



*press*  
INFORMATION

**PRESS INFORMATION**

**SWAROVSKI KRISTALLWELTEN**

	page
Welcome to Swarovski Kristallwelten	1
14 Chambers of wonder: Believe in miracles for just a moment	3
Crystal Stage: Wander between different worlds	7
Giant Event Program: Variety throughout the year	9
Celebration of the senses: Swarovski Kristallwelten as an event venue	11
d. swarovski tourism services gmbh	12
General information	14

February 13



*press*  
INFORMATION

## **WELCOME TO SWAROVSKI KRISTALLWELTEN**

**Daniel Swarovski, who founded his crystal-cutting company in Wattens/Tyrol in 1895, had from the very outset a vision. This vision was to regard crystal not merely as a material, but as an inspiration. Over a hundred years in the family firm's history of tradition and success have passed since then, and the fascination commanded by crystal is greater than ever. To respond to this large interest, Swarovski has created places in which crystal becomes a complete experience. Swarovski Kristallwelten (Swarovski Crystal Worlds) opened in Wattens, the home of crystal, in 1995. Since then, this realm of fantasy has given more than eleven million visitors, customers and fans of crystal innumerable moments of wonder.**

### **Artistic diversity**

The multimedia artist André Heller, who designed Swarovski Crystal Worlds in 1995 to celebrate the company's centenary, has continued to pursue the idea of combining crystal and art. After two refurbishment phases in 2003 and 2007, our fantasy world now extends to 8500 square meters. The result is a cosmos of discovery. The Chambers of Wonder are home to the works of world-famous artists who have interpreted crystal in their own individual ways. Paintings, sculptures, and installations by renowned artists like Brian Eno, Keith Haring, Salvador Dalí, Niki de Saint Phalle, John Brekke, Susanne Schmoegner, and Jim Whiting make each visit a sensual journey into a sparkling labyrinth blurring the boundary between dreams and reality. The harmonious aromatic compositions of Jane Haidacher and mysterious sounds round off an unforgettable experience. Above all, a spacious area around the characteristic head of the Giant offers a colorful park landscape with many installations by contemporary artists. The Giant's park is the perfect place for a walk – or for our younger guests, it is a wonderful place to frolic and play.



*press*  
INFORMATION

**Diverse experiences**

Swarovski Crystal Worlds can also be felt, heard, and enjoyed in yet another way – through a variety of events ranging from classical music to haute cuisine, from creative to children’s workshops. The Giant Event Program offers something throughout the year with an exciting list of events and leisure activities – visitors young and old will find thrilling activities for all seasons catering to all interests and age groups. In the Crystal Stage, with the revolving installations of the Timeless stages, a sparkling shopping landscape unfolds, uniting all of the Swarovski product worlds in one room. The varied menu in CAFÉ-terra offers international and seasonal culinary delights. And if you are looking for a special venue for your festivities, look no further. From Christmas parties to wedding receptions, Swarovski Crystal Worlds is the place.

**The realm of the Giant is a place you will not experience the same way twice. Swarovski Crystal Worlds is pure magic.**



*press*  
INFORMATION

## **14 CHAMBERS OF WONDER: BELIEVE IN MIRACLES FOR JUST A MOMENT**

**The realm of the Giant hosts a rich collection of precious items housed in 14 Chambers of Wonder. Here, in a world of fantasy inspired and designed by some of the world's greatest artists, visitors can believe in miracles for just a moment.**

### **The entrance hall – a wonder of art**

Upon arrival inside the Giant, visitors are greeted by a magical Yves-Klein blue. Works of immortal artists like Salvador Dalí, Niki de Saint Phalle, and Andy Warhol surround the display's centerpiece, the Centenar – with over 310,000 carats the largest cut crystal in the world. Next to it sparkles the smallest crystal with a diameter of 0.7 millimeters and above it the majestic “Mediterraneo” chandelier by Gaetano Pesce, a design inspired by jellyfish. A crystal wall eleven meters high and 42 meters long, filled with twelve tons of cut crystal, leads directly into the depths of Swarovski Crystal Worlds.

### **Jim Whiting's Mechanical Theatre – a wonder of technology**

The Mechanical Theatre plays with opposites: the human and the technological, the bizarre and the aesthetic. Trapped in a corset as a child due to illness, the artist Jim Whiting developed a fascination with mechanics, and so in his installation he puts on a fashion show out of the ordinary, using technology from Swarovski workshops.

### **The Crystal Dome – a wonder of nuances**

The centerpiece of Swarovski Crystal Worlds is the Crystal Dome. Built in line with the construction principles of a geodesic dome by Buckminster Fuller, the Crystal Dome with its 595 mirrors gives the viewer the feeling of being inside a crystal. The multi-faceted walls refract sound and light many times over – only gradually revealing hidden works of art.



## *press* INFORMATION

### **Silent Light – a wonder of light**

Crystal is especially fascinating when it is like ice – sparkling, cool and mysterious. In “Silent Light” by Tord Boontje and Alexander McQueen, crystal takes on the primeval form of rough icicles and is reminiscent of a biting cold, moonlit winter’s night.

### **The Crystaloscope – a wonder of color**

In this room, the visitor has time to relax, lie back, and enjoy the crystal formations of the world’s largest kaleidoscope, while marveling at its relaxing crystal with 444 facets, and to trust in Peter Mandel’s philosophy that pause for thought has a healing effect.

### **The Crystal Theater of Susanne Schmoegner – a wonder of fantasy**

The curtain ascends on a theater of dreams. Everything seems possible in Susanne Schmoegner’s world of intense color: The sun dances with the moon, plants eat crystals that turn into butterflies. The Crystal Theater invites viewers to use their own imagination and to come up with their own interpretations of its uplifting and highly symbolic scenery.

### **Crystal Calligraphy – a wonder of expression**

The expression of light is non-verbal, universal, and international. The dynamic, rhythmic sweeps of the glass artist Paul Seide are understood throughout the world. Barriers are lifted in this homage to communicating – and of course to Charles Baudelaire’s famous poem “The Lovers’ Wine.”

### **The Ice Passage – a wonder of illusion**

Accompanied by spooky creaking and jangling, the path leads through a dark room – but every determined step leaves a trail of crystals and conjures up an illuminated atmosphere. Oliver Irschitz sends visitors into an adventurous installation in which everyone becomes an artist. At the end of the Ice Passage, a particularly special stele awaits the visitor; built by a Swarovski craftsman, it represents the finest art of crystal-cutting and deserves close inspection from all angles.



*press*  
INFORMATION

**The Gallery – a wonder of variety**

The Gallery is a source of bubbling inspiration fed directly by the masters of this world: Here, the exhibition of works from the archive of Swarovski Crystal Worlds is constantly revolving – a comprehensive collection of works by renowned masters like Gustav Klimt, Marc Chagall, or Joan Miró is presented in spectacular displays that show the changeability and variety of modern art. The Gallery is currently featuring two exhibits: FAMOS, by the Russian duo The Blue Noses, whose satirical art is captured in marvels of crystalline beauty, and “Transparent Opacity,” an installation created by Israeli artist Arik Levy – a veritable *mise-en-scène* in crystal of varying shape and dimension. For more details, please turn to “Art in the Giant” on page 9.

**The Giant’s Belongings – wonders of the Giant**

The fable of a friendly giant who traveled the world, invented by André Heller in his childhood, is omnipresent in his underground realm. His walking staff, his ring, his gloves, and his accordion accompanied the Giant on his travels until he decided to return home and protect his realm.

**La Primadonna Assoluta – a wonder of harmony**

In a memorable performance in the Crystal Dome, the world famous soprano Jessye Norman sang the final aria “Thy hand, Belinda” from Henry Purcell’s *Dido and Aeneas*. The virtuosity and beguiling emotionality of her voice is captured and carried by a giant natural mountain crystal from Madagascar.

**Poseidon’s Puzzle – a wonder of the waves**

In the azure world of Poseidon, god of the sea, sparkling sea figures lie hidden between the glistening avant-garde waves and layers. Subtle sounds and unreal beams of light accompany visitors on this brief mystical dive.

**55 Million Crystals by Brian Eno – a wonder of infinity**

In an age of high-definition monitors and powerful computers, Brian Eno does not consider an original work of art something bound to an immovable, physical object. Instead, he sees a unique masterpiece in each and every passing moment. This is the spirit of “55 Million Crystals,” a hypnotic experience of music and colors constantly, yet barely noticeably, changing without ever repeating itself.



## *press* INFORMATION

### **Reflections – a wonder of the world**

Walking through the spiral of these Chambers of Wonders is almost like sleepwalking. 48 polygons and 300 facets hold fragments of pictures like snatches of thought. Drawings, illustrations and animations explain the historical significance of crystal, its influence on society and its role in nature, culture, science, and religion – all around the world.

### **The Crystal Forest – a wonder of the elements**

Nature and technology are considered opposites – but in the work of Fabrizio Plessi, they become equal partners in an exciting symbiosis. Each of the natural tree trunks is a wooden home to a video installation displaying a gripping interplay of the elements – fire, water, and crystal. As visitors leave the Chambers of Wonder, the jellyfish “Leviathan” by Thomas Feuerstein says goodbye with its mystical lighting.

### **The Giant’s Park**

It is not just under the ground that the Giant’s realm holds excitement, secrets, and entertainment. All around his charismatic head, there unfolds a spacious park landscape full of surprises. There is a labyrinth to navigate, an adventure playground to conquer, and works by renowned artists, such as Bruno Gironcoli, Barry Flanagan, Martin Gostner, and Alois Schild, to admire and examine. The park landscape is dominated by the highly visible sign “YES TO ALL,” created by Sylvie Fleury from Swarovski crystals and located in the entrance area of Swarovski Crystal Worlds. The latest element is Thomas Bayrle’s “Conveyor Belt.” In the spirit of “looping,” model street forms run into, over, and against each other.



*press*  
INFORMATION

## **CRYSTAL STAGE: WANDER BETWEEN DIFFERENT WORLDS**

**From the stage of the Timeless area into the Crystal Stage, a landscape of experience uniting wonder and shopping, a gentle transition takes visitors from the dark of the Chambers of Wonder into a bright world in which they can wander between all of the Swarovski product worlds.**

### ***Timeless Swarovski: Experience the history of crystal in a single room***

*Timeless* is a stage for the sparkling chronicles of a family-run enterprise that begins with the pioneering spirit of our founder, Daniel Swarovski, tells of a love for innovation, product variety and glamour, and continues to this day. Temporary exhibitions with the jewelry and wardrobes of world-famous stars and legends of the silver screen, historical photos, film sequences, and a sparkling cross-section of crystalline exhibits combine to create a comprehensive, fascinating portrait of the Swarovski brand.

### **Crystal Stage: Wander between different worlds**

From the bright stars in the night sky to the clear light of day – the rhythms of light are the central decorative feature of the creative layout to one of the largest Swarovski shopping worlds, designed by Conran & Partners. But setting foot on the Crystal Stage also means delving into the gleaming atmosphere of Swarovski and its product worlds: The classic products of the Swarovski brand – elegant jewelry, crystalline figurines, modern design, and accessories for stylish living; the colorful, glamorous world of SWAROVSKI CRYSTALLIZED™ with its timeless yet highly contemporary jewelry collections and creations by world-renowned designers, enriched with SWAROVSKI ELEMENTS; precision optics from SWAROVSKI OPTIK, a brand steeped in tradition for all those who want to see what seeing is all about. And, of course, there are the highly desired souvenirs: small gifts, timeless jewelry, and wonderful mementos. The souvenir collections are exclusive to Swarovski Innsbruck, Swarovski Wien, and Swarovski Crystal Worlds.

### **SCS VIP Lounge: Get together in a room full of friends**

All manner of lovers of crystal meet in the elegant SCS Lounge with its magnificent collection of Silver Crystal pieces. It is available to members of the Swarovski Crystal Society and all those





*press*  
INFORMATION

who would like to become a member; no matter what your aspirations are, it serves as an inspiring ambience for discussing crystal and much more.



*press*  
INFORMATION

## **GIANT EVENT PROGRAM: VARIETY THROUGHOUT THE YEAR**

**The Giant comes to life! The Giant Event Program provides a rich variety of events throughout the year, with programs for all seasons and a diversity to match its visitors. For our small guests, there is fun and games, for adults there is art. In Spring, there is color, in Winter fairytale magic. The Giant Event Program is a colorful treasure trove of entertainment and creative experience at the highest level.**

### **Art in the Giant**

Swarovski Crystal Worlds have always been a forum for exciting art: With the Art in the Giant program, the Chambers of Wonder are transformed, time and again, into a stage for new, surprising artistic concepts. Visitors can marvel at two fascinating exhibitions currently on display in the Gallery at the Chambers of Wonder: on the one hand, all eyes are on the exhibition FAMOS and the renowned Russian duo Blue Noses, who together with the crystal experts at Swarovski have recreated monumental architectural achievements to a scale never seen before. And this is all brought to life with eccentric humor in the form of their cryptic home movie. On the other hand, "Transparent Opacity," a room installation by Israeli artist Arik Levy. The title of this work embraces both of the apparently contradictory aspects of crystal: its transparency and its impenetrability. Levy's design is a play on proportions and shapes that the visitor can perceive and grasp – and with which he or she can interact. To do so, the artist employs a wide array of materials. Yet in this respect, visitors also play an important role, because they act not only as mere viewers at an exhibition. The diversity of their own appearance, clothing, body shapes and movements automatically makes them involuntary and intrinsic co-creators of the work.

### **Music in the Giant**

The "Music in the Giant" chamber music festival was held for the first time in 2004, and continues to be a huge success story to this day. Year after year, the festival brings virtuoso soloists and superb ensembles from around the world together for theme-based concert series at Swarovski Crystal Worlds – classical music in daring interpretation by young and international artists.



## *press* INFORMATION

### **fmRiese – Forward Music Festival**

Through a new festival curated by musician and composer Christof Dienz, Swarovski Crystal Worlds is embarking upon an exploration of 21st century music. fmRiese move within the peripheries of music where the genres intersect, and where the lines that separate them become blurred. Traditional formats from contemporary instrumental music commingle with dance floor and pop songs, as well as the analog and digital worlds of sound. fmRiese is a meeting place for a panoply of artists who, as exponents of contemporary, progressive art, long to explore new sounds and immerse themselves in unfamiliar contexts.

### **Children in the Giant**

The Giant's realm is a world without age barriers and without boundaries to the imagination. In the Chambers of Wonder in Swarovski Crystal Worlds, numerous mysteries await, as little treasure hunters and large crystal aficionados embark on the Tour of the Giant and set out on a voyage of discovery together. The daily hunt for crystals is a daily plunge into a world of sparkling magic. Or celebrate your special days with an atmospheric program, get creative yourself in our ateliers, or invite your friends to a birthday party of the most sparkling kind. For young visitors, the Giant is one big sparkling playground!

### **Workshops in the Giant**

What is the superlative of colorful? Crystal! The "Workshop in the Giant" regularly opens its doors to creative young talents aged 7 to 99. World-renowned artists have shown the way, now the artists of tomorrow can let their imaginations run wild in our ateliers. Crystal is so much more than a sparkling material for lending luster to jewelry – crystal allows the realization of the zaniest and boldest of ideas.

### **Cuisine in the Giant**

CAFÉ-terra offers delights for the palette and the eye through the stylishly understated design of Conran & Partners, influenced by the local landscape with wood, stone, and above all lots of water. This way, the "Waterfall", a crystalline work of art, turns into a veritable eye-catcher. Our menu has something for everyone: International cuisine and gourmet dishes of the season, from light spring bites to spicy Christmas specials.



*press*  
INFORMATION

## **CELEBRATION OF THE SENSES: SWAROVSKI KRISTALLWELTEN AS AN EVENT VENUE**

Room for ideas: In the sparkling atmosphere of Swarovski Crystal Worlds festive events become a celebration of all the senses. Swarovski Crystal Worlds offers an inspiring setting for events from as few as 5 to as many as 500 guests. Be it a small, extraordinary surprise dinner or an opulent party to mark a special occasion, our versatile room set-ups and ingenious gastronomy guarantee that every event is a great success.



*press*  
INFORMATION

#### **d. swarovski tourism services gmbh:**

### **AN IDEA FACTORY FOR INNOVATIVE MARKETING CONCEPTS**

Whether as a source of artistic inspiration, a communication platform, or the key to an imaginary world, d. swarovski tourism services gmbh succeeds in using extensive communication strategies to unite tourism, retail, and culture, constantly presenting crystal in new contexts, and therefore increasing the success of the Swarovski brand. With innovative concepts of communication, d. swarovski tourism services gmbh – a fully owned subsidiary of D. Swarovski KG – adds essential image building and successful marketing to the Swarovski brand. Under the direction of MD Stefan Isser, around 280 staff members commit themselves every day to the development of strategies that make crystal and all its facets desirable and tangible for everybody. Imagination and courage make d. swarovski tourism services gmbh a leader in innovation and marketing in the “tourism-oriented marketing” segment – creating moments of wonder and sparkling shopping experiences.

#### **Swarovski Kristallwelten: Believe in miracles for just a moment**

With Swarovski Crystal Worlds in Wattens, d. swarovski tourism services gmbh operates a tourist attraction that extends way beyond the borders of Austria. Through the successful combination of entertainment and culture, Swarovski Crystal Worlds in Wattens has advanced to become a center of active communication. As an exclusive venue for events, concerts, and cultural occasions, a forum for contemporary art, a sparkling shopping landscape, and a mysterious fantasy world, it has developed a unique appeal and, with its over eleven million visitors, counts as one of the most visited tourist attractions in Austria.

#### **Swarovski Innsbruck: A new face in historical garb**

As well as the entire Swarovski product range, Swarovski Innsbruck offers an exciting link between historic and forward-thinking. Housed in one of the oldest buildings in Innsbruck’s old town that surrounds the Goldenes Dachl (Golden Roof), Swarovski Innsbruck is the new center of crystalline experience in the Tyrolean capital, and brings together the elements of amazement and shopping.



*press*  
INFORMATION

**Swarovski Wien: Face to face with dreams**

The innovative combination of shop floor and artistic displays can also be found at Swarovski Wien on Kaerntner Strasse 24. Following designs by Tyrolean architects Hanno Schloegl and Daniel Suess, a third and unmistakable location of amazement and shopping has been created, inviting visitors to experience dreamlike encounters.



*press*  
INFORMATION

## **GENERAL INFORMATION**

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swarovski.kristallwelten@swarovski.com  
[www.swarovski.com/kristallwelten](http://www.swarovski.com/kristallwelten)

### **Opening hours**

Daily from 9 a.m. to 6.30 p.m., last entry at 5.30 p.m.

December 24 until 2 p.m., last entry: 1 p.m.

December 31 until 4 p.m., last entry: 3 p.m.



*press*  
INFORMATION

**d. swarovski tourism services gmbh**

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*press*  
INFORMATION

**D. Swarovski KG**

*In 1895, Daniel Swarovski, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewelry stones. From this beginning that revolutionized the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still family-owned and run by 5th generation family members, has a global reach with some 26,100 employees, a presence in over 120 countries and a turnover in 2011 of 2.22 billion euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewelry industry with precision-cut genuine gemstones and created stones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewelry and home décor items are sold through more than 2,200 retail outlets worldwide. The Swarovski Crystal Society has close to 325,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration.*

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**Further information is available on our homepage at**

[www.kristallwelten.com/press](http://www.kristallwelten.com/press)