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# SWAROVSKI KRISTALLWELTEN USHERS IN A NEW “ERA OF WONDER” WITH ITS GRAND RE-OPENING IN MAY 2015

Wattens, October 7, 2014. **As the Tyrolean family-owned company Swarovski celebrates its 120 years of existence next year, Swarovski Kristallwelten (Swarovski Crystal Worlds) will also commemorate its 20th anniversary. The redesign of this extraordinary tourist destination, which will be reopened on this occasion in May 2015, represents the largest expansion of the crystalline world of experience to date. Working in collaboration with artists from throughout the globe and internationally renowned architects, a park landscape is emerging on 7.5 hectares of land surrounding the iconic Giant, with unparalleled art installations and new structures, such as, for example, the playtower and the playground, a restaurant, and the Foyer.**

On the 120-year anniversary of Swarovski in 2015, Swarovski Crystal Worlds – considered one of the most visited sights in Austria – will be expanded and shine in the sparkle of countless new facets. The Giant in Wattens is becoming even bigger and more attractive, and will spread the magic of its interior to the exterior in the future. The generously-sized expansion of the park landscape – the garden – includes the building of new structures, such as the Foyer, restaurant, and a capacious play area, as well as the revitalization of the interior, including a redesign of the store.

“In an innovative and surprising manner, we are pursuing the continued evolution of the extraordinary atmosphere of Swarovski Crystal Worlds – a place that creates equally subtle and premiere-quality connections between art and culture, entertainment and shopping. Crystal has served as the constant source of our inspiration, and as a captivating raw material for spaces of unique significance. We are creating new Chambers of Wonder in the exterior area that draw on elements of human desires and spark emotions on both a small and grand scale. Crystal serves as the anchor for the transformation of the garden each season, and unlocks new opportunities for Swarovski Crystal Worlds as a year-round destination,” as **Markus Langes-Swarovski**, Member of the Swarovski Executive Board, describes the purpose of the transformation.

**Stefan Isser**, the Managing Director of d. swarovski tourism services gmbh, seeks to increase the average duration of each visit to four hours and raise the overall number of visitors through the



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expansion of Swarovski Crystal Worlds. "More than 12 million visitors from 60 nations are testament to the extraordinary history of success of Swarovski Crystal Worlds, which began with the opening in 1995. Over the course of the expansion, we will expand this international appeal and brilliance, and thereby tap into new markets. Ultimately, the entire region should benefit from this investment."

**Carla Rumler**, Cultural Director Swarovski, is likewise looking to the expansion with great anticipation: "The collaboration with renowned architects and planners has fostered a composition of unsurpassed quality that is currently emerging in Wattens. Snøhetta, CAO PERROT and s\_o\_s arkitekten have crafted a design and formal language of truly poetic tenor, which will mesmerize our visitors when it opens in May 2015. The forces behind this international network of creative talents have engaged in a dialog with the uniqueness of this location. The rich abundance of facets that embody the Swarovski brand is reflected by the architecture of the new Swarovski Crystal Worlds."

### **The new Foyer: supported by white birch tree trunks**

The entrance and exit to the expanded Swarovski Crystal Worlds was designed by general planners **s\_o\_s arkitekten**. The plan takes its inspiration from the concept presented by American/French artist duo **CAO PERROT**, who planted a white forest as the threshold to the garden and the Grand Plaza in front of it. Thus, the broad overhanging concrete roof of the new foyer is set amidst a proverbial birch forest, veritably supported by the trunks of the white trees; the walls and ceilings are likewise clad in birch wood. Beneath the roof is the open space for arriving and waiting guests; two centrally configured glass-enclosed cubes house these functional spaces.

### **Crystal Cloud: more than 600,000 crystals floating above the black Mirror Pool**

The crowning feature of the new garden is the **Crystal Cloud**, created by **Andy Cao** and **Xavier Perrot**. The monumental installation drifts above a black Mirror Pool, enticing visitors to pause and be inspired. Straddling an area of roughly 1,400 square meters, this ephemeral work is the largest of its kind in the world. The Crystal Cloud consists of approximately 600,000 hand-mounted Swarovski crystals. A descending path draws visitors into the Mirror Pool where the crystals' light is captured like stars shimmering in the night sky – even in daylight.

### **Playtower and playground: new three-dimensional typology of play**

The new crystalline garden enhances the existing selection of subterranean Chambers of Wonder and the many tours and workshops all around the crystal studio that are specially geared to children. "The expanded Swarovski Crystal Worlds will appeal to all the visitors' senses – both in adults and children – now more than ever. Our littlest visitors in particular are veritable fonts of imagination and fantasy.



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These youngsters are precisely the visitors whose dreams we seek to put to flight, with our wonders both inside and outside. In the future, the Giant will be more child-friendly and offer a completely new play experience," explains **Stefan Isser**.

This context has inspired the creation of an entirely new building typology by the renowned architectural practice **Snøhetta**: a playtower, situated in the south end of the garden, that fosters a wide range of playing experiences on four vertically arranged levels – creating an innovative experience of space. These levels are connected a one-of-a-kind vertical climbing net, which lets children freely make their way to a height of almost 14 meters. A variety of activities are offered which can be experienced with all senses: from climbing to rocking, as well as swinging and sliding – even floating will also seem possible.

The façade of the playtower consist of 160 crystalline facets, though no two are alike. The panels are printed with an innovative pattern made from millions of tiny motifs that fare linked to the history of Swarovski. The view from inside to outside is visible at all times, just like the activities on the inside can always be seen from the outside. At night, the structure presents a spectacular body of light that magically enhances the reflections of the Crystal Cloud and the Mirror Pool.

This area – for children of any age – is complimented by an innovative playground landscape under the open skies. A free-form topography of steel and wood offers children an infinite number of ways to play. Not only is it possible to enjoy well-known kinds of activities, children additionally have the opportunity to discover new games and forms of movement.

### **Light-filled architecture: white-shaped organic structures**

The overall approach to the architecture of the expansion naturally emulates the parameters of crystalline as well. The atmospheric quality built represents the properties of crystal, intensifying light and sharpening individual perception. “Daniels. Café & Restaurant”, likewise designed by Snøhetta, is formed by a pavilion that is embedded into the garden. The organically-shaped concrete structure frames the views into the surrounding landscape, promising unforgettable culinary experiences – no less for the delectable delicate patisserie that is made inside. Gently swinging pillars and ceilings accentuate the impression of form and light. The bright surfaces and the materials – set with Swarovski Crystals – produce an effect that is beyond compare.



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**Abstract retail landscape: along a winding river**

The newly designed shop entrance by **Snøhetta** is crafted as a fascinating installation of light and sound, like an emotional, virtual time travel. Many kilometers of glowing fibers form a spiral-shaped tunnel that leads the visitors into the new shopping world. An interactive sound installation expands the space with an additional acoustic dimension.

The crystalline shopping landscape contains the areas for product and brand presentations and is opening up to the garden. The redesign, conceived by general planners **s\_o\_s arkitekten**, oriented toward the image of a winding river within an artificial landscape that absorbs the senses. The store is one of the largest in the world, and features unparalleled design: thus, special sales furnishings and large display cases were designed exclusively for Swarovski Crystal Worlds. Glowing white display cases and elements made from fine woods form the banks and accompany the customer all the way to the exit. Intensified by targeted lighting, a variety of spatial moods come about. The large display cases allow changing collections and are thus integrated into the walls partitioning the space, so that they work like windows into the spaces that lie behind them.

**New staging of the Chambers of Wonder**

Even the inside of the Giant will experience rejuvenation over the course of the expansion. Five of the total 14 Chambers of Wonder will be restaged by extraordinary artists, which will be presented to the general public at the beginning of 2015.



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## THE EXPANSION OF SWAROVSKI CRYSTAL WORLDS

Since it opened in 1995, Swarovski Kristallwelten (Swarovski Crystal Worlds) has evolved into a success story in a very short period of time. The Giant in Wattens/Tyrol, where more than twelve million visitors have been able to enjoy a first-hand experience of the fascinating world of crystal, has since become one of the most visited sights in Austria, averaging 700,000 visitors per year. Over the course of the expansion currently underway – at a total investment volume of 34 million Euros – the space will be more than doubled from the previous 3.5 hectares to 7.5 hectares. Swarovski Crystal Worlds is temporarily closed since October 6, 2014; the Grand Re-Opening takes place at the end of April 2015. All around the setting of the exterior space, with its countless attractions and the creation of new Chambers of Wonder on the inside of the Giant, Swarovski will be brimming with creative new energies of its international network and an array of extraordinary famous personalities.

### THE REDESIGN IS IN THE HANDS OF SEVERAL PLANNERS:

*Project management:* d. swarovski tourism services gmbh

*General planning, Foyer and Store:* s\_o\_s architekten (Schlögl\_Obermoser\_Süß, Innsbruck, Austria)

*Daniel's. Café & Restaurant; Entrance to the Store, Playtower/Playground:* Snøhetta (Oslo, Norway; New York City, New York, USA; Innsbruck, Austria)

*Garden:* CAO PERROT (Los Angeles, California, USA; Rennes, France)

*Onsite Construction Management:* D. Swarovski KG (Wattens, Austria)

### BRIEF PORTRAIT OF PARTICIPATING PLANNERS AND ARTISTS

#### **Snøhetta (Oslo, Norway; New York City, New York, USA; Innsbruck, Austria)**

**Snøhetta**, the joint Norwegian/USA offices of architecture, landscape design, interior design, and design headquartered in Oslo, with branch offices in Innsbruck and New York among other cities, successfully achieved the contract for the food services and children's area. Among its many awards and distinctions, Snøhetta was the recipient of the 2009 Mies van der Rohe Award for European Architecture. Their achievements include designing 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 of Alexandria in Egypt. Typically, Snøhettas projects are not defined by their visual appearance, but rather the effect of the building structure on the visitor. It is not so much the image of a project that



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should remain manifest in a visitor's memory; it is the recollection of the space, the atmosphere, and the emotions that emerge thanks to the architecture.

***Projects (selection)***

9 National September 11 Memorial Museum Pavilion, New York City, New York, USA

Opera House, Oslo, Norway

Summer Pavilion for the Serpentine Gallery, London, United Kingdom

Ordrupgaard Museum, Charlottenlund, Denmark

Bibliotheca Alexandrina, Alexandria, Egypt

The San Francisco Museum of Modern Art (SFMOMA) Expansion, San Francisco, California, USA

Times Square Reconstruction, New York City, New York, USA

King Abdulaziz Centre for World Culture, Dhahran, Saudi Arabia

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

**CAO PERROT: Andy Cao and Xavier Perrot (Los Angeles, USA, Rennes/France)**

The artist team of **CAO PERROT**, having demonstrated keen acumen designing large landscape installations and intimate garden spaces, was awarded the design and staging of the crystalline garden. Their creative approach - blending art and landscape to make a place for dreaming - has been a leitmotif for more than a decade, resulting in a diverse portfolio of international projects including the Guangming Central Park in Shenzhen, China; Red Bowl/White Dome installations in Beauvais, France; and the Jardin des Hespérides in Métis-sur-Mer, Canada. They place less emphasis on meaning to concentrate instead on feelings and emotion, drawing inspiration from trees and clouds – familiar images that require no interpretation.

***Projects (selection)***

Royal Wedding – Crystal Cloud installation, Dubai, UAE

Red Bowl/White Dome, Beauvais, France

Glass Garden, Los Angeles, California, USA

Guangming Central Park, Shenzhen, China



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Jardin des Hespérides, Métis-Sur-Mer, Quebec, Canada  
Cloud Terrace, Dumbarton Oaks, Washington DC, USA

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

**s\_o\_s –architekten (Schlögl\_Obermoser\_Süß, Innsbruck, Austria)**

s\_o\_s architekten, a consortium of architects Hanno Schlögl, Daniel Süß, and Johann Obermoser, take the credit for the reception building and the retail area. Within this context, they count on the trusted experience of those they have worked with locally, because Schlögl & Süß have already realized projects at both of the other locations managed by d. swarovski tourism services gmbh – Swarovski Innsbruck and Swarovski 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.

**Projects (selection)**

Swarovski Wien, Kärntner Straße and Swarovski Innsbruck, Herzog-Friedrich-Straße, Austria

Hypo Tirol Bank, Innsbruck, Austria

Landhaus 1, Innsbruck, Austria

Integrated State Command and Control Center, Tyrol, Innsbruck, Austria

Gaislachkogel double cable lift, Sölden, Austria

Restaurant Ice Q, Sölden, Austria

[www.schloegl-suess.at](http://www.schloegl-suess.at), [www.arch-omo.at](http://www.arch-omo.at)



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## EDITORIAL NOTES

### Press Contact

Marion Plattner

PR & Media Communication Professional

d. swarovski tourism services gmbh

Tel. +43 5224 500-3372

Email: [marion.plattner@swarovski.com](mailto:marion.plattner@swarovski.com)

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

### d. swarovski tourism services gmbh

Swarovski crystal fascinates people throughout the world. On the 100th anniversary of the company's founding in 1995, a special place opened that, for the first time ever, turned crystal into a living experience: Swarovski Kristallwelten (Swarovski Crystal Worlds). This concept spawned the arrival of two additional locations today: Swarovski Innsbruck and Swarovski Wien. Collectively, they form d. swarovski tourism services gmbh, and 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 280 employees devote themselves to ensuring that the visitors to these experiential destinations can repeatedly enjoy new interpretations of the crystalline – astonishing and modern, and as always, a reliable partner in tourism and a constant point of attraction for travelers through Austria. With crystal as the key element, the locations of d. swarovski tourism services gmbh have provided over eleven million visitors with moments of wonder since 1995.

### Swarovski Kristallwelten

Swarovski Kristallwelten (Swarovski Crystal Worlds) turns Swarovski crystal into a living experience. Conceived by André Heller, famous artists present works inspired by crystal in 14 different spaces: the Chambers of Wonder. With its blend of artistic experience and a year-round program of events, Swarovski Crystal Worlds has astonished and spellbound over eleven million visitors, thus counting as one of the most visited attractions in Austria.





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**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.