

SWAROVSKI KRISTALLWELTEN

Daniel Swarovski, who founded his crystal-cutting company in Wattens, Tyrol, in 1895, had a vision from the very outset – to view crystal not merely as a material, but as an inspiration. With this vision in mind, Swarovski Kristallwelten (Swarovski Crystal Worlds) was opened in 1995 for the one hundredth anniversary of Swarovski as an homage to customers and fans of crystal. Ever since, Swarovski Crystal Worlds has been inspiring moments of wonder. Originally conceived by multimedia artist André Heller and curated by Carla Rumler between 2012 and 2023, many famous artists from the worlds of art and design have interpreted crystal here – each in their own particular way. They created concepts of space and experience from the sparkling material that, after several transformations and expansions, now extends to more than 7.5 hectares. Throughout the year, both indoors and outside, they offer visitors of all ages fascinating impressions that turn a visit into an experience for all senses with specially created fragrances. Swarovski Crystal Worlds has become famous worldwide, not least due to its unique appearance – the head of the Giant that is visible from far and wide. More than 18 million people have visited this magical place, making it one of the most visited attractions in Austria.

THE CHAMBERS OF WONDER

The original principle behind the Chambers of Wonder, which one enters through the head of the Giant and which unfolds underground, is based on the historical chamber of wonder at Ambras Castle in Innsbruck. In the sixteenth century, this chamber was an attempt to assemble a universal collection of all the knowledge of its time. This is what Swarovski Crystal Worlds builds on. The fundamental thought is that each artist and each designer can tell a different story inspired by Swarovski crystal. Famous artists, such as Yayoi Kusama, James Turrell, Lee Bul, Chiharu Shiota, Michael Schmidt, Fernando Romero, Derek McLane and Studio Job have each designed one of the Chambers of Wonder with crystal according to their own inspirations. In every new room, visitors immerse themselves in a completely new world and encounter the artists who created these spaces on a very personal level.

THE GARDEN

In the garden, you find places that radiate beauty, inspiration and energy, painstaking care, esthetics – and legends. An amazing landscape fitting naturally into the surrounding Tyrolean Alpine world has been created here. It inspires the imagination, but at the same time, it also conveys knowledge from both the past and the present. Art installations by well-known creative talents such as Bruno Gironcoli, Thomas Bayrle, Martin Gostner, and Alois Schild, together with brilliantly colorful and varied planting schemes, created by the British garden designer Tony Howard, make the garden a place where visitors love to linger. One of the highlights is the Crystal Cloud by the designer duo CAO PERROT, which consists of more than 800,000 hand-mounted crystals and which – influenced by weather, the time of day,

SWAROVSKI

and the cycles of nature – constantly opens up new perspectives for the visitors. With 8,000 Blue Shade crystals, the artwork Prologue III by Fredrikson Stallard refracts and reflects daylight depending on the position of the sun, energizing its surroundings in the garden of the Giant. Situated south of the Giant, the play tower and the innovative playground landscape, designed by the renowned architectural office Snøhetta, offer children plenty of space for all kinds of playing and climbing adventures. The playful black-and-white form of the Carousel created by the Spanish designer Jaime Hayon presents a fascinating contrast to the luxuriantly colorful garden, drawing children and adults alike into its spell. A place that is particularly special is the Roman Excavation as a “natural Chamber of Wonder.” Remains of walls from Roman buildings from the third century A.D. were discovered during reconstruction work. The discovery included a treasure trove of coins with significant historical value that found its way from below ground after almost two millennia.

SWAROVSKI KRISTALLWELTEN STORE

Visitors can reach the Swarovski Kristallwelten Store after a stroll through the Chambers of Wonder or directly via the multimedia entryway with its fascinating light and sound installation. This spacious shopping landscape unites many of the Swarovski product worlds in one room, displays the diverse nature of crystal as a material and the immense innovative power at Swarovski and showcases the strong partnership with the worlds of fashion and design. The world's first Swarovski Optik Store is also located at the Swarovski Crystal Worlds site.

CUISINE

Swarovski Crystal Worlds does not just nourish the mind and spirit but also makes it possible to experience culinary pleasures: At Daniels Kristallwelten, DoN group serves international, regional, and most particularly seasonal cuisine and makes its own pastries. Its most special aspect is that in the bright, light-filled pavilion, guests feel as if they are sitting directly in the garden of the Giant. The Crystal Bar in the Swarovski Kristallwelten Store, with its sparkling ambience, serves refreshing drinks. The Restaurant and bar are freely accessible to all, no tickets needed.

EVENTS

Our year-round events calendar includes many programs for children and families, guided art tours and creative workshops for all ages.

SWAROVSKI

GENERAL INFORMATION

Swarovski Kristallwelten
Kristallweltenstraße 1
6112 Wattens, Austria
Tel. +43 5224 51080
reservations.kristallwelten@swarovski.com
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

Swarovski Crystal Worlds is closed on November 10th and November 11th, 2025.

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. 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.

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

SWAROVSKI

ABOUT SWAROVSKI KRISTALLWELTEN

Kristallwelten is a captivating brand experience dedicated to art, design and Swarovski's savoir-faire and contribution to Pop Culture. Since its foundation in 1995 to mark the company's hundredth anniversary, it has been a creative platform for famous names from the worlds of art and design such as Yayoi Kusama, James Turrell and Lee Bul to interpret crystal in their own way. Over the years, they have fashioned unique designs, spaces, and experiences within the bounds of Kristallwelten, which now extends to more than 7.5 hectares.

Amongst Kristallwelten's many Chambers of Wonder, the Art of Performance encapsulates Swarovski's creative role in Pop Culture. Showcasing crystallized stage costumes and red carpet looks that have illuminated some of the world's most iconic stars - including Beyoncé, Lady Gaga, Madonna, Elton John, Katy Perry, Cher, and Marilyn Monroe - this Chamber demonstrates how Swarovski has always been part of the Zeitgeist, making the entertainment world's stars shine brighter.

Kristallwelten has attracted over 18 million visitors with its spellbinding Chambers of Wonder, expansive gardens, and ever-changing exhibitions. A unique combination of art, nature, and luxury shopping providing a year-round program of cultural events, Swarovski Kristallwelten is a joyful and extravagant experience for all the family.

www.swarovski.com/Kristallwelten

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 and crystals for Automotive.

Swarovski Crystal Business is represented in over 140 countries worldwide with 2,300 Swarovski boutiques complemented by selected multibrand partners and employs around 18,600 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.

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For any requests, please reach out to the Swarovski Kristallwelten Press Team:

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