

## **THE BEGINNING OF A NEW ERA OF WONDER: SWAROVSKI KRISTALLWELTEN REOPENS ON APRIL 30, 2015**

*Wattens – 28. April 2015.* **Swarovski Kristallwelten (Swarovski Crystal Worlds), one of Austria’s most popular attractions, is celebrating the 120th anniversary of Swarovski and its own 20th anniversary. It is now even larger, more sparkling, and more fascinating than ever. On April 30, 2015, the wonderful crystalline destination is reopening its gates after an extensive expansion. Artists and designers from all over the world, as well as renowned architects, have created an expansive park landscape on 7.5 hectares, with unique installations and new buildings. Furthermore, five of the Chambers of Wonder inside the Giant were also redesigned.**

To celebrate its 100th anniversary in 1995, Swarovski gave its customers and employees a special gift: the opening of Swarovski Crystal Worlds. The past 20 years have manifested international success. The concept of enchantment is understood throughout the entire world: In two decades, more than twelve million visitors from over sixty countries have been enchanted by the crystal experience in Wattens. The extensive redesign heralds a new era in the successful history of the Giant – Swarovski Crystal Worlds is now even larger, more diversified, and richer in wonder. “The expansion also changes the quality of the entire experience for visitors. We have created an overall concept based purely on the encounter with crystal. It accompanies guests from the moment they enter until they depart, offering them an unprecedented experience. The redesign of Swarovski Crystal Worlds is also proof that we treat our entrepreneurial heritage with respect; we pay tribute to our history – yet always remain clearly focused on the future. In doing so, we are emphasizing our strong commitment to our home town Wattens,” explains Markus Langes-Swarovski, member of the Swarovski Executive Board.

### **The launch of a new era**

With an investment of 34 million euros, the surface area was more than doubled within 1.5 years from 3.5 to 7.5 hectares, and five Chambers of Wonder were redesigned in cooperation with Swarovski’s international network of extraordinary artists. Architects of global renown created a park landscape with unique art installations and new attractions to surround the iconic Giant. “Together with our

national and international partners we have created something new and atmospherically unique. We want to attract even more visitors from around the world with our additional offerings, and further enhance Swarovski Crystal Worlds as a year-round destination. We want to double the amount of time that people spend here, from about two to four hours,” says Stefan Isser, Managing Director of D. Swarovski Tourism Services GmbH. This expansion demonstrates once more the traditional Austrian company’s expertise in art, culture, architecture, and design. Since its founding in 1895, Swarovski has consistently developed its international network of creative minds. “We wanted to perpetuate an artistic legacy, the sensitive selection and orchestration of new protagonists, and new stimuli of experimental fantasy surrounding the secret of sparkling crystal,” says Carla Rumler, Cultural Director at Swarovski and curator of the expansion project.

#### **Park landscape creates incomparable experiences**

Internationally renowned architects were responsible for the unique creation of this park landscape. The crowning piece of the new garden is the Crystal Cloud, designed by the American-French duo CAO PERROT (Andy Cao and Xavier Perrot). The mystical masterpiece occupies 1,400 square meters and consists of some 800,000 hand-mounted Swarovski crystals, floating above a black Mirror Pool. The playtower is completely new and unique in its form; the architects at Snøhetta designed a radically new building typology: Four levels arranged on top of each other offer a broad variety of play experiences and a very special spatial environment for young visitors. This area – for children of any age – is complimented by the innovative playground landscape under the open skies.

Daniels. Café & Restaurant, likewise designed by Snøhetta, is a pavilion flooded in light. Embedded in the garden, it frames the views of the surrounding landscape, promising unforgettable culinary delights – not least thanks to the homemade pastry. The shop entrance newly designed by Snøhetta is crafted as a fascinating installation of light and sound, like emotional and virtual time travel. The crystalline shopping experience itself contains areas for product and brand presentations and opens up to the garden. The redesign, conceived by general planners s\_o\_s architekten, is based on the image of a winding river. The visitor arrival area was also designed by s\_o\_s architekten. They took up the creative approach of CAO PERROT, combining art and landscape architecture to create spaces for dreaming, and placed a white forest as a threshold to the garden and the Grand Plaza in front of it.

**New dimensions of wonder**

The Chambers of Wonder – designed along the lines of the historical Ambras Castle in Innsbruck – have fascinated the public for 20 years. In 2015, a new era of wonder will begin. The list of famous artists and designers who have redesigned these five rooms and their artworks is impressive. Tord Boontje designed a romantic winter landscape with 150,000 sparkling Swarovski crystals; the South Korean artist Lee Bul examines the interaction between visitors and space in her installation; the Chamber of Wonder by the British design duo Fredrikson Stallard includes crystal sculptures of up to 1.86 meters in height produced by Swarovski; and the extravagant Belgian-Dutch designers from Studio Job tell thousands of tales in the form of motion, music, and mirrors.

In addition, the company's history is presented in a new narrative form in the Timeless area, created by the renowned museum designer HG Merz. The tradition-rich Italian firm Bisazza crafted an impressive mosaic for the dome and pillars in the Swarovski Kristallwelten Store.

## **GENERAL INFORMATION**

Swarovski Crystal Worlds is open as of April 30, 2015, from 9:00 to 18:30 throughout the year (last admission 17:30). Admission costs run from 7.50 euros for children to 19 euros for adults. Children under the age of six accompanied by an adult may enter free of charge.

### **REDESIGN PARTNERS**

Project management: D. Swarovski Tourism Services GmbH

Curation and artistic direction: Carla Rumler, Cultural Director Swarovski

General planning, Entrance Hall, and Store: s\_o\_s architekten (Schlögl\_Obermoser\_Süß /Innsbruck, AUT)

Daniels. Café & Restaurant, shop entrance, playtower, playground: Snøhetta (Oslo/NOR, New York/USA, Innsbruck/AUT)

Garden: CAO PERROT (Los Angeles/USA, Rennes/FRA)

### **CHAMBERS OF WONDER**

Silent Light: Tord Boontje, Studio Tord Boontje (London/GBR)

Into Lattice Sun: Lee Bul (Seoul, South Korea/KOR)

Studio Job Wunderkammer: Studio Job (Antwerp/BEL, Amsterdam/NLD)

Eden: Fredrikson Stallard (London/GBR)

Timeless: HG Merz, merz merz gmbh (Berlin/DEU)

Dome and pillar design in Swarovski Kristallwelten Store: Bisazza (Vicenza/ITA)

Local construction supervision: D. Swarovski KG (Wattens/AUT)

## EDITORIAL NOTES

### Press Contact

Marion Plattner

PR & Media Communication Professional

D. Swarovski Tourism Services GmbH

Tel. +43 5224 500-3372

Email: [press.kristallwelten@swarovski.com](mailto:press.kristallwelten@swarovski.com)

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

### D. Swarovski Tourism Services GmbH

Swarovski crystal fascinates people throughout the world. In 1995, on the 100th anniversary of the company's founding, a special place opened that turned crystal into a living experience: Swarovski Kristallwelten (Swarovski Crystal Worlds). Together with the Swarovski Kristallwelten Stores Innsbruck and Wien, they collectively form D. Swarovski Tourism Services GmbH. As sparkling places of wonder, they combine art, lifestyle, and Austrian traditions with an internationally successful model for tourism. Under the guidance of Managing Director Stefan Isser, a team of 360 employees devote themselves to ensuring that visitors can constantly enjoy new interpretations of the crystalline. In line with this, 2015 will see the expansion of Swarovski Crystal Worlds into a unique place of wonder. D. Swarovski Tourism Services GmbH is always surprising and always modern – a reliable partner for the tourism industry and an ongoing attraction for travelers through Austria. More than twelve million visitors from all over the world have visited Swarovski Crystal Worlds, making it one of the most popular attractions in Austria.

### Swarovski Kristallwelten

Swarovski Kristallwelten (Swarovski Crystal Worlds) turns Swarovski crystal into a living experience that is constantly changing and being reimagined for its visitors: In the Chambers of Wonder and the expansive garden, internationally and nationally recognized artists, designers, and architects have

interpreted crystal in their own unique ways. After its third and largest expansion from 2013 to 2015, the fantasy world of the iconic Giant stretches over 7.5 hectares, offering an unparalleled mixture of contemporary art, ancient history, fascinating nature, and a year-round program of events for people of all ages – the Giant Event Program. Since its opening in 1995, more than twelve million visitors have visited Swarovski Crystal Worlds. That makes it one of the most popular attractions in Austria.

### **Swarovski**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity that goes beyond the manufacturing of crystal. Founded in 1895 in Austria, Swarovski designs, manufactures, and markets high-quality crystals, genuine gemstones and created stones, and finished products such as jewelry, accessories, and lighting. In addition, Swarovski Crystal Worlds was established as a unique venue dedicated to showcasing artistic interpretations of crystal. Swarovski Entertainment collaborates with established industry partners and exceptional talent to produce international feature films, while the Swarovski Foundation supports creativity and culture, promotes wellbeing, and conserves natural resources. Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with over 2,350 stores in around 170 countries, more than 25,000 employees, and revenue of about 2.4 billion euros in 2012. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2012, the Group generated revenue of about 3.1 billion euros and employed more than 30,000 people.

[www.swarovskigroup.com](http://www.swarovskigroup.com)