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SWAROVSKI KRISTALLWELTEN STORE WIEN: FACE TO FACE WITH DREAMS

In the heart of Austria's capital, at Kaerntner Strasse 24, Swarovski Kristallwelten Store Wien rolls out the carpet to a sparkling world of amazement and shopping. With the cubes on its striking façade, and the constantly reinvented performance stage in its showcase window, the exterior serves as a foil for the intentional fusion of modern art and glittering product presentation – a fusion that continues inside the brand world, over three richly designed floors. Indeed, each floor in itself is a journey of discovery, where guests encounter such luminaries as Iris van Herpen, Yves Béhar, and Tokujin Yoshioka.

Swarovski Kristallwelten Store Wien amazes its visitors with an extraordinary shopping environment: In the renovated interior of an historic building from the 19th century, an inspiring interplay of design, modern art, and crystalline shopping ambience is revealed to the visitor. The experience is heightened by an elegant scent created specifically for the shopping landscape. With a touch of glamour and sensuality, it conveys the essence of Swarovski Crystal Worlds on a completely unexpected level.

The exceptional character of the location begins with its exterior appearance: The Honeycomb façade – which glows through the use of specific crystal light modules equipped with LEDs – is visible far and wide along Vienna's most famous shopping mile. In addition, the cubes – bay windows that project onto the street space and penetrate the exterior walls – allow for fascinating "insights" and "outlooks." They regularly serve as a stage for the installations of world-famous artists like Iris van Herpen, the Haute Couture designer from the Netherlands who is internationally renowned for the futuristic drama of her collections. Her trademark avant-garde dresses look like sculptures but play with movement at the same time. Van Herpen is known for her pioneering work in utilizing 3D printing technology in fashion design. Anyone familiar with the background of the concept designer – she was herself a classical ballet dancer for many years – immediately recognizes the basic theme of movement and suppleness in her designs. Another highlight on Kaerntner Strasse for passers-by: Swarovski Kristallwelten Store Wien presents an arrangement of artistic elegance in the main showcase window every two months, thereby ensuring that a simple shopping trip becomes a truly special experience.

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Inner Glow

In the Entrance Hall, visitors are instantly enthralled by the “Lake of Shimmer” installation, created by the Japanese star designer Tokujin Yoshioka and produced entirely at Swarovski. The installation establishes a common link between all three levels of Swarovski Kristallwelten Store Wien. Its 16,000 tiny mirrors form a shimmering surface of silver across more than 88 square meters. Since they are in perpetual motion, incessantly reflecting light, the installation evokes the play of light with crystal, or the surface of a lake. Constant renewal, transition, and innovation – these are the maxims of Swarovski. In this respect, the “Eclectic Panthers” emerged as a symbol of crystal’s versatility. The idea of the project was to take a classic, crystalline form – in this case, that of a panther – and create myriad reinterpretations. So today at the Swarovski Store in Vienna, 45 panther figures are on display in a wide array of colors, effects, and materials, unified by their original material: precision-cut crystal. And even the light that falls on the panthers and the visitors originates from the creative hand of a designer. The “Mini Voyage” chandelier, designed by Yves Béhar for Swarovski Crystal Palace, unlocks the inimitable power of attraction. Illuminating the Neuer Markt side is the chandelier created by Tord Boontje, “Ice Branch.” The basement level houses the artwork “Fractal Station,” a mathematical piece in the shape of an octahedron, together with a range of fascinating crystalline creations and legendary pieces redolent with history. Together they form the permanent “Timeless” exhibition at the Store, a reference to the eponymous areas at Swarovski Crystal Worlds in Wattens and the Swarovski Kristallwelten Store Innsbruck. Here too, a specially created fragrance with aromas and essences of bergamot, lavender, and patchouli completes the sensual experience. Visitors will discover many exceptional objects there that tell the stories of creative partnerships, glamorous appearances on screen, stage, and red carpets, and five generations of a family business. The architects and museum designers at HG Merz were responsible for creating this narrative flow in cooperation with the Swarovski Corporate Archive. The result is a 120-year journey through a glittering brand universe. “Cascade,” the opulent lighting object of three meters in height by Vincent van Duysen, marks a milestone in the connection between crystal and light – in the same way that Swarovski Kristallwelten Store Wien represents an extraordinary connection between a cult product and a cult metropolis. “We intentionally chose Vienna when we were scouting locations,” explains Markus Langes-Swarovski, member of the Swarovski Executive Board, “It’s a city that, for centuries, has functioned as a hub between East and West, and that breathes culture – both in terms of cultural history and also as a modern, trend-conscious metropolis.”

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A THOUSAND REFLECTIONS: SWAROVSKI KRISTALLWELTEN STORE WIEN IN DETAIL

Avant-garde, esthetic, and innovative: The architecture

Raise the curtains for a sparkling world premiere: Thousands of crystals and LED point lights impart the exterior façade of Swarovski Kristallwelten Store Wien with an extraordinary magic. Swarovski crystals provide for a fascinating interplay of architecture and crystal, with dynamic surface effects. Especially at twilight, when the Honeycomb façade glimmers with various lighting effects: It produces the illusions of glowing lava and sparkling ice. The façade features a technologically innovative design that is based on controllable LED-equipped crystal light modules. Collectively, they encompass more than 11,000 Swarovski crystals per square meter. This concept was developed by Swarovski, and it appears in this format for the first time in Vienna. The Honeycomb style has long since become a successful product, illuminating today's luxury hotels, trendy bars, and wellness resorts. As a whole, the building mesmerizes through the contrast between the historic façade, which originates from the 19th century, and the avant-garde glass construction. An authentic fit into the historic cityscape, the brilliantly radiant spatial composition reflects the beauty, the value, and the compelling draw of Swarovski. Designed and realized by Innsbruck-based architects Hanno Schloegl and Daniel Suess, Swarovski Kristallwelten Store Wien embodies their desire to establish a harmonious confluence of both traditional and innovative stylistic devices. "We are concentrating on the dialogue between old and new by making the structural expansion a counterpoint to the historic structural elements," Schloegl and Suess explain.

The Cubes: Artistic Insights and Outlooks

They are closed spaces, and yet they open a window to another world. Using the language of art, they translate the fast pace of the streets into the esthetic fascination with a crystalline dreamscape. And of course, they are one of the architectural trademarks of Swarovski Kristallwelten Store Wien. The glass cubes illustrate the link between Vienna City Center's popular shopping mile and Swarovski's shimmering shopping worlds, but they are far more than a conceptual parallel: They are a platform for artists. Iris van Herpen takes her inspiration for the currently installation called "Biomorphism" from living organisms and patterns found in nature. She forms them into hypnotic installations in which she demonstrates the performance of femininity. Originally from the world of fashion design, van Herpen's installations for the Swarovski Kristallwelten Store Wien use a wide variety of media to express the basic themes of movement and transformation. The installations were realized in collaboration with Rhea Thierstein.

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Iris van Herpen relishes the cooperation with creatives from a multitude of disciplines, far beyond the fashion scene. Influences from biology, dance, physics in connection with technology can be felt to various degrees in the five installations. The Swarovski Kristallwelten Store Wien offers an impressive panorama of the thoughts and skills of the most forward-thinking designer of our time. "Each of the stages is an ode to the power of the infinite, to countless changes within us. They are a very personal expression of my fascination for dance, nature, and surrealism," says Iris van Herpen, explaining her vision.

A shop window in the limelight: Thrilling set change

At regular intervals, Swarovski Kristallwelten Store Wien amazes with the setting of its exhibition spaces; in doing so, it strikes out on new paths in the art of presentation, taking the main display window and conjuring up a stage of fantasy and an infinite space of creativity. At Kaerntner Strasse 24, viewers look into a window as if peering into another world, and so, any shopping expedition is transformed into a magical experience.

The heart of crystal: Face to face with dreams inside Swarovski Kristallwelten Store Wien

There are many marvels at Swarovski Kristallwelten Store Wien. The universal secrets of mathematics enthrall visitors in crystalline art form: "**Fractal Station**" consists of 4,423 individual cubes that are combined in symmetrical arrangements at differing levels of complexity. The leitmotif of renewal, transformation, and innovation – which are among Swarovski's maxims – continues with "**Eclectic Panthers**". Swarovski initiated this project to symbolize crystal's versatility. It provides the company's creative employees with an opportunity to take the form of a classic panther made of crystal, and interpret it in myriad ways using a variety of materials, such as wood, wax, and even silicon. The main attention-getter, though, is undoubtedly the "**Lake of Shimmer**" installation. Conceptualized by Japanese designer Tokujin Yoshioka and implemented by Swarovski, "Lake of Shimmer" captivates for the meticulous arrangement of movable octagonal aluminum components that number in the thousands. Indeed, the 16,000 little mirrors create a silvery, shimmering surface of over 88 square meters that visually connects all three floors at Swarovski Kristallwelten Store Wien. Like the surface of a lake, the movable mirror elements reflect the light and, through their mysterious sparkle, evoke the play of light that is so characteristic of crystal. Since the movement of every single mirror can be individually triggered, the most diverse themes and patterns of motion emerge that sets the narrative of the space inside Swarovski Kristallwelten Store Wien. And, of course, in the Vienna Store, the light also stands for the close

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relationship between crystal and creativity: The “**Mini Voyage**” chandelier on the upper floor is smaller scale model of a chandelier that Swiss architect and designer Yves Béhar created for Swarovski Crystal Palace. His inspiration, the Original Voyage, measures 4.5 meters and was created for the John F. Kennedy Airport in New York. At two meters in length, “Mini Voyage” may be smaller but no less powerful, with its more than 10,000 crystals that are back-lit by white LEDs. The chandelier “**Ice Branch**,” which can also be seen on the top floor, is the brainchild of Tord Boontje, who originally created the piece for the Swarovski Fashion Rocks Event 2005. Clear, sparkling Swarovski crystals on a lifelike branch turn the chandelier into a glacial and sculptural work of art. A monumental vision on the basement level: With the “**Cascade**” chandelier, thousands upon thousands of crystals pour out from the three meter height like a waterfall, cascading into the depths. This opulent chandelier consists of a plethora of crystal chains, interwoven with LED fibers; the piece was conceived and executed by Vincent van Duysen for Swarovski Crystal Palace. “Cascade” is compelling as a reinterpretation of the traditional chandelier, celebrating crystal and light in their most beautiful manifestation. The glimmering flood of crystals even made a splash in Hollywood: As a prop in the film *Ocean's Thirteen*, the chandelier beams next to the stars George Clooney and Brad Pitt.

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

A visit to the Swarovski Kristallwelten Store Wien 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 Wien 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 Wien. 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.

Amidst the stylish ambience of the Moët & Chandon Bar on the first floor, visitors top off their journey of discovery through the crystalline world with a sparkling glass of champagne. All visitors to Swarovski Kristallwelten Store Wien are received by an international team available to them with expert advice. Questions on anything about crystal are answered in different languages: Chinese, Greek, Japanese, Korean, Russian, Spanish, as well as Portuguese, Turkish, Italian and French.

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ARTIST BIOGRAPHIES

AIR AROMA

The Australian company Air Aroma has been supporting international companies in integrating modern fragrance concepts into their marketing strategies 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.

Yves Béhar

Born in Switzerland in 1967, designer Yves Béhar is the founder of Fuseproject, a company for integrated design that is dedicated to the development of emotional brand experiences through storytelling. The expertise as well as the media covered by the Fuseproject design team extends from products, ambience, graphics, and packaging to clothing and strategy. With his style and his creative approach, Béhar breathes new life into the world of technology, sport, lifestyle, and fashion. Béhar's unique interpretation of design, as well as his capacity to develop stories, garnered him worldwide recognition among major museums, as well as success in international competitions. Among these, he was awarded the "National Design Award" of the Cooper Hewitt Smithsonian National Design Museum in 2004. He created the "Nest" and "Voyage" chandeliers for Swarovski Crystal Palace.

Tord Boontje

Tord Boontje was born in the Dutch city of Enschede in 1968. He studied at the Design Academy in Eindhoven and the London Royal College of Art. Boontje works as an industrial and furniture designer; he is fascinated with the design of packaging. In addition, the artist, who has received multiple awards, earned his reputation for his interior architecture and various exhibitions and installations. Nature takes on a recurring key role in his works, although technology is always an integral component in the end product.

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Vincent van Duysen

The work of the Belgian architect and interior designer Vincent van Duysen is considered reduced-minimalistic, and yet sensual all the same. From his penchant for original shapes and compact volumes, he developed a style that van Duysen himself describes as simple, clear, pure, and elementary. To van Duysen, the preservation of space and its original form takes the highest priority, especially with building renovations. By using furniture that is distinguished for having a clear, concise, and conservative rhythm of line and contour, the architect supports the formal language of his buildings from a plastic and communicative viewpoint.

Iris van Herpen

Iris van Herpen (1984) is a Dutch fashion designer who is widely recognized as one of fashion's most talented and forward-thinking creators who continuously pushes the boundaries of fashion design. Since her first show in 2007 van Herpen has been preoccupied with inventing new forms and methods of sartorial expression by combining the most traditional and the most radical materials and garment construction methods into her unique aesthetic vision. Since 2011, van Herpen has been a guest member of the Chambre Syndicale de la Haute Couture and shows her collections twice a year during Paris Fashion Week. Van Herpen is often hailed as a pioneer in utilizing 3D printing as a garment construction technique, and as an innovator who is comfortable with using technology as one of the guiding principles in her work because of its sculptural nature and unfamiliar form. The designer's intent is to blend the past and the future into a distinct version of the present by fusing technology and traditional Couture craftsmanship. Van Herpen construes fashion as an interdisciplinary language and a dynamic entity, the result of the cross-pollination of various fields: art, chemistry, dance, physics, architecture, biology, design and technology. By collaborating with creatives and thinkers of all stripes, she seeks new forms for femininity and challenges our notions of Haute Couture. In the past decade, she has teamed up with brilliant minds like Nick Knight, Sasha Waltz, Marina Abramović and Benjamin Millepied among many others. At her atelier in Amsterdam, she experiments relentlessly and wholly reinterprets the fashion industry's material vocabulary. Her avant-garde designs have dressed the likes of Björk, Tilda Swinton, Beyoncé, Cate Blanchett, Solange and Fan Bingbing, to name a few. Her garments are also exhibited at museums and cultural institutions around the world, like at the Metropolitan Museum of Art in New York, Victoria & Albert Museum in London and Palais de Tokyo in Paris. Whether it's developing inventive materials alongside artists, architects and scientists or her pioneering use of 3D printing technologies, van Herpen has been known for her visionary approach to fashion since her eponymous label launched in 2007. She has received numerous

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awards, including the Johannes Vermeer Award (2017), ANDAM Grand Prix Award (2014) and the European Commission's STARTS Prize (2016).

Tokujin Yoshioka

The work method of Tokujin Yoshioka appears simple, and yet it is extraordinarily refined. A Japanese native born in 1967, Yoshioka is driven by the goal of creating a futuristic effect, consistently using reflective, transparent materials in combination with new technologies in his work. He gained notoriety primarily through his technical perfection, his clever incorporation of light, and his abdication of color. Following successful collaboration in the studios of Shiro Kuramata and Issey Miyake, he opened his own studio, "Tokujin Yoshioka Design," in 2000. Several works by the designer and artist, who has received numerous awards, can be seen on permanent display in the most important museums in the world, such as New York's Museum of Modern Art (MoMA). As a long-standing cooperation partner of Swarovski, Yoshioka developed designs and concepts for the Swarovski Ginza Flagship Store in Tokyo, as well as "Eternal," a series of acrylic stools for Swarovski Crystal Palace.

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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 WIEN

Swarovski Kristallwelten Store Wien, located in Kärntner Straße, opened in 2009, and surprises visitors with its extraordinary shopping atmosphere. It is one of the world's largest Swarovski stores, and displays the entire range of products from this internationally renowned, traditional company. Its sparkling combination of shopping experience, modern art, and fascinating architecture is the result of countless collaborative projects with famous designers and creative minds, making Swarovski Kristallwelten Store Wien truly one-of-a-kind since it first opened more than 10 years ago.

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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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.

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