

Atmospheric light installation by one of the most renowned artists of our time
**LATEST WORK OF ART BY JAMES TURRELL
AT SWAROVSKI KRISTALLWELTEN**

Wattens, April 6, 2022. In his works, James Turrell transforms light into a physical experience. Now, the world-renowned artist opens his Shallow Space installation at Swarovski Crystal Worlds.

Swarovski is proud to announce that James Turrell has accepted an invitation to create a Shallow Space installation at Swarovski Kristallwelten (Swarovski Crystal Worlds), the brand's destination in Wattens, Austria. His installation, "Umbra", adds a luminous facet to the Chambers of Wonder at Swarovski Crystal Worlds which also feature works by Yayoi Kusama and Lee Bul. Carla Rumler, Cultural Director Swarovski and Curator Swarovski Crystal Worlds, explains that James Turrell has long been on her wish list:

"It is an absolute honor to welcome James Turrell's work to Swarovski Crystal Worlds. Light breathes life into crystal and ignites its magic. James Turrell's understanding of light and its application in its most elemental form presents the viewer with an immersive experience. If you dare to be open to the enormous power light holds, Umbra will affect you emotionally and physically."

The way in which we perceive light and color has been central to James Turrell's work for the last five decades. Turrell's light installations and environments turn light into an experience created out of artistic material; this is the main objective of the work. The rooms are not merely illuminated; they are defined by the light and its color and thus transform the medium in a new pictorial form. The installations show what makes Turrell a virtuoso in handling the laws of perception: architecture is almost dematerialized by the creative intervention of light.

The effects of light refracting through crystal and the resulting spectral colors have fascinated visitors to Swarovski Crystal Worlds since its opening in 1995. The new Chamber of Wonder will unveil an abstract yet tangible perception of light. *"Light is the soul of crystal, and we are honored to be able to work with James Turrell to give this medium a dedicated space at Swarovski Crystal Worlds. Once again, we invite you to dare to open your mind and explore with wonder the phenomenon of crystal,"* says Stefan Isser, Managing Director of D. Swarovski Tourism Services GmbH, referring to the sophisticated visitor experience offered at the international destination.

SWAROVSKI

“Umbra, 2022” is the 18th Chamber of Wonder and follows the recent opening of “The Art of Performance”. It, too, bears testimony to the multifaceted nature of Swarovski Crystal Worlds. James Turrell’s work can be marveled at daily from 9:00 to 19:00 at Swarovski Crystal Worlds from April 7, 2022.

kristallwelten.com/umbra

JAMES TURRELL

James Turrell (*1943 in Los Angeles) is one of the most renowned artists in the international art scene. For the past 50 years, he has devoted his work to experimenting with natural and artificial light. In his installations, he uses light and luminous areas as a visual material unto itself. Turrell states: “I like working with light and using it in a way that one physically feels how the presence of light occupies a space. I want to use sunlight, moonlight and starlight to give a work of art more power.”

Turrell’s light installations and environments turn light into an experience created out of artistic material; this is the main objective of the work. The rooms are not merely illuminated; they are defined by the light and its color and thus transform the medium in a new pictorial form. The installations show what makes Turrell a virtuoso in handling the laws of perception: architecture is almost dematerialized by the creative intervention of light. A simple corner of a room can become an arena show- casing the interplay between surface, color and space.

After studying mathematics and perceptual psychology, James Turrell decided that he wanted to work as a sculptor of light. The main question was: how does one give light a form? For his first exhibition at the Pasadena Art Museum in 1967, he projected light cubes in the corners of the museum’s rooms. These light cubes not only changed the spatial dynamics of the exhibition, but also appeared to be fixed and floating objects.

Turrell has had over 160 solo exhibitions worldwide since 1967, including the three-venue museum exhibition presented concurrently at Guggenheim Museum, New York, Los Angeles County Museum of Art (LACMA), and Museum of Fine Arts, Houston, in 2013. The media-celebrated site-specific New York exhibition in particular caused a sensation far beyond the international art world. In 2014, spectacular solo exhibitions followed in Jerusalem (Israel Museum) and Canberra (National Gallery of Australia), and in 2018 and 2019 Turrell was presented with retrospectives at the Museum Frieder Burda, Baden-Baden as well as the Museo Jumex, Mexico City.

Since 1968, after receiving a grant from the National Endowment for the Arts, the artist has been awarded with over 20 distinctions, including the John D. and

SWAROVSKI

Catherine T. MacArthur Foundation Fellowship (1984), an appointment as Chevalier des Arts et des Lettres by the French Government (1991), and the Nation Medal of Arts (2014).

Turrell's works can be found in over 70 major international collections including the Solomon R. Guggenheim Museum, New York City, the New York MoMA, Centre Georges Pompidou, Paris, Museum of Applied Arts, Vienna, Museum of Modern Art, Frankfurt am Main.

SWAROVSKI KRISTALLWELTEN

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:

Alexandra Mühlbacher

Senior Communications Manager

T +43 5224 500-3331

press.kristallwelten@swarovski.com

kristallwelten.com/presse

SWAROVSKI