

# SWAROVSKI KRISTALLWELTEN

## January 24

- Welcome to Swarovski Kristallwelten ..... 1
- History.....2
- The Chambers of Wonder in the Giant.....4
- Art in the Garden .....11
- Playtower and playground .....14
- Culinary delights.....15
- Year-round events calendar .....16
- Shopping in the Giant .....17
- Artist Biographies .....19
- General Information.....28

## **WELCOME TO SWAROVSKI KRISTALLWELTEN**

**Swarovski has had a history of tradition and success since the company was founded in 1895. Today, the fascination commanded by crystal is greater than ever. In 1995, in response to ever-increasing interest, Swarovski created Swarovski Kristallwelten (Swarovski Crystal Worlds), where crystal becomes a complete experience. Since then, this world of fantasy has delivered moments of wonder to more than 16 million visitors. It is a mix of art and culture, entertainment and shopping. There are various attractions for all ages, for fans of crystal and connoisseurs of art, all of which makes Swarovski Crystal Worlds unique in the entire world.**

Daniel Swarovski, who founded his crystal-cutting company in Wattens/Tyrol in 1895, had a vision from the very outset: to regard crystal not merely as a material, but as an inspiration. Multimedia artist André Heller created a world of wonder to celebrate Swarovski's hundredth anniversary in 1995. Renowned names from art and design have interpreted crystal in their own way, turning the sparkling material into a concept of experience and space – the Chambers of Wonder in Swarovski Crystal Worlds. The underlying principle of the Chambers is based on the historical chamber of wonder at Ambras Castle, a sixteenth-century attempt to assemble a universal collection of all knowledge at the time.

Swarovski Crystal Worlds has since become one of Austria's most frequently visited attractions. In keeping with the spirit of company founder Daniel Swarovski, it embraces the philosophy of continual innovation and development, and has already gone through a number of structural enhancements. The largest expansion to date took place in 2015 on the occasion of Swarovski's 120th anniversary, when the Swarovski Crystal Worlds grounds doubled in size with the addition of an extensive garden landscape. And still more dazzling attractions to discover have been added since that time. Swarovski's wide-ranging brand portfolio, culinary delights, and the year-round program of events give eloquent testimony to the diverse history of Swarovski Crystal Worlds, which spans 120 years.

## **HISTORY**

### **A special gift for the company's 100th anniversary**

To marvel, to wonder: a powerful state of mind. Wonder sets in when people experience something unexpected – and crystal by Swarovski has inspired great fascination among people from the start. Innumerable visitors have traveled to Wattens/Tyrol, some of them from very far away, to visit the home of Swarovski crystal. In 1995, Swarovski took the opportunity offered by the excitement and loyalty of crystal fans to present them with a special gift commemorating the 100th anniversary of the company's founding: Swarovski Crystal Worlds opened its gates.

### **The "Giant" awakens**

Swarovski asked multimedia artist André Heller to develop an experiential concept. Heller's thematic centerpiece for Swarovski Crystal Worlds was the shape of the Giant, a reference to his childhood in Vienna, during which he had always imagined that giants lived in the Schönbrunn Palace who wandered about at night and turned into stone during the day. Thinking along these lines, Heller developed the story of the Giant who left his home to experience the world and all of its treasures and wonders. With the knowledge he acquired on his journeys, the Giant settled down in Wattens/Tyrol, where he has watched over his Chambers of Wonder ever since.

### **The "Chambers of Wonder" principle**

During the sixteenth century, at the time of the Renaissance, the royal treasure chambers developed into all-encompassing chambers of art. In addition to goldsmith works, ivory and woodcut art, clocks and automatons, there were also natural objects, paintings and sculptures among the precious and rare objects in the chambers of art and wonder and cabinets of curiosities and rarities. They represented the total sum of knowledge about the world at the time and attempted to satisfy the longing for new knowledge about the exotic and foreign. Only a few collections have endured over the ages – one of the best-preserved and most famous ones is certainly in Ambras Castle in Innsbruck. The Ambras chamber of art and wonder was also the inspiration for André Heller's design. It is the point of departure into the magical world that unfolds whenever you step through the head of the Giant into Swarovski Crystal Worlds.

### **A new era of wonder**

This one-of-a-kind world of fantasy began its third and largest expansion yet in 2015 to mark the 120th anniversary of the Tyrolean company's founding and the 20th anniversary of Swarovski Crystal Worlds. The world of wonders now stretches across 7.5 hectares and features a variety of facets. In the Chambers of Wonder you can experience the magic of crystal as it has never been seen before. Surrounding this experiential realm of crystal one finds the expansive garden landscape, which features unique art installations that create an inviting atmosphere in which visitors may relax and linger. One of the highlights is the Crystal Cloud, which consists of around 800,000 hand-mounted crystals. South of the iconic Giant, the playtower and the innovative outdoor playground landscape offer children of all ages plenty of space to play and climb. The sun-kissed pavilion embedded in the garden surrounds Daniels Kristallwelten and frames the view of the surrounding landscape. It promises unforgettable culinary delights – no less for the delectable patisserie inside.

The creative energy of Swarovski's international network and many extraordinary personalities is reflected in the poetic design and stylistic idiom of the expanded Swarovski Crystal Worlds. Crystal has always served as the source of our inspiration, and as a captivating raw material for spaces of unique significance, emphasizing the richly faceted world and innovative joy of the Swarovski brand. Carla Rumler, Curator Swarovski Crystal Worlds, was responsible for the curation and artistic direction of the entire area from 2012 to 2023.

## **THE CHAMBERS OF WONDER IN THE GIANT**

**Every artist and every designer can tell another story with Swarovski crystal. The wealth of interpretations is inexhaustible, and there will never be a point at which all of the ideas involving crystal as a material have been depleted. This is precisely the artistic principle upon which Swarovski Crystal Worlds is based, both inside the Chambers of Wonder and the sculptures and installations in the garden. Internationally and nationally renowned artists, designers, and architects have interpreted crystal in their own unique ways, creating their own artistic signatures from and with crystal. This means that every encounter with art in Swarovski Crystal Worlds is also a highly personal engagement with the creative mind behind it. A special highlight is the individual fragrance that perfectly underlines the visitors' multisensory experience with aromas and essences created exclusively for Swarovski Crystal Worlds.**

### **The Blue Hall**

Upon entering the Blue Hall, visitors are surrounded by the magical International Klein Blue, which goes back to the French artist Yves Klein and conveys a sense of security and closeness. Although this blue is considered one of the cold colors, it has a warm and energetic feel here. Works of world-renowned artists like Salvador Dalí, Niki de Saint Phalle, John Brekke, and Andy Warhol surround the display's centerpiece, the Centenar – with over 310,000 carats (62 kg), its 100 precisely hand-cut facets symbolize Swarovski's 100th anniversary in 1995. Directly next to it are the two smallest, precision-cut crystals from Swarovski – the Xirius Chaton and XERO Chaton. The latter is exactly as large as the tip of a feather, designed especially for the creative requirements of the clock, eyeglasses, and jewelry industries. A Crystal Wall eleven meters high and 42 meters long leads directly into the Chambers of Wonder.

### **Silent Light**

The Silent Light crystal tree was designed in an extraordinary artistic collaboration by Tord Boontje and Alexander McQueen in 2003 for the Victoria and Albert Museum in London. It is made of 150,000 crystals. Visitors enter a poetic Winter Wonderland not only in an emotional sense but in reality, too: Snow is falling from the “sky” in sub-zero temperatures – no matter the season outside. Cautious visitors stay in the warmth behind a window. Those who dare venture inside the Chamber of Wonder walk through the snow and discover fabulous animals on icy branches around the crystal tree. The indoor snowfall equipment for the new Chamber of Wonder was manufactured exclusively with TechnoAlpin for Swarovski Crystal Worlds. The snow in the Chamber of Wonder consists solely of water and air, temperatures can fall to as low as  $-10^{\circ}$  Celsius.

### **The Crystal Dome**

The Crystal Dome is modeled after Sir Richard Buckminster Fuller’s (1895–1983) geodesic dome. The term geodesic is used in mathematics to describe the theoretically shortest distance between two points on a curved surface. Geodesic domes are particularly stable, especially considering the relatively small amount of material used to build them. The Crystal Dome consists of 595 mirrors that give the viewer the feeling of being inside a crystal. Eight of the mirrors are so-called “spy mirrors” that conceal fascinating art objects by various artists. The music in the Crystal Dome comes from composer and musician Brian Eno.

### **The Art of Performance**

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 exhibition, curated by wardrobe designer Michael Schmidt and dreamt up by set designer Derek McLane, a timeline of illustrious history is explored. Original outfits worn by Elton John, Lady Gaga, 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, and Katy Perry’s Moschino Chandelier gown she wore to the 2019 Met Ball. Elsewhere, Björk’s Foraeva dress and pieces by Madonna and Beyoncé make up just some of the notable items on display.

### **Into Lattice Sun**

For “Into Lattice Sun”, South Korean artist Lee Bul looked to modernist architecture as her muse, translating it into a metropolitan, dramatic, and utopian landscape for her Chamber of Wonder. This installation explores the interactions between visitor and space. This deliberately staged interplay of the continually changeable, iridescent mirror landscape offers visitors constantly new illusions of width and depth, inviting viewers to think about themselves and their position within the space.

### **Ready to Love**

Indian fashion designer Manish Arora embodies a distinct design vocabulary, characterized by expressive storytelling and brash, vibrant colors. His Chamber of Wonder “Ready to Love” beckons visitors to enter a fantastical world full of emotions. A twinkling stairway replete with sparkling messages of love leads to the facade of an Indian temple in dazzling neon light: the Palace of Love. The installation is built around a core of 19 heart-fairies, which have been fashioned using traditional techniques of Indian craftsmanship.

### **The Ice Passage**

At first glance, Tyrolean artist Oliver Irschitz's “Ice Passage” is an empty corridor; it does not come alive until you step inside. As you place your foot on the floor, a series of crystalline tracks start to appear. Light follows as well, and the more visitors dare to venture in, the brighter and more luminescent the surroundings become. Each step is accompanied by mysterious and sometimes alarming creaking and crackling – just as if you were actually on a frozen surface, with each step causing small fissures in the ice.

### **Transparent Opacity**

Arik Levy's “Transparent Opacity” is an homage to the diversity to be found in crystal, a playful reworking of forms and dimensions, as well as of a variety of different materials, ranging from glass and marble to steel and plastic 3-D prints. Some of the exhibition pieces invoke the familiar silhouette of the cut chaton, while other works reach deep into the abstract realm of natural, archaic crystalline shapes.

## **Umbra**

James Turrell is considered one of the most important contemporary artists. His installation, "Umbra" adds a luminous facet to the Chambers of Wonder.. "'Umbra' is about the light that is in the soft shadow. In a lunar eclipse, you have the soft light as opposed to the very strong light that you saw reflected off the moon. This is a kind of light that is very soft and filling that I love. If you are looking at this piece, it is not about the light that surrounds the edge, it is the large expanse or panorama of this very soft light that comes from the reflection in the room." explains James Turrell.

## **Chandelier of Grief**

The Japanese artist Yayoi Kusama is exhibiting one of her most spectacular mirror installations to date in Wattens, entitled "Chandelier of Grief." The central element is a rotating chandelier of Swarovski crystal, whose luster comes to life in a room that is completely lined with mirrors. Here, visitors encounter themselves in a dissociated form that is somehow both confusing and fascinating – an experience that Kusama describes as "self-obliteration." Her large-scale solo shows in London, Mexico City, Rio, Seoul, in Taiwan Region, and in Chile have attracted millions of visitors over the past few years.

## **Studio Job Wunderkammer**

For their installation, the designer duo Studio Job let themselves be inspired by the term "Chamber of Wonder" itself to draw inspiration; today, the term signifies a wondrous, strange, all-encompassing spatial experience. Everything in the Studio Job Wunderkammer accordingly revolves around a holistic experience of space. Color, shape, composition and concept, initially giving the effect of a fairground brimming with exuberant color, invite visitors to make their own discoveries. The apparent chaos hides thousands upon thousands of short stories in the shape of movement, music, reflections, and slight allusions to modern society.



### **La Primadonna Assoluta**

The star soprano Jessye Norman celebrated a spectacular performance at the Crystal Dome, singing the final aria, "Thy hand, Belinda," from Henry Purcell's Dido and Aeneas. An experience worthy of its own Chamber of Wonder, in which a giant natural mountain crystal from Madagascar, naturally grown and impressive in its size, provides the counterpoint to the man-made art form of music and voice. Whoever touches the mountain crystal feels its concentrated energy in the form of a subtle warmth.

### **Eden**

The idea behind the Eden Chamber of Wonder is to create a landscape that evokes one of the strongest primal responses in humans: the forest. But Eden is no ordinary forest – it is a fantastical and archaic primeval world in an abstract interpretation. At its entrance, the mighty Grawa waterfall, located in the Stubai valley, cascades down a screen into the depths; inside, the visitor follows a path that meanders through a dense wilderness of simple polished brass structures, which through mirrored walls appear to go on to infinity. This is where the wanderer encounters strange, hidden gems in the form of crystal sculptures of up to 1.86 meters in height produced by Swarovski. They emerge as beacons of light from the dark, like strange, exotic birds or reptiles, flowers, or fruit, symbolizing the magnificence of nature and the origins of life.

### **FAMOS**

In FAMOS, the artist duo Blue Noses, with their notorious, madcap performances, meets Swarovski's legendary art of cutting crystal. Four architectural landmarks are on display in a crystalline dimension that has yet to be surpassed: the Taj Mahal, the Pyramid of Cheops, the Empire State Building, and the Lenin Mausoleum. These monumental architectural achievements were created together with the crystal experts at Swarovski and brought to life with eccentric humor in the form of cryptic short films.

### **55 Million Crystals**

“55 Million Crystals” by the British musician, producer, and concept artist Brian Eno is a synthesis of ambient music, light, hand-painted picture components, and computer technology that merge into a grandiose object that changes with barely perceptible transitions and produces a meditative effect. This redefined the term “original”: While we normally understand an artwork to be individual, static, and everlasting, “55 Million Crystals” is an absolutely unique original at any moment. No one else has ever seen what you see in this particular moment, and no one else will ever see it quite this way again.

### **Heroes of Peace**

With the Heroes of Peace installation, Swarovski Crystal Worlds is dedicating one of its Chambers of Wonder to the theme of peace, and honoring the vision of the artist and curator André Heller. It presents key messages from winners of the Nobel Peace Prize and other people who have dedicated their lives to the important issue of peace, such as Bertha von Suttner, Pablo Picasso, Nelson Mandela, John Lennon, and Yoko Ono. Innovative projection technology is used to allow visitors to encounter life-sized holograms of Mahatma Gandhi, Martin Luther King, Albert Einstein, and Rigoberta Menchú.

### **El Sol**

Fernando Romero’s El Sol, formed from 2,880 custom-made Swarovski crystals, is an exploration of humankind’s relationship with the sun. This large structure is exactly one billion times smaller than the sun itself. At the heart of the artwork is a sphere of LEDs, whose light is split by the inner facets of the precisely cut crystals in such a way that it creates a dynamic surface reminiscent of the sun. The inspiration for El Sol was the remarkable geometry of the pyramids built by the Aztec and Mayan people. In this way, Romero’s creation is an homage to his Mexican cultural heritage. At the same time, his structure is also based on modern technologies. Three months of design and development were needed before the drawings were ready, and it took the technicians more than 350 hours to construct the artwork.

## **Timeless**

The Timeless area tells the history of Swarovski and crystal in all of its historical facets. The exhibition ranges from the company's founding to magical moments on the stage, screen, and runway, and juxtaposes curiosities and glamour with nostalgia, history, and technology. "Timeless" here means that we should forget our own time as we experience the changing spirit of the times from 1895 to the present day and observe epoch-making exhibits. The architects and museum designers at HG Merz were responsible for creating this narrative flow in cooperation with the Swarovski Corporate Archive.

## **ART IN THE GARDEN**

**In the garden around the charismatic head of the Giant, you will find spaces of beauty, inspiration, energy – and legends. An astounding landscape emerged in the course of the generous expansion of Swarovski Crystal Worlds, and it fits naturally into the mountainous landscape of Tyrol. It ignites the imagination while also conveying knowledge from the past and present. Internationally renowned and regional artists and designers from the contemporary art scene, as well as famous architects, have left their creative marks in the garden of the Giant.**

Architects s\_o\_s architekten have designed the visitor arrival area. Based on the creative approach of designer duo CAO PERROT in combining art and landscape architecture to create spaces for dreaming, they have placed a wide and expansive roof resting on birch trunks as a threshold to the garden and to the Grand Plaza in front. Visitors making their way through the garden of the Giant, surrounded by the blossoming colorfulness of the different types of plants conceived by the British garden designer Tony Howard, can marvel at objects from such artists as Werner Feiersinger, Sylvie Fleury, Bruno Gironcoli, Martin Gostner, and Alois Schild. Taking inspiration from water as a precious resource, Fredrikson Stallard has reinterpreted its earlier work in the Prologue series and decorated it with 8,000 Blue Shade crystals to celebrate the 15th anniversary of the Swarovski Waterschool in 2015. Depending on the position of the sun, the crystals refract and reflect daylight, energizing their surroundings in the garden of the Giant. Prologue III is the beginning and the end – a cycle of infinite potential. A singular Crystal Cloud floats over the black Mirror Pool, constantly changing its appearance according to the weather and the rhythms of nature. The green maze in the form of a hand invites the visitor to explore and play hide-and-seek. A slightly ascending path through an alpine garden with rare and indigenous plants from the Alps leads visitors to the observation deck on the hills above the Chambers of Wonder at Swarovski Crystal Worlds. The Roman Excavations offer exciting insights into ancient history.

### **Crystal Cloud: a natural phenomenon made of crystals**

The crowning piece of the new garden is the Crystal Cloud, created by Andy Cao and Xavier Perrot. This monumental installation, consisting of some 800,000 hand-mounted Swarovski crystals, drifts above the black Mirror Pool, inviting visitors to pause for a moment and be inspired. With a surface of around 1,400 square meters, this mystical masterpiece is the largest work of its kind in the world. A descending path draws visitors to the Mirror Pool where the crystals' light is captured like stars shimmering in the nocturnal sky – even in broad daylight. They are accompanied by 2,000 sparkling crystal fireflies dancing through the air. Towering over the center of the Mirror Pool is Tyrolean artist Thomas Feuerstein's sculpture "Leviathan," made up of over 10,000 crystals. "Leviathan" refers to the Biblical sea monster on the one hand and, on the other, to the eponymous publication by Thomas Hobbes from 1651 about government and the state. Its meaning refers to the oldest description of society as a network: The whole is created only in a reciprocal network of relationships, symbolized here by the interplay of the crystals.

### **The "Fat Bus": the work of Austrian artist Erwin Wurm**

It is a one-of-a-kind, eye-catching sculpture. Erwin Wurm's trademark is his reworking of everyday objects in his art. Pickles, hot dogs, and houses, for instance, are some of the objects he has used so far. For Swarovski Crystal Worlds, the artist chose the VW bus, once the symbol of 1960s hippie culture, and now a truly timeless icon. You can still recognize the VW classic in "Fat Bus." In keeping with the sculptor's artistic style, however, he has uncoupled the object from its primary function, creating something that seems, to the viewer, both familiar and, at the same time, a little bit off.

### **The Carousel provokes feelings of freedom and joy**

Spanish designer Jaime Hayon has designed a striking black-and-white carousel to juxtapose with the lush greenery of the Garden within Kristallwelten. The contemporary design reimagines the traditional carousel while retaining its nostalgic appeal. The monochrome design shimmers with 15 million Swarovski crystals across 12 ceiling panels and 16 wall panels and is illuminated with warm lighting to create a dreamlike atmosphere. Hayon was inspired by folklore and fairy tales to create the fantasy characters for the seats. Whimsical faces decorate the roof and the

surrounding fence, expressing the joy, surprise and delight that riding a carousel brings. Standing 6.5 meters high and spanning 12.5 meters, the carousel can accommodate 28 passengers of all ages and includes spaces designated for wheelchairs. Carousel is open all year round, and as many rides as you want are included in the day pass.

### **Roman Excavations: a window on the past**

Swarovski Crystal Worlds is a place where the past and present are intertwined. The Roman Excavations, which give a glimpse into Tyrolean life in Roman times, provide vivid testimony to this. During extensive reconstruction work in September 2014, walls and collapsed sections of Roman buildings, and other archaeological material from the Roman period came to light. According to archaeologists, these are fragments from a Roman country estate dating back to the third century A.D. The Roman Excavations are displayed as a “natural Chamber of Wonder”, and an especially exciting part of the find was a treasure of extraordinary value: 702 silver coins known as Antoninians, minted for the Roman emperors between 238 and 251 A.D, and unearthed after nearly two thousand years.

## **PLAYTOWER AND PLAYGROUND**

**The garden of the Giant enhances the existing selection of educational tools specially geared to children all around the Crystal Studio. This context inspired the creation of an entirely new building “typology” by the renowned architectural offices of Snøhetta: a playtower and an innovative open-air playground.**

Besides an extraordinary spatial experience, the playtower gives children all kinds of playing experiences from climbing, rocking, and swinging to sliding and even to what looks like floating. The form of playing this offers is completely new but perfectly natural. A vertical climbing net is spread over several levels arranged on top of each other; it can be climbed up to a height of just under 14 meters. Wall-mounted game boxes, designed specifically for Swarovski Crystal Worlds, engage visitors’ fine motor skills and cognitive abilities: There is a slider puzzle featuring the iconic Giant, an animal memory® game, the “Fast little animals” game box, and a labyrinth.

The façade of the playtower consists of 160 crystalline facets, though no two are exactly alike. The panes are imprinted with an innovative pattern made from millions of tiny motifs which refer to the history of Swarovski. The view from inside to outside is always visible, just like the activities on the inside can always be seen from the outside. At night, the structure looks just like a spectacular body of light that magically enhances the reflections of the Crystal Cloud and the Mirror Pool.

The play area – for children of any age – continues into an innovative open-air playground. A free-form topography of steel and wood offers children an infinite number of ways to play. A spectacular 25-meter-long climbing route was added to the playground in the garden of the Giant in 2017. Additionally, the existing water play areas were enlarged, and a ball game was installed on the wooden deck. Children can run around to their heart’s content while simultaneously improving important motor skills. The outdoor area’s design is as unique as that of the playtower, giving children in particular an opportunity to discover new games and ways of moving their bodies.

## **CULINARY DELIGHTS**

**Besides nourishment for the mind, Swarovski Crystal Worlds also offers culinary delights at Daniels Kristallwelten. Here too, the overall architectural concept follows the crystalline parameters embedded in the garden of the Giant.**

The whole world is welcome at Daniels Kristallwelten, which serves international, regional, and seasonal cuisine and divine desserts. Embark on a culinary journey with DoN group, who operate Daniels Kristallwelten since October 2023. Both the kitchen and the atmosphere are truly exceptional: In this airy pavilion suffused with light, designed by the Norwegian architectural firm Snøhetta, visitors feel as if they were sitting right in the middle of the garden of the Giant. Gently curved pillars and ceilings accentuate the impression of flowing forms and light. The design company MARCTHOMAS produced a new design for the restaurant's public area in 2017, giving the space a unique feel, flooded with light during the day and suffused with a subtle glimmer in the evening.

Guests can enjoy regional and seasonal fresh delicacies, diverse menus, and an uninterrupted view of nature. In the entrance area of Daniels Kristallwelten, a specially designed scent of fresh aromas and essences such as tangerine, jasmine, and patchouli also contributes to the multisensory experience of the visitors.

The Crystal Bar in the Swarovski Kristallwelten Store, with its sparkling ambience, serves refreshing drinks. The restaurant and Bar are freely accessible to all – without the need to first visit the Chambers of Wonder – thus making them an ideal meeting place for the whole family or business partners.



## **YEAR-ROUND EVENTS CALENDAR**

**Swarovski Crystal Worlds offers variety throughout the year with a wide range of events. The program is as diverse as the seasons and the visitors, with fun and games for our small guests.**

Whether young or old, Swarovski Crystal Worlds offers something for everyone. There is a dedicated program during school holidays that ranges from shows to workshops, guided tours and many surprises. In the summer the garden is transformed into an open-air theatre, with a richly varying program of magical delights from Roncalli's circus. The winter program will see the garden transformed into an illuminated fairy-tale landscape with glittering sculptures by the Dutch designer Tord Boontje, rich with mystical sounds and lighting.

Swarovski Crystal Worlds is the perfect destination for discovery, play, culinary delights, and being together, throughout the whole year and in any weather.

## SHOPPING IN THE GIANT

**The Swarovski Kristallwelten Store radiates in the bold brand colors green, blue, yellow and pink. This spacious shopping landscape showcases the diverse nature of crystal as a material, as well as Swarovski's remarkable power of innovation, and strong links with the world of fashion and design. 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 Swarovski Kristallwelten Store, designed by general contractor s\_o\_s architekten, is literally a landscape that meanders like a river. In some parts, the spectacular "Starry Mosaic Sky dome" provides a canopy overhead, set with black mosaic tiles handcrafted by Bisazza in innovative conjunction with Swarovski crystals. Beneath the dome lies "The Globe" (2008). Standing four meters tall, this cartographically accurate globe created by the artist duo Studio Job seems overwhelming and impenetrable. Symbolically, the scaled-down model of the earth represents victory and power, but also knowledge and learning, understanding, and hope. The 1.000-kilogram sphere itself has a diameter of 175 centimeters and is adorned with half a million Swarovski crystals. The combination of the dome and its artwork create a unique setting for an extensive brand portfolio of the latest extraordinary fashion and couture jewelry from Swarovski.

Visitors discover their new favorite piece of jewelry and eyewear on playful tables with mirrors and lenses. Jewelry collections crafted by Global Creative Director Giovanna Engelbert empower the wearer with their effortless glamour and luxury feel. In the Creator's Lab, exclusive and limited collaboration with top designers and fashion brands await. Movie lovers find their heroes from the screen immortalized as crystal collectibles. Since the first crystal mouse was created in 1976, Swarovski is renowned worldwide for its collections of crystal items that add a special sparkle and refinement to interior spaces.

Members of the Swarovski Crystal Society (SCS) are warmly welcomed to the VIP Lounge, which is open to all those who are or would like to become members of the Swarovski Crystal Society. At the VIP Lounge lies also the “City of Glass”, a creation of Melli Ink. Inspired by Hieronymus Bosch and Buckminster Fuller, this artwork presents a utopian view of the future in glass, crystal, and mountain crystal.

### **The world’s first Swarovski Optik Store**

In 2023, Swarovski Optik opened its first ever store at the Swarovski Kristallwelten site. The new store presents the complete range of binoculars, spotting scopes, and accessories, as well as the brand’s own gear collection. It also offers visitors an immersive experience of the world of Swarovski Optik and the claim “feel the love of nature”: The high-quality interior design incorporates natural and durable materials such as ash wood. On the back walls, vertical strips of wood create an impression of depth, inspired by forest views. A clay wall, stones from a nearby quarry, and a striking tree rootstock bring the natural world inside, while the large glass frontage creates a seamless transition to the outdoor environment and opens up amazing views. A cozy lounge area invites visitors to relax and enjoy the stunning Tyrolean mountain scenery. The roof is covered with lush greenery consisting of local plants such as ivy, wild grapevine, hops, and grasses.

## **ARTIST BIOGRAPHIES**

### **AIR AROMA**

The Australian company Air Aroma has been supporting international companies in integrating modern fragrance concepts into their marketing strategy for over a decade. In addition to Swarovski Crystal Worlds, Air Aroma has also successfully captured the personality 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.

### **MANISH ARORA**

Manish Arora, one of the world's most sought-after Indian designers, has worked with Swarovski on several projects in recent years. His creations are sold in the world's famous luxury stores, including Galeries Lafayette and Joyce. He has also designed two successful collections as creative director of the French fashion house Paco Rabanne. His colorful, optimistic designs, which incorporate modern interpretations of elements from Indian folklore, delight fashion magazines such as Vogue, Elle, and Harpers, as well as famous Hollywood stars such as Rihanna, Lady Gaga, and Katy Perry, and international brands like Walt Disney, Swatch, and Nespresso. In February 2016, Manish Arora was awarded the Chevalier de la Legion d'Honneur, by François Richier, French ambassador to India. He is the first Indian in the Fashion Industry to be awarded this honor.

### **BISAZZA**

In addition to painting, mosaics are one of mankind's oldest decorative techniques. Bisazza, a company that was founded in 1956 in Alte near Vicenza in Northern Italy, has brought this technique to a creative culmination. The company is one of the top luxury brands in Europe and specializes primarily in the production and application of glass mosaics. A collaboration between Bisazza and Swarovski, which began in 2010, was therefore a logical step. In addition to Swarovski Crystal Worlds, spectacular mosaic surfaces by Bisazza can be seen in front of the Cartier Foundation building in Paris, at the Peninsula Spa in New York, and in the Toledo Station of the famous "art subway" of Naples.

## **TORD BOONTJE**

The Dutch designer Tord Boontje studied at the Design Academy Eindhoven and the Royal College of Art in London, where he established Studio Tord Boontje in 1996. The studio has since worked with international companies on a range of innovative designs, which include lighting, furniture, products, graphic identity, textiles, and site-specific installations. His work can be found in major museum collections such as the Victoria and Albert Museum and MoMA in New York. At Crystal Worlds you may have seen the star that tops the tree at Christmas with the illuminated animals dotted around the park, all products of Tord's imagination. A 12ft crystal Christmas tree designed in collaboration with the late fashion designer Alexander McQueen was first shown at the Victoria and Albert museum in 2003. This tree went on to form the centre piece of the snow filled room, Silent Light.

## **LEE BUL**

Lee Bul studied sculpture at the Hongik University in Seoul and then devoted herself to performance and interactive art. Her interventions have provoked lively discussions in the international art world again and again. It is the visitors themselves who are typically at the center of her works, either interacting with or even becoming an integral part of her installations. She repeatedly addresses the topic of "utopia" – the human desire to create a better society and humanity's failure to succeed in doing so. Lee Bul is considered one of the most important contemporary artists of her generation. Her works have been exhibited at the Mori Art Museum in Tokyo and in the Museum of Modern Art in New York, among other venues. At the 48th Venice Biennale, her works were shown both in the Korean pavilion and in the international exhibition curated by Harald Szeemann.

## **BLUE NOSES**

The duo Blue Noses, consisting of Viacheslav Mizin from Novosibirsk and Alexander Shaburov from Ekaterinburg, was founded in 1999. Their names are derived from two mineral water bottle caps placed on noses. They contrast the search for perfection with demonstrative imperfection and turn comedy into an art form. Their motifs appear to be improvised and are outrageously simple. For their art they use firecrackers, food, or their own bodily fluids. Their work has been shown in many places, including at the Venice Biennale and the Tate Modern in London. They appeared at the Biennale of Contemporary Art in Bosnia-Herzegovina in 2011.

## **BRIAN ENO**

The musician, producer, and conceptual artist Brian Eno was born in Woodbridge, England, in 1948, and studied at St. Joseph's College, Birkfield, at the Ipswich Art School, and at the Winchester School of Art. His career began as co-founder of Roxy Music – afterwards, Eno produced a string of his own albums that moved steadily toward what became known as ambient music. Eno's work as a producer has also set new standards: With his unconventional sound aesthetic, he ushered bands like Talking Heads and U2 to major success and gave Microsoft its inimitable sound for

Windows 95. At the same time, he engaged intensively with visual media and created video installations that were exhibited in renowned galleries worldwide. Brian Eno has earned numerous awards, including the Royal College of Art Award.

### **THOMAS FEUERSTEIN**

Thomas Feuerstein was born in Innsbruck in 1968 and studied art history and philosophy. He is a media and concept artist, and his works are displayed at many art institutions, including in the collection of the Museum of Modern Art in Vienna. Over the course of his career, Feuerstein has held numerous teaching positions and guest professorships at European universities. His works include installations, drawings, and paintings, as well as sculptures, photographs, videos, radio plays, and Internet art. The major themes of his work are the blurring of the line between art and science, and the interplay between individuality and society. In 2011, he created "In the Realm of Many Facets," a three-part work cycle, for Swarovski Innsbruck. In 2013, he showed his series "Future II" in Kunstraum Bernsteiner in Vienna.

### **JAIME HAYON**

Spanish artist-designer Jaime Hayon was born in Madrid in 1974. His artistic vision was first fully exposed in the 'Mediterranean Digital Baroque' and 'Mon Cirque' installations. These collections put Jaime at the forefront a new wave that blurred the lines between art, decoration and design and a renaissance in finely-crafted, intricate objects within the context of contemporary design culture. Jaime further defined his vision in subsequent solo exhibitions and shows at major galleries, and design and art fairs all over the globe. After founding Hayon Studio in 2001, his wide client base has spanned diverse functions and mediums, including domestic furniture for b.d. barcelona, Cassina, Fritz Hansen, &Tradition, and Magis; lighting fixtures for Parachilna, Metalarte and Swarovski; and sophisticated objects for Bisazza, Lladró and Baccarat. He has also executed complete interiors for leading hotels, restaurants, museums, and retail establishments worldwide. Hayon Studio's creative base is in Valencia, Spain with offices in Barcelona and Treviso, Italy, Jaime's work has appeared in the most prestigious art and design publications worldwide. He has won numerous awards, including multiple Elle Decoration International Design Awards, included by Wallpaper Magazine in its "Top 100" list and recognized by the magazine as one of the most influential creators of the last decade, and lauded as a "visionary" and one of the most creative icons by Times magazine.

### **ANDRÉ HELLER**

André Heller is one of the most successful multimedia artists in the world. He was born in 1947 in Vienna, and when he is not traveling, he still lives near Vienna, or sometimes in Morocco or Lombardy. André Heller created Swarovski Crystal Worlds in 1995 to celebrate Swarovski's hundredth anniversary. The versatile artist has never limited himself to a single form of artistic expression: In addition to the Chambers of Wonder, he has also produced garden art and works of prose. He has brought new life to circus and variety performances, sold millions of records as singer-songwriter, created mazes and sculptures, and produced films, plays, and shows which

have earned international admiration. In February 2018, André Heller was honored as the artistic creator of the Giant with a bronze sculpture of 1.63 meters in height by the Tyrolean artist Georg Loewit. The sculpture is on display at Swarovski Crystal Worlds.

## **TONY HOWARD**

Tony Howard is garden designer and plantsman with over twenty years of experience. His love of plants started in his childhood in a coal-mining village in the North East of England where he was born. In the row of miners' cottages where his family lived, the front gardens were always floral and the back gardens were vegetables, on a crop rotation system. Tony was fascinated from a very young age and was soon growing his own vegetables to feed his family and neighbours. Tony joined the British Army in 1979 and served until December 1990, seeing active service in the Falklands war and in Northern Ireland. After he left he worked as a chef, but his heart was always in the garden and when he moved out of London to the south coast of England, he once again was able to explore his passion for gardens, training with Fergus Garrett at Great Dixter. With a wealth of knowledge of how any plant will perform in a given space, Tony has the ability to put planting combinations together that will work visually and naturally, with texture, form and color. Skilled both in the ornamental and the vegetable garden – sometimes combining the two – Tony was head gardener at Fairlight Hall, where he created a new planting layout. He was also commissioned to design a border in the garden of the Port Eliot estate in Cornwall, where the famous festival is held, and he has worked with Sophie Conran on her garden in Wiltshire.

## **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.

## **HG MERZ**

The architecture firm HG Merz was established in 1981 in Stuttgart and expanded in 1993 with offices in Berlin and Beijing. The Stuttgart office focuses mainly on exhibition and museum design, including visual communication and media planning. HG Merz's respect for the original is characteristic for their work. The objectives of HG Merz are to organize the exhibits and to create

connections between the exhibited objects so that a film plays in the visitors' heads, and to realize the museum as a place that provides intellectual challenge. The Mercedes-Benz Museum, the Ruhr Museum, and the Staatsoper Unter den Linden (Berlin State Opera) are just a few projects in the copious portfolio of these architects and museum designers.

### **MELLI INK**

Born in Tyrol, Melli Ink studied stage design at the Central St. Martins School of Art in London. Before stepping into the world of fine arts, she worked in theater, opera, and film, creating set designs and costumes. As an artist she draws her inspiration from art history, literature, films, and music, and is strongly influenced by the traditional art of her Tyrolean homeland. She sculpts, often in collaboration with glassblowers, as well as working in the media of film and performance. Her artworks have already been displayed in galleries, museums, and art fairs around the world. Melli Ink lives and works in Switzerland and Berlin.

### **OLIVER IRSCHITZ**

Oliver Irschitz was born in Kufstein, Tyrol, in 1972. He studied architecture at the Academy of Fine Arts in Vienna and in Barcelona, Spain, with Enric Miralles. For many years, he has dedicated himself to innovative projects at the interface of real and virtual space. He develops multimedia and interdisciplinary presentation solutions that combine the expertise of artists, psychologists, scientists, technical experts, and IT specialists. Irschitz has earned numerous awards for his projects, including the Adolf Loos State Prize in Design in 2003 and the Red Dot Award for the iTube, which was nominated by Time Magazine for invention of the year. In 2008, Irschitz even received the Red Dot: Best of the Best Award for the iTable and in 2010, he designed part of the Austrian pavilion at the Expo in Shanghai.

### **YVES KLEIN**

Yves Klein was born in Nice, France, in 1928. He was the co-founder of the artistic constellation known as "Nouveaux Réalisme," which emerged in 1960 as a pioneering vanguard in object and action art. Yves Klein experimented for example with natural influences on his works, subjecting them to fire, wind, and rain. The International Klein Blue on the walls of the Blue Hall was developed by Yves Klein himself. It is based on a deep ultramarine and is so expressive that Klein had it patented in 1961. It was the only color that he used in a series of eleven images in a series called the "Blue Epoch." Klein believed that his International Klein Blue was suitable for presenting "pure energy" and therefore corresponded to his understanding of realism in art. Yves Klein died in Paris in 1962.



## **YAYOI KUSAMA**

The artist was born in 1929 in Japan and studied in Kyoto and at the Art Students' League in New York. She has worked with many leading luxury brands, including Luis Vuitton. Kusama's works have been on display in numerous exhibitions, including at famous galleries such as the MOMA in New York, the Museum of Modern Art in London, and the Museum of Contemporary Art in Sydney. The artist has been involved in researching and optimizing mirrored spaces since 1965. This was when she created the "Infinity Mirror Room – Phalli's Field," the prototype for a space with walls covered in mirrors that reflect the floor and ceiling endlessly.

## **ARIK LEVY**

Arik Levy is originally from Israel. In 1988, he relocated to Paris, where he resides and works to this day. Levy studied at Switzerland's Art Center Europe. His creative repertoire primarily includes industrial design, but also modern dance, set design, as well as furniture, clothing, and lighting design. The works of Arik Levy have already been shown at London's Victoria and Albert Museum, the Centre Pompidou in Paris, and at many galleries throughout the world. He has received multiple prizes, such as the Red Dot Award and several JANUS Awards. The artist has had a collaborative relationship with Swarovski for many years, one that continues to thrive on new perspectives. Thus, for example, he conceived the "Osmosis" exhibition for Swarovski Crystal Palace in 2009 and, in 2011, designed his own line of jewelry for Atelier Swarovski. His large-scale "Rock Growth" sculpture, which can be seen in one of the Chambers of Wonder in Wattens, was installed in 2014 in a much larger format under the famous Atomium in Brussels.

## **MARCTHOMAS**

MARCTHOMAS is actually Marc Mark and Thomas Troppmair. These specialist designers are highly experienced in construction and project management, and know how to create spaces where visitors and guests feel at ease. Bars, restaurants, elegant offices, prestigious villas, and homes are all created in their Wattens design office, not far from Swarovski Crystal Worlds.

## **FERNANDO ROMERO**

Fernando Romero comes from Mexico and is one of the leading architects of his generation. He belongs to a new avant-garde group which consciously rejects traditional approaches to design. One of his best-known projects is Museo Soumaya, an art museum in Mexico City, which has featured in a record number of Instagram postings. Fernando Romero's designs have won many awards, including the Bauhaus Award and the Red Dot: Best of the Best.

## **CARLA RUMLER**

Carla Rumler was the Cultural Director at Swarovski and Curator at Swarovski Crystal Worlds from 2012 to 2023, responsible for the artistic vision, and the selection of artists and installations in accordance with her maxim, "excellence in execution." Many of the brand's international exhibitions have been designed and completed under her creative leadership. As a guest at Swarovski Crystal Worlds, you experience first-hand Carla Rumler's vision to raise the artistic level of Swarovski Crystal Worlds to world class. She carefully curated the storytelling arc of Swarovski Crystal Worlds as well as the locations in Vienna and Innsbruck. International superstars of their respective genres such as Yayoi Kusama, James Turrell and Lee Bul accepted her invitation to create the Chambers of Wonder you can now marvel at. Before her career at Swarovski, Carla Rumler was freelance creative director for Tyrol Werbung from 1988 to 1994 and supported various luxury fashion brands as a freelance art director.

## **CAO PERROT**

The artist team CAO PERROT, having demonstrated keen acumen in designing both large landscape installations and intimate garden spaces, are known for their creative approach of blending art and landscape to make places for dreaming. This has been the duo's leitmotif for more than a decade, resulting in an impressive portfolio of international projects including the Guangming Central Park in Shenzhen, China; the Red Bowl and White Dome installations in Beauvais, France; and the Jardin des Hespérides in Métis-sur-Mer, Canada. CAO PERROT place less emphasis on meaning than on feelings and emotions, drawing their inspiration from trees and clouds – familiar images that require no explanation.

## **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 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 Schmidt's 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.

## **S\_O\_S ARCHITEKTEN**

s\_o\_s architekten, a consortium of the architects Hanno Schlögl, Johann Obermoser, and Daniel Süß, take the credit for the reception building and the retail area. Collaborations with these architects have already proven successful, since Schlögl & Süß have already realized projects at both of the other locations managed by D. Swarovski Tourism Services GmbH – the Swarovski Kristallwelten Store Innsbruck and the Swarovski Kristallwelten Store Wien. Starting with the question of where, why, and for whom, the location of the project – and not just the site itself, but also the historic and spiritual location – plays just as vital a role in the works of the three Tyrol-based architects as the underlying idea behind the design itself.

## **STUDIO JOB**

Studio Job was established in 2000 by Job Smeets and Nynke Tynagel, who both studied at the Design Academy in Eindhoven. Far from the minimalism that characterizes modern industrial design, Studio Job is foremost renowned for the monumentalism and the opulence of its creations. A wide array of influences has fueled the fires of creation, from cartoons to historic and heraldic motifs to period furniture and simple everyday objects, such as kitchen utensils. The duo's creative approach has been categorized as “neo gothic” or “mannerist”; it sometimes applies ironic alienation and considers itself more in line with the tradition of decorative art than with expressive postmodernism. The works of Studio Job can be seen in many museums, including the Victoria and Albert Museum in London, the Louvre in Paris, and the Rijksmuseum Amsterdam.

## **FREDRIKSON STALLARD**

Patrik Fredrikson and Ian Stallard have been collaborating since 1995 and have gained international recognition as the leading representatives of British avant-garde design. They are well-known for the ability to translate their creative ideas into simple and yet aesthetically appealing furniture and product designs. Their futuristic, conceptual work is often covered in international design media and is very popular with collectors and furniture manufacturers: The Victoria and Albert Museum in London has already acquired pieces by Fredrikson Stallard twice and other works have been shown in the French National Art Collection, the Design Museum in London, MOMA, and the Museum of Art and Design in New York. In the long-lasting collaboration with Swarovski, the duo has designed several lighting projects and jewelry collections for Atelier Swarovski, as well as major installations.

## **SNØHETTA**

Snøhetta is a Norwegian firm for architecture, landscape, interior, and brand design, which is headquartered in Oslo and has several branches, for example in Innsbruck and New York. Their project portfolio includes the National September 11 Memorial Museum Pavilion in New York, the new opera house in Oslo, the Norwegian Embassy in Berlin, and the new library in Alexandria, Egypt. Typically, Snøhetta's projects are not defined by their visual appearance, but rather the

effect of the building structure on the visitor. Among its many awards and distinctions, Snøhetta was the recipient of the 2009 Mies van der Rohe Award for European Architecture.

## **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'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. After studying mathematics and perceptual psychology, James Turrell decided that he wanted to work as a sculptor of light. Turrell has had over 160 solo exhibitions worldwide since 1967, including a three-venue museum exhibition presented at Guggenheim Museum, New York, Los Angeles County Museum of Art (LACMA), and Museum of Fine Arts, Houston, in 2013. 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 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.

## **ERWIN WURM**

Erwin Wurm was born in the Styrian town of Bruck an der Mur in 1954 and studied art and sculpture in Graz, Salzburg, and Vienna. In addition to his celebrated work as an artist, which has been featured in more than 100 individual and 1,000 group exhibitions in museums throughout the world, Erwin Wurm has taught at the universities of Linz, Vienna, and Paris. Since 2014, the artist has been a member of the Österreichischer Kunstsenat (Austrian Arts Senate), which is dedicated to the public promotion of the arts and to advising governmental bodies. Erwin Wurm has received numerous awards, including the City of Vienna Prize for Visual Arts and the Grand Austrian State Prize, and, together with Brigitte Kowanz, represented Austria at the 2017 Venice Biennale.

## GENERAL INFORMATION

Swarovski Kristallwelten

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6112 Wattens, Austria

Tel. +43 5224 51080

[reservations.kristallwelten@swarovski.com](mailto:reservations.kristallwelten@swarovski.com)

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

### Opening hours

Open daily from 9:00 to 19:00, last entry 18:00

Current information, ticket prices and special opening times at [swarovski.com/kristallwelten](https://swarovski.com/kristallwelten)

Swarovski Crystal Worlds is closed from November 4<sup>th</sup> to November 15<sup>th</sup>, 2024.

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 for the price of 2.00 euros.

Free Parking for bikes, cars and coaches, ten RV parking spots as well as eight disabled parking space in close proximity to the entrance can be used free of charge during the visit.

The **E-Service Station** for E-Vehicles can be used during the visit, charges apply as labelled on site.

### Shuttle Information

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

## **ABOUT 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 joyful space showcases internationally and nationally recognized artists, designers, and architects. The spellbinding crystal gallery experience of the Chambers of Wonder, the expansive gardens and ever-changing exhibitions has entranced and enticed over 16 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.

## **ABOUT SWAROVSKI**

Masters of Light Since 1895

Swarovski creates beautiful products of impeccable quality and craftsmanship that bring joy and celebrate individuality.

Founded in 1895 in Austria, the company designs, manufactures, and sells the world's finest crystals, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as home décor. Swarovski Crystal Business has a global reach with approximately 6,600 points of sale, of which 2,300 are owned stores, in over 150 countries and employs 16,600 people. 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 is part of Swarovski's heritage. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion, and self-expression, and in the philanthropic work of the Swarovski Foundation, which supports charitable organizations bringing positive environmental and social impact.

**For any requests, please reach out to:**

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