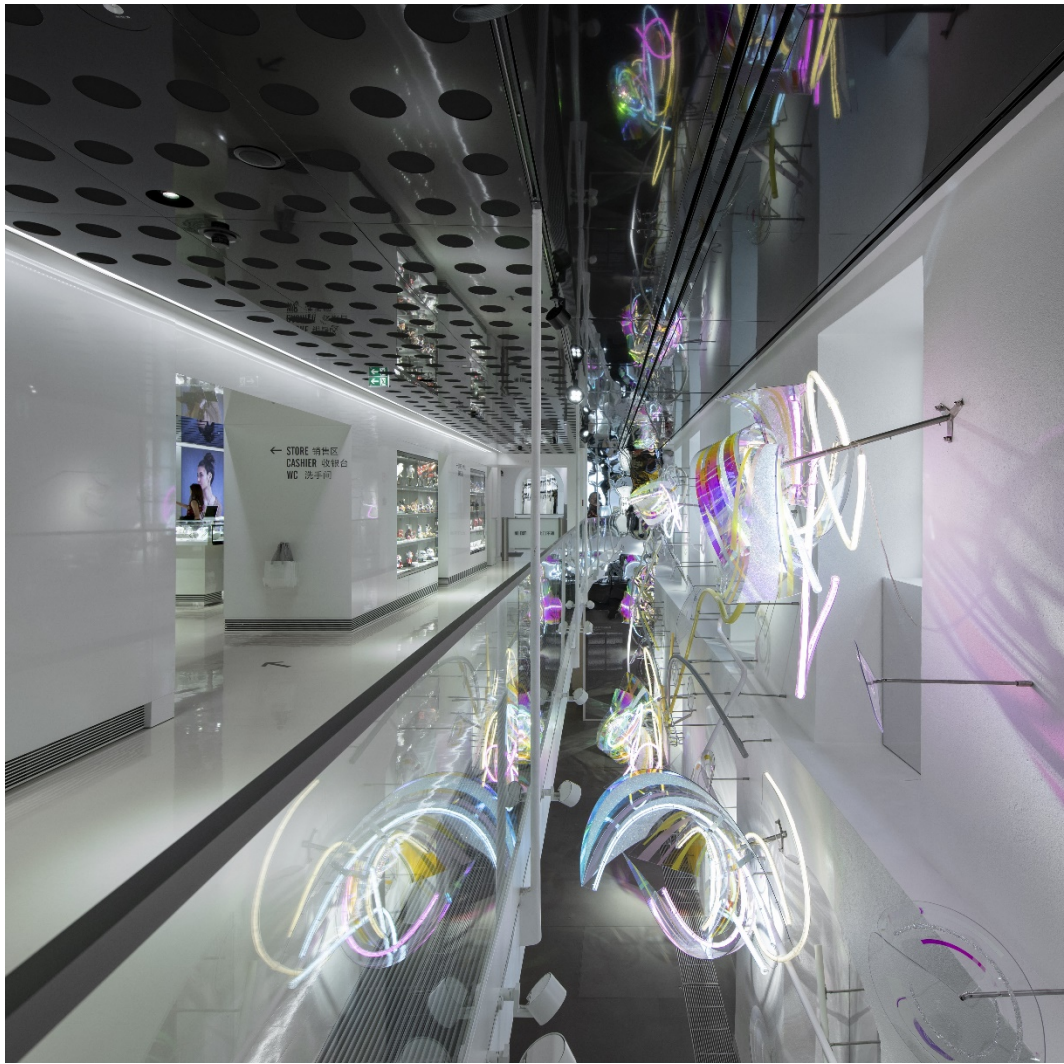
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