

Press Information

SWAROVSKI KRISTALLWELTEN PRESENTS THE NEW CHAMBERS OF WONDER

Wattens – November 27, 2017. **The time has come: Today, November 27, 2017, Swarovski Kristallwelten (Swarovski Crystal Worlds) presented four new Chambers of Wonder, designed by internationally renowned artists. Indian designer Manish Arora, Austrian multi-media artist André Heller, Israeli artist Arik Levy, and Mexican star architect Fernando Romero have each fashioned a Chamber of Wonder. Bearing resonant names such as Ready to Love, Heroes of Peace, EmotionalFormation, and El Sol, these exciting, intricate, colorful, and surprising installations provide even more moments of wonder in Swarovski Crystal Worlds.**

The 16 Chambers of Wonder nestled underground in the iconic head of the Giant constitute the sparkling core of Swarovski Crystal Worlds in Wattens. Here, international artists are given the opportunity to interpret crystal in their own unique ways. Four of these spaces have now been graced with new installations that create one-of-a-kind experiences with shimmering details, exciting colors, and virtual encounters. “New additions like these turn Swarovski Crystal Worlds into a vibrant fantasy world that never ceases to surprise even regular visitors,” says Stefan Isser, Managing Director of D. Swarovski Tourism Services GmbH, explaining the motivation behind the new designs. “We are pleased that we were able to secure, as creative partners, Manish Arora, André Heller, Arik Levy, and Fernando Romero, four luminaries in the international art and design world. With their installations here in Wattens, they are, in their own unique ways, transforming not only crystal itself but the entire Swarovski brand into a sparkling experience,” enthuses Markus Langes-Swarovski, Member of the Swarovski Executive Board.

Manish Arora invites you to a paradise of hearts

The Indian star designer Manish Arora loves working with crystal. His design vocabulary is characterized by expressive storytelling and brash, vibrant colors. His Chamber of Wonder beckons visitors to enter a fantastical world full of emotions. A twinkling stairway replete with sparkling messages of love leads to the colorful utopia created by this exceptional talent from India. Here, the facade of an Indian temple reveals itself 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.

André Heller brings Nobel Peace Prize laureates to Wattens

With Heroes of Peace, Swarovski Crystal Worlds supports artist and curator André Heller’s vision, dedicating one of its Chambers of Wonder to the subject of peace. It invites visitors to pause for a moment, to reflect on life, and how each of us can make our own contribution to peace. Innovative projection techniques allow visitors to encounter life-size holograms of individuals who have won the

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Nobel Peace Prize or dedicated their lives to the important issue of peace, including Mahatma Gandhi, Martin Luther King, Albert Einstein, Rigoberta Menchú, Bertha von Suttner, Pablo Picasso, Nelson Mandela, John Lennon, and Yoko Ono.

Arik Levy expands his “Transparent Opacity”

Israeli artist Arik Levy has previously worked with Swarovski on numerous occasions. Possessing an unrivaled understanding of crystal, he has already been immortalized with his “Transparent Opacity,” a Chamber of Wonder in Swarovski Crystal Worlds. Now, with EmotionalFormation, he expands his installation with a new interpretation of crystalline forms, creating an artful labyrinth in which visitors proceed from one section to the next, discovering new structures and unique perspectives along the way.

Fernando Romero explores the relationship between humankind and the sun

The Mexican star architect Fernando Romero has created a Chamber of Wonder organized around his artwork El Sol. It revolves entirely around the relationship humankind has with the sun. A sphere, composed of 2,880 custom-made Swarovski crystals, is exactly one billionth the size of the center of our solar system and illuminated from inside by a sphere of LEDs. Fernando Romero was inspired by the remarkable geometry of Aztec and Mayan pyramids, creating an homage to the cultural heritage of his homeland, Mexico. At the same time, El Sol 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.

“It is always very special to be involved in the design and development of new Chambers of Wonder and to reinterpret the richly faceted world of crystal as a medium. Swarovski Crystal Worlds is enriched by each individual artist – they bring their own individual inspiration and original perspectives. This enchants our visitors time after time,” explains Carla Rumler, Cultural Director Swarovski.

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About the artists

Manish Arora is one of the world's most sought-after Indian designers. His creations are now sold in the most prestigious luxury department stores in the world, and as creative director he also designed two successful collections for the French fashion house Paco Rabanne. Arora's richly colored designs enthrall internationally known brand-name companies and the fashion world alike. 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 honour.

www.manisharora.com

André Heller created Swarovski Crystal Worlds in 1995 to celebrate Swarovski's hundredth anniversary. His creations include garden artworks, prose publications, and the revival of circus arts and variety shows, millions of records sold as a chansonnier of songs he wrote himself, films, fire shows, and labyrinths, as well as plays and shows that have gained international recognition.

www.andreheller.com

Arik Levy, who gained renown particularly thanks to his monumental sculptures and installations, as well as for his furniture and lighting designs, crosses the borders between the fine and the applied arts. His work can be seen in museums like the Art Institute of Chicago, the Museum of Modern Art in New York and the Centre Georges Pompidou in Paris. He was recently commissioned the official outdoor monumental sculpture that will rise over 20m high for the future Hermitage contemporary museum in Moscow.

www.ariklevy.fr

Fernando Romero is recognized as one of the leading architects of his generation and part of a new vanguard that is upending traditional approaches to design. Amongst his most recognized projects are the Museo Soumaya—Mexico's most Instagrammed building; and Mexico City's New International Airport (NAICM), anticipated to be amongst the largest and most sustainable airports in the world.

www.fr-ee.org

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D. Swarovski Tourism Services GmbH

Swarovski crystal has delighted people from all over the world for over 120 years. To mark Swarovski's centennial celebrations in 1995, 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. Swarovski's three crystal-experience destinations combine art, lifestyle, and Austrian traditions with an internationally successful model for tourism. Led by Managing Director Stefan Isser, a team of 380 employees devote themselves to ensuring that visitors experience crystal in a unique way with each and every visit. Thanks to continual innovations and enhancements, D. Swarovski Tourism Services GmbH maintains a fresh and modern profile that makes it a trustworthy partner for the tourism industry and a dependable attraction for visitors to Austria. One of the most frequently visited attractions in Austria, Swarovski Crystal Worlds has delighted more than 13 million visitors since 1995.

Swarovski Kristallwelten

Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens 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. Spread out over 7.5 hectares, the fantastical realm of the iconic Giant offers a one-of-a-kind blend of contemporary art, ancient history, captivating nature, and a year-round program of events for all ages. Since opening in 1995, Swarovski Crystal Worlds has delighted more than 13 million visitors and is thus one of the most frequently visited attractions in Austria.

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine

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gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

www.swarovskigroup.com