

NOVEMBER 19, 2021

GET CLOSE TO ELTON JOHN'S ROCKET MAN JACKET IN A SPELLBINDING NEW EXHIBITION AT SWAROVSKI KRISTALLWELTEN

***The Art of Performance* celebrates Swarovski's longstanding relationship with Hollywood's top entertainers and creatives**

Swarovski is proud to announce the opening of a new Chamber of Wonder, called *Art of Performance*, at the brand's Kristallwelten experiential destination in Wattens, Austria. An immersive presentation of Swarovski's rich history in the world of entertainment, iconic outfits from the screen and the stage will be exhibited against a dazzling backdrop celebrating the brilliance of Swarovski Crystals.

Michele Molon, a. i. CEO of Swarovski, details, *"Swarovski has inspired the passion and curiosity of fashion designers and creators for more than a century. The entertainment industry and Swarovski are inextricably linked through their mission to inspire people to imagine and create whole new worlds, to enable makers and dreamers to create their own narratives."*

A RICH HISTORY

Swarovski's mesmerizing crystals have been selected for the most iconic moments of cultural importance in the 20th and 21st centuries, helping bring characters to life, making headlines at historic performances and empowering artists to express their individuality.

From costume design and red-carpet creations to global sporting events, Swarovski has inspired generations through its collaborations with world-renowned designers and artists. In this landmark exhibition, curated by famed wardrobe designer Michael Schmidt and dreamt up by award-winning set designer Derek McLane, a timeline of illustrious history is explored.

Schmidt found himself spoilt for choice when he started to select the pieces that would go into the exhibition, saying *"As a creative, utilizing Swarovski Crystal gives you infinite opportunities to express yourself. When you think about all the impactful moments throughout cultural history that Swarovski has been a part of, it's truly incredible. From Dorothy's ruby slippers and Michael Jackson's glove to Simone Biles' attire when winning all her gold medals, these moments are all covered in Swarovski Crystal."*

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Original outfits worn by Elton John, Cher, and Dita von Teese will stand alongside recreations of Marlene Dietrich's 1932 Blonde Venus outfit, which marks the first time Swarovski appeared on the big screen, Marilyn Monroe's "Birthday Dress" that wowed not only John F. Kennedy but the world at the president's legendary birthday dinner, and Katy Perry's Moschino Chandelier gown she wore to the 2019 Met Ball. Elsewhere, Björk's Foræva dress and pieces by Lady Gaga and Beyoncé make up just some of the notable items on display.

"Michael Schmidt's selection for this exhibition spans decades and defies genres. He tells the story of significant, emotional, and joyful moments of human connection through costume design – moments that are ingrained in our collective memory. The glamorous set design by the one and only Derek McLane transports you into a Hollywood party where you celebrate with the stars," romances Swarovski's Cultural Director Carla Rumler.

IGNITING IMAGINATION

Opening the doors to the *Art of Performance* exhibition offers an unprecedented insight into how and why Swarovski Crystals have been chosen for the world's most memorable ensembles. Here, visitors will have the chance to intimately study their construction while being transported back to significant cultural moments.

"Swarovski crystals have a magical way of transforming stage lights into a mesmerizing and brilliant atmosphere. Swarovski Kristallwelten's Crystal Dome inspired one of my set designs for the Oscars. Now I am thrilled to design a stage for this new Chamber of Wonder that brings Hollywood into the Austrian alps." adds Derek McLane.

This new *Chamber of Wonder* removes any boundaries between the worlds of music, film, theater, and sport. Instead, they come together, joined through one celebratory lens: the wondrous allure of Swarovski.

Stefan Isser, Managing Director Swarovski Kristallwelten adds, *"Swarovski Kristallwelten are the cultural epicenter, where an international audience experiences the limitless variety of crystal through the artists' lenses. The Art of Performance is highly accessible for everyone with an interest in pop culture – an invitation to relive moments of collective joy."*

Swarovski Kristallwelten is located 20 minutes from Innsbruck, Austria. Open daily from 9 am to 7 pm, Swarovski Kristallwelten offers, in addition to the new Chamber of Wonder "The Art of Performance", a wide range of mesmerizing cultural, culinary, and family experiences. Please find all details on [swarovski.com/kristallwelten](https://www.swarovski.com/kristallwelten).

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ABOUT THE ARTISTS

Michael Schmidt

Michael Schmidt is a wardrobing and jewelry designer who has garnered the attention of the world's top entertainers, stylists, photographers, and directors for his expertise with a variety of innovative materials and techniques.

Known for creating elegant yet edgy clothing and accessories, his list of clients includes Madonna, Cher, Beyonce, Lady Gaga, Rihanna, Fergie and the Black Eyed Peas, Janet Jackson, Deborah Harry, Dita Von Teese, Dolly Parton, Tina Turner, Steven Tyler, Ozzy Osbourne and many others. His works have appeared in books and photographs by such renowned photographers as Annie Leibovitz, Herb Ritts, Greg Gorman, Steven Meisel, Francesco Scavullo, Steven Klein, and Matthew Rolston, as well as innumerable world tours, album covers, music videos and major motion pictures.

Michael is honored to have had numerous pieces displayed at many prestigious museums. His razor blade dress, designed for Deborah Harry of Blondie, was on display in the 'Rock Style' exhibit at the Metropolitan Museum of Art's Costume Institute in New York City. His articulated 3D-printed gown, created for burlesque icon Dita Von Teese, has been displayed at numerous institutions including LACMA, the Museum of Arts & Design in NY and the Sydney AUS Museum of Arts and Applied Sciences. A number of his pieces are on permanent display at the Rock and Roll Hall of Fame and Museum in Cleveland, Ohio. In 2010 the Pasadena Museum of California Art honored Michael with a career retrospective.

Derek McLane

Derek McLane is an Emmy and Tony Award winning production designer for Broadway and television, who's nearly 350 designs include: Broadway credits such as *Moulin Rouge!* (Tony Award), *A Soldier's Play* (Tony Nomination), *American Son*, *Parisian Woman*, *The Price*, *Beautiful*, *Fully Committed*, *Noises Off*, *Gigi*, *33 Variations* (with Jane Fonda) (Tony Award), *China Doll* (with Al Pacino), *How to Succeed in Business Without Even Trying* (with Daniel Radcliffe), *Follies*, *Anything Goes*, *Bengal Tiger at the Baghdad Zoo* (with Robin Williams), *Ragtime*, *The Pajama Game*, *I Am My Own Wife*. Off-Broadway: *Buried Child*, *Jerry Springer The Opera*, *Merrily We Roll Along*, *The Spoils*, *If I Forget*, *Love, Love, Love*; *The Night of the Iguana*, *Sweet Charity*, *Into the Woods*, *Ruined*, *The Last Five Years*, Television: 6 years of *Academy Awards*, NBC Musicals: *The Sound of Music*, *Peter Pan*, *The Wiz & Hairspray*. Derek is the Chairman of the Board of The New Group Theatre. His many awards include: 2 Tony Awards, 2 Emmy's, 2 Obie's, 2 Drama Desks, 3 Lucille Lortel Awards, and 3 Art Directors Guild Awards.

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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.

For any requests please reach out to:

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