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# SWAROVSKI

## **SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK –**

### **WHERE STYLE MEETS HISTORY**

**Swarovski Kristallwelten Store Innsbruck is a sparkling attraction in the old town that surrounds Innsbruck's Goldenes Dachl (Golden Roof). It features a luminous, modern shopping ambience presented in combination with centuries-old structural elements, some of which date back as far as the Gothic period. In addition, thanks to installations by major contemporary artists such as Iris van Herpen, Susanne Rottenbacher and Fredrikson Stallard, Swarovski Kristallwelten Store Innsbruck has become an incomparable place of wonder.**

The old town of Innsbruck—capital of Tyrol and thus, capital to the home of Swarovski crystal—is living testament to an eventful history. Both proud and not afraid of change, it has lost none of its dynamic spirit to this day. Just a few meters from the Goldenes Dachl (Golden Roof), Swarovski Kristallwelten Store Innsbruck is located in the main center of the town, in a landmark with a rich history. For centuries, it was home to the "Die Goldene Rose" guest house. What visitors find here today is one of the world's largest Swarovski Stores, with a unique retail atmosphere that offers a truly multisensory shopping experience, including a room fragrance created specifically for Swarovski Kristallwelten (Swarovski Crystal Worlds). With its avant-garde appearance, which ties in with the historical flair of the old town, and framed by one of the oldest buildings in the area, it offers a combination of history and forward thinking, of the product range and contemporary art.

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## **Fascinating combinations**

The Berlin-based light artist Susanne Rottenbacher demonstrates with her installation "Lily Pond" vertically along the space's interior walls, how she has used light to capture and reinterpret history, adding an entirely new dimension to Swarovski Kristallwelten Store Innsbruck. The resemblance of the materials to crystal is immediately recognizable: polished edges; shimmering, prismatic effects created by foiled acrylic glass surfaces; pastel-colored light tubes, and reflective materials sparkle in interplay with the "crystal rocks" used here. One is tempted to perceive a certain musicality in the light; a slight humming sets in when the light spreads through the room.

Inspired by Swarovski Crystal Worlds and reminiscent of the original principle behind the venues of crystalline enchantment, the Swarovski Kristallwelten Store Innsbruck has its own Chamber of Wonder. "Visualizing the Invisible" by avant-garde fashion designer Iris van Herpen features a larger-than-life glass sculpture of a face, in which the ghostly contours of a woman are visible. Inspired by the endless mysteries of nature, Iris van Herpen, together with Austrian glass artist Bernd Weinmayer, explores the forces behind nature's forms.

Furthermore, in many places over the two floors, you will find almost legendary innovations made out of and using crystal. The Crystal Stairs and the famous "Cascade" chandelier are just some of the eye-catching highlights on display. Just like in a crystalline prism that reflects the colors of the rainbow, many new ideas and motifs merge at Swarovski Kristallwelten Store Innsbruck. For Swarovski's 125th anniversary the Dutch set designer Marcel van Doorn has re-created scenes from films, putting selected objects from the company's archive collection right where they belong: in the spotlight. This journey through the history of glamor is entitled "The

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Art of Performance." Here the history of the company and of the town are intertwined into a modern shopping and design concept – it is in every sense a timeless place celebrating the love of beautiful things.

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## THE DIVERSITY OF SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK IN DETAIL

### Avant-garde with a touch of history

Swarovski Kristallwelten Store Innsbruck was designed by architects Daniel Süß and Hanno Schlägl, who are also responsible for the unmistakable architectural concept of Swarovski Wien. They achieved the balancing act of integrating a modern image within the fabric of a historic building. The resulting spaces are light, spacious, and clearly designed, sensitively incorporated into the historic building, which is due in no small part to the close cooperation with the local office for historical monuments. Despite all the avant-garde ideas, however, the old wrought-iron tavern sign and the impressive barrel vault architecture remind us that these rooms, which used to house the "Die Goldene Rose" guesthouse, have many a story to tell.

In the spring of 2018, the artists and designers Patrik Fredrikson & Ian Stallard, in collaboration with project architects Schlägl & Süß, redesigned the entrance area of the Swarovski Kristallwelten Store Innsbruck. These well-known representatives of the British avant-garde scene created a concept which opens up the space. Inspired by the contrasts of historic architecture and a vision of the 21st century – namely of what retail design might look like in the future – they created a platform for contemporary art and modern design that is full of emotion and creativity. The most eye-catching elements are two display cases with sculptures that the two creative minds specifically crafted for this project. Framed in patinated dark steel, the display cases fill medieval niches and alcoves in the historic building. This setting makes these contemporary elements appear completely natural and harmonious.

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**“People are looking for sensual experiences, and light can guide them there.”**

That is how artist Susanne Rottenbacher describes her vision for the response she hopes her light installation “Lily Pond” provokes in viewers. The water lily landscape, which features five roses, crystalline leaves, and pastel-colored vines, is made up of 800,000 Swarovski crystals and climbs the heights of the airy, two-story space in the Swarovski Kristallwelten Store, which is located right at the beginning of Innsbruck’s old town. A vertical water lily pond may seem odd at first glance, but the Berlin-based artist has cleverly solved this mental challenge: “Instead of choosing a smooth wall to redesign this historical interior façade, using mirror effects to transform these deep windows into a reflective watery landscape – how serendipitous to be able to harness these irregularities.” With her light installation, Susanne Rottenbacher approaches the building’s history with exceptional care while enriching it with yet another facet. The inspiration behind the water lily pond is the “Gasthaus zur Goldenen Rose” inn that occupied the building at 39 Herzog-Friedrich-Straße until 1985. With just five water lily roses – “the majestic queen of the roses” – the light artist has designed a landscape that creates the sensation of movement even while remaining entirely static.

### **Crystal for all the senses**

Inspired by Swarovski Crystal Worlds and as a reminiscence of the original principle of these crystalline experiences, the Swarovski Crystal Worlds Store Innsbruck has its own Chamber of Wonder on the ground floor, designed by Iris van Herpen, the Dutch haute couture designer internationally renowned for the futuristic drama of her collections. Her trademark is avant-garde dresses that appear like sculptures and simultaneously play with movement. Van Herpen is known for her pioneering work in using 3D printing technology in fashion design. Anyone familiar with the concept

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designer's background – she was a classical ballet dancer herself for many years – immediately recognizes the underlying theme of movement and fluidity in her designs. The artwork "Visualizing the Invisible" features a larger-than-life glass sculpture of a face, in which the ghostly contours of a woman are visible. Inspired by the endless mysteries of nature, Iris van Herpen, together with Austrian glass artist Bernd Weinmayer, explores the forces behind nature's forms.

### **Brilliant paths**

Swarovski crystal is a success story spanning more than one hundred years, and encompassing lifestyle, fashion, close personal collaborations with artists, and technological evolution. Ensconced within the impressive Mirrored Wall in the entrance area is an array of fascinating crystal creations and legendary pieces of history, summarized in the permanent exhibition "Timeless", which relates to the eponymous area at Swarovski Crystal Worlds in Wattens. Here too, a specially created fragrance with aromas and essences of bergamot, lavender, and patchouli offers an unexpectedly sensual experience. This singular exhibition is devoted to the artwork that emerged from Swarovski's creative synergy with the most brilliant minds in the design scene, and made from Swarovski crystal. It begins with the earlier methods of product distribution under the tutelage of the company's founder and continues to the current exemplars from collaborative endeavors in design. The result is a fascinating 130-year odyssey through a sparkling brand universe. At the same time, this museum-like journey highlights the capacious entrance and reception areas of the Swarovski Kristallwelten Store. A trip up to the first floor will take you up a vast crystal staircase, which is made of more than 20,000 crystals and is lit from underneath by the Cascade chandelier, created by Vincent van Duysen for Swarovski Crystal Palace. The attention to detail and visual judgment of effects continues in unexpected places. Whether it is the history of Swarovski crystal you are looking for,

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or a way through the crystalline interior – the paths guiding you through the Swarovski Kristallwelten Store are always dazzling.

**A glittering multisensory experience in the heart of Innsbruck's old town**

The upper floor of the Swarovski Kristallwelten Store Innsbruck includes a bar where visitors can enjoy a drink and watch the bustle of city life in Herzog-Friedrich-Straße from above, surrounded by large-scale photographs from the Swarovski Corporate Archive, illustrating the long history of collaboration between Swarovski and the great fashion houses of the world.

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## **THE EXTRAORDINARY SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK OFFERS A HUGE RANGE OF PRODUCTS**

A visit to the Swarovski Kristallwelten Store Innsbruck is an experience in itself: exploring and shopping, surrounded by glittering designs and living culture. It is also a chance to immerse yourself in the shimmering world of Swarovski.

The Swarovski Kristallwelten Store Innsbruck showcases the versatility of crystal, the innovative talent of Swarovski, and its close partnerships in the world of fashion and design. Here you will find an extensive portfolio of leading luxury and fashion brands whose designs are embellished with Swarovski crystals, as well as the largest range of Swarovski products, including international collections and a colorful assortment of crystal figurines and ornaments – each one distinctive, glamorous, and on trend. Since 1895, the Swarovski name has signaled sophisticated design expertise and a love of detail.

Countless products crafted from or with Swarovski crystal quicken the hearts of collectors, crystal lovers, technical experts, and anyone who loves to give or receive gifts that sparkle. They all find a huge array of gift ideas and mementos at the Swarovski Kristallwelten Store Innsbruck. Since the first crystal mouse was created in 1976, Swarovski has been famous worldwide for its collections of both crystal and functional items that add a special sparkle and refinement to interior spaces. Precision optical equipment from Swarovski Optik makes long-distance observation an entirely new experience.

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## ARTISTS BIOGRAPHIES

### AIR AROMA

The Australian company Air Aroma has been supporting international companies in integrating modern fragrance concepts into their marketing strategy for more than twelve years. In addition to Swarovski Crystal Worlds, Air Aroma has also successfully captured the essence of other famous brands such as Hugo Boss, Armani, Ritz Carlton, and Nissan with its scent creations. This has made Air Aroma the top address worldwide in the area of scent marketing. Supported by a global network, including an office in the Netherlands, the brand-experienced perfumers create unique, 100 percent natural fragrances that enhance the customer experience with another sensory perception. This turns the impression of a brand into an exceptional experience and, ideally, makes it unforgettable.

### Iris van Herpen

Iris van Herpen (1984) is a Dutch fashion designer who is widely recognized as one of fashion's most talented and forward-thinking creators who continuously pushes the boundaries of fashion design. Since her first show in 2007 van Herpen has been preoccupied with inventing new forms and methods of sartorial expression by combining the most traditional and the most radical materials and garment construction methods into her unique aesthetic vision. Since 2011, van Herpen has been a guest member of the Chambre Syndicale de la Haute Couture and shows her collections twice a year during Paris Fashion Week.

Van Herpen is often hailed as a pioneer in utilizing 3D printing as a garment construction technique, and as an innovator who is comfortable with using

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technology as one of the guiding principles in her work because of its sculptural nature and unfamiliar form. The designer's intent is to blend the past and the future into a distinct version of the present by fusing technology and traditional Couture craftsmanship.

Van Herpen construes fashion as an interdisciplinary language and a dynamic entity, the result of the cross-pollination of various fields: art, chemistry, dance, physics, architecture, biology, design and technology. By collaborating with creatives and thinkers of all stripes, she seeks new forms for femininity and challenges our notions of Haute Couture. In the past decade, she has teamed up with brilliant minds like Nick Knight, Sasha Waltz, Marina Abramović and Benjamin Millepied among many others.

At her atelier in Amsterdam, she experiments relentlessly and wholly reinterprets the fashion industry's material vocabulary. Her avant-garde designs have dressed the likes of Björk, Tilda Swinton, Beyoncé, Cate Blanchett, Solange and Fan Bingbing, to name a few. Her garments are also exhibited at museums and cultural institutions around the world, like at the Metropolitan Museum of Art in New York, Victoria & Albert Museum in London and Palais de Tokyo in Paris. Whether it's developing inventive materials alongside artists, architects and scientists or her pioneering use of 3D printing technologies, van Herpen has been known for her visionary approach to fashion since her eponymous label launched in 2007. She has received numerous awards, including the Johannes Vermeer Award (2017), ANDAM Grand Prix Award (2014) and the European Commission's STARTS Prize (2016).

### **Susanne Rottenbacher**

Susanne Rottenbacher (\*1969, Göttingen) studied scenography at Barnard College (Columbia University) in New York and received a Master's of Science from the Bartlett School of Architecture and Planning, London, with a focus on light. She worked as a stage designer at the Deutsche Oper Berlin and as a light designer for

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the "Licht Kunst Licht" design studio; it was during this time that she designed the lighting for the German Federal Chancellery and new government buildings, among other projects. She has been a freelance light artist since 2004. Susanne Rottenbacher creates extensive room installations consisting of sculptural elements that might best be described as colorful 3D drawings in space. Her sculptures are characterized by a sense of ease and transparency, and they manage to transform themselves in dialogue with their surroundings and the shifting times of day.

She has been the recipient of numerous awards and fellowships, including the Artist-in-Residence fellowship, Centre of Contemporary Art, CCA, Andratx Mallorca (2016), 1st Prize, Kunst am Bau C.O.R. Düsseldorf (2013), the IIDA Award of Merit, IESNA for the lighting design at the Marie-Elisabeth-Lüders-Haus, German Federal Parliament, Berlin (2005), and the Josephine Paddock Fellowship from Columbia University, New York (1991).

### **Fredrikson Stallard**

The Swedish native Patrik Fredrikson and the British Ian Stallard founded the Fredrikson Stallard design studio in London together in 1995. The two leading representatives of British avant-garde design are well-known for the ability to translate their creative ideas into simple and yet aesthetically appealing pieces. Their artworks can be seen in such prestigious institutions as the Victoria and Albert Museum in London and MOMA in San Francisco. In addition to multiple design projects for Swarovski Lighting and Atelier Swarovski, they have created the mysterious Eden Chamber of Wonder for Swarovski Crystal Worlds in Wattens and Prologue III, an artwork sparkling with 8,000 Swarovski crystals in the garden of the Giant.

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## General Information

Swarovski Kristallwelten Store Innsbruck

Herzog-Friedrich-Straße 39

6020 Innsbruck, Austria

Tel. +43 512 573 100

Fax +43 512 573 530

[reservations.kristallwelten@swarovski.com](mailto:reservations.kristallwelten@swarovski.com)

[swarovski.com/innsbruck](http://swarovski.com/innsbruck)

### Opening hours

Monday to Friday, 8:30 to 19:00

Saturday, Sunday and holidays 8:30 to 18:00

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## Editorial notes

### **ABOUT SWAROVSKI KRISTALLWELTEN STORE INNSBRUCK**

Located in close proximity to the Goldenes Dachl (Golden Roof) in Innsbruck's old town, Swarovski Kristallwelten Store Innsbruck presents a captivating combination of history and future-oriented thinking at the heart of Innsbruck. A modern shopping ambience bathed in light, and at the same time one of the largest Swarovski Stores in the world, with the entire range of products from the internationally renowned traditional Austrian company, blends with centuries-old structural elements that can be traced back as far as the Gothic period together with works by important contemporary artists.

### **ABOUT SWAROVSKI KRISTALLWELTEN**

In honor of Swarovski's centenary birthday in 1995, Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens threw open its doors to offer a new crystal living experience, a space where science and magic meet. Under the watchful gaze of the iconic Giant, spread over 7.5 hectares this joyful space showcases internationally and nationally recognized artists, designers, and architects. The spellbinding crystal gallery experience of the Chambers of Wonder, the expansive gardens and ever-changing exhibitions has entranced and enticed over 18 million visitors since its opening.

As exhilarating retail extensions of this wondrous world, Swarovski Kristallwelten Stores in Innsbruck and Vienna, continue to embrace the mesmerizing magic of the beloved crystal destination, with the trio merging to form the internationally acclaimed D. Swarovski Tourism Services GmbH.

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Providing a one-of-a-kind encounter of art, nature and shopping – in one of the largest crystal retail spaces in the world – with a year-round program of events for all ages highlighting culture, lifestyle, and Austrian heritage, Swarovski's very own wonderland continues to captivate and spark imagination. Transforming crystal into a living breathing adventure, guests are assured of a unique and astonishing encounter every single visit.

[www.swarovski.com/Kristallwelten](http://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 Swarovski Kristallwelten PR Team:

Alexandra Mühlbacher

Anja Venier

Hannah Harrasser

T +43 5224 501-1526

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

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