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# SWAROVSKI

## **SWAROVSKI KRISTALLWELTEN STORE WIEN: FACE TO FACE WITH DREAMS**

**In the heart of Austria's capital, at Kaerntner Strasse 24, Swarovski Kristallwelten Store Wien rolls out the carpet to a sparkling world of amazement and shopping. With the cubes on its striking façade, and the constantly reinvented performance stage in its showcase window, the exterior serves as a foil for the intentional fusion of modern art and glittering product presentation – a fusion that continues inside the brand world, over three richly designed floors. Indeed, each floor in itself is a journey of discovery, where guests encounter such luminaries as Susanne Rottenbacher, Yves Béhar, and Tokujin Yoshioka.**

Swarovski Kristallwelten Store Wien amazes its visitors with an extraordinary shopping environment: In the renovated interior of an historic building from the 19<sup>th</sup> century, an inspiring interplay of design, modern art, and crystalline shopping ambience is revealed to the visitor. The experience is heightened by an elegant scent created specifically for the shopping landscape. With a touch of glamour and sensuality, it conveys the essence of Swarovski Crystal Worlds on a completely unexpected level.

The exceptional character of the location begins with its exterior appearance: The Honeycomb façade – which glows through the use of specific crystal light modules equipped with LEDs – is visible far and wide along Vienna's most famous shopping mile. In addition, the cubes – bay windows that project onto the street space and penetrate the exterior walls – allow for fascinating “insights” and “outlooks.”

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They regularly provide a stage for installations such as those by Berlin-based light artist Susanne Rottenbacher: "IN LOVE WITH TOMORROW" is inspired by the four elements and raises awareness of respect for nature. The installation, comprised of LED light tubes and 2.5 million Swarovski crystals, glows in strong monochrome colors and captivates with its captivating dynamism. Its complexity and sensuality are revealed in the attention to detail. With her installation, Susanne Rottenbacher follows Jean-Paul Gautier, Manish Arora, and most recently Iris van Herpen on the stage of the Swarovski Kristallwelten Store Vienna.

### **Inner Glow**

In the Entrance Hall, visitors are instantly enthralled by the "Lake of Shimmer" installation, created by the Japanese star designer Tokujin Yoshioka and produced entirely at Swarovski. The installation establishes a common link between all three levels of Swarovski Kristallwelten Store Wien. Its 16,000 tiny mirrors form a shimmering surface of silver across more than 88 square meters. Since they are in perpetual motion, incessantly reflecting light, the installation evokes the play of light with crystal, or the surface of a lake. Constant renewal, transition, and innovation – these are the maxims of Swarovski. In this respect, the "Eclectic Panthers" emerged as a symbol of crystal's versatility. The idea of the project was to take a classic, crystalline form – in this case, that of a panther – and create myriad reinterpretations. So today at the Swarovski Store in Vienna, 45 panther figures are on display in a wide array of colors, effects, and materials, unified by their original material: precision-cut crystal. And even the light that falls on the panthers and the visitors originates from the creative hand of a designer. The "Mini Voyage" chandelier, designed by Yves Béhar for Swarovski Crystal Palace, unlocks the inimitable power of attraction. Illuminating the Neuer Markt side is the chandelier created by Tord Boontje, "Ice

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Branch." The basement level houses the artwork "Fractal Station," a mathematical piece in the shape of an octahedron, together with a range of fascinating crystalline creations and legendary pieces redolent with history. Together they form the permanent "Timeless" exhibition at the Store, a reference to the eponymous areas at Swarovski Crystal Worlds in Wattens and the Swarovski Kristallwelten Store Innsbruck. Here too, a specially created fragrance with aromas and essences of bergamot, lavender, and patchouli completes the sensual experience. Visitors will discover many exceptional objects there that tell the stories of creative partnerships, glamorous appearances on screen, stage, and red carpets, and five generations of a family business. The architects and museum designers at HG Merz were responsible for creating this narrative flow in cooperation with the Swarovski Corporate Archive. The result is a 130-year journey through a glittering brand universe. "Cascade," the opulent lighting object of three meters in height by Vincent van Duysen, marks a milestone in the connection between crystal and light – in the same way that Swarovski Kristallwelten Store Wien represents an extraordinary connection between a cult product and a cult metropolis: A city that has served as a hub between East and West for centuries and breathes culture – both in a cultural-historical sense and as a modern, trend-conscious metropolis.

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## A THOUSAND REFLECTIONS: SWAROVSKI KRISTALLWELTEN STORE WIEN IN DETAIL

### **Avant-garde, esthetic, and innovative: The architecture**

Raise the curtains for a sparkling world premiere: Thousands of crystals and LED point lights impart the exterior façade of Swarovski Kristallwelten Store Wien with an extraordinary magic. Swarovski crystals provide for a fascinating interplay of architecture and crystal, with dynamic surface effects. Especially at twilight, when the Honeycomb façade glimmers with various lighting effects: It produces the illusions of glowing lava and sparkling ice. The façade features a technologically innovative design that is based on controllable LED-equipped crystal light modules. Collectively, they encompass more than 11,000 Swarovski crystals per square meter. This concept was developed by Swarovski, and it appears in this format for the first time in Vienna. The Honeycomb style has long since become a successful product, illuminating today's luxury hotels, trendy bars, and wellness resorts. As a whole, the building mesmerizes through the contrast between the historic façade, which originates from the 19<sup>th</sup> century, and the avant-garde glass construction. An authentic fit into the historic cityscape, the brilliantly radiant spatial composition reflects the beauty, the value, and the compelling draw of Swarovski. Designed and realized by Innsbruck-based architects Hanno Schloegl and Daniel Suess, Swarovski Kristallwelten Store Wien embodies their desire to establish a harmonious confluence of both traditional and innovative stylistic devices. "We are concentrating on the dialogue between old and new by making the structural expansion a counterpoint to the historic structural elements," Schloegl and Suess explain.

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## **The Cubes: Artistic Insights and Outlooks**

They are closed spaces, and yet they open a window to another world. Using the language of art, they translate the fast pace of the streets into the esthetic fascination with a crystalline dreamscape. And of course, they are one of the architectural trademarks of Swarovski Kristallwelten Store Wien. The glass cubes illustrate the link between Vienna City Center's popular shopping mile and Swarovski's shimmering shopping worlds, but they are far more than a conceptual parallel: They are a platform for artists.

Inspired by the four elements, Berlin-based light artist Susanne Rottenbacher presents an installation that brings respect for nature to the fore. The theory that all worldly matter originated from the four elements of water, earth, fire, and air was coined by the Greek philosopher Empedocles as early as the 5th century BC. Since then, science has become increasingly precise in naming the invisible: electrons, photons, muons, and quarks. If respect for nature is once again becoming more widely recognized today, we must also focus on the natural boundaries of our environment. "IN LOVE WITH TOMORROW depicts nature as a holistic network. The theory of elements can be useful here: not as a revived scientific theory, but as a way to paint an overall picture. This thought-provoking idea, right here in the center of urban restlessness, is intended to reflect our longing for natural balance," says light artist Susanne Rottenbacher about her inspiration.

## **A shop window in the limelight: Thrilling set change**

At regular intervals, Swarovski Kristallwelten Store Wien amazes with the setting of its exhibition spaces; in doing so, it strikes out on new paths in the art of presentation, taking the main display window and conjuring up a stage of fantasy and an infinite space of creativity. At Kaerntner Strasse 24, viewers look into a window as if peering

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into another world, and so, any shopping expedition is transformed into a magical experience.

### **The heart of crystal: Face to face with dreams inside Swarovski Kristallwelten Store Wien**

#### **Store Wien**

There are many marvels at Swarovski Kristallwelten Store Wien. The universal secrets of mathematics enthrall visitors in crystalline art form: “**Fractal Station**” consists of 4,423 individual cubes that are combined in symmetrical arrangements at differing levels of complexity. The leitmotif of renewal, transformation, and innovation – which are among Swarovski’s maxims – continues with “**Eclectic Panthers**”. Swarovski initiated this project to symbolize crystal’s versatility. It provides the company’s creative employees with an opportunity to take the form of a classic panther made of crystal, and interpret it in myriad ways using a variety of materials, such as wood, wax, and even silicon. The main attention-getter, though, is undoubtedly the “**Lake of Shimmer**” installation. Conceptualized by Japanese designer Tokujin Yoshioka and implemented by Swarovski, “Lake of Shimmer” captivates for the meticulous arrangement of movable octagonal aluminum components that number in the thousands. Indeed, the 16,000 little mirrors create a silvery, shimmering surface of over 88 square meters that visually connects all three floors at Swarovski Kristallwelten Store Wien. Like the surface of a lake, the movable mirror elements reflect the light and, through their mysterious sparkle, evoke the play of light that is so characteristic of crystal. Since the movement of every single mirror can be individually triggered, the most diverse themes and patterns of motion emerge that sets the narrative of the space inside Swarovski Kristallwelten Store Wien. And, of course, in the Vienna Store, the light also stands for the close relationship between crystal and creativity: The “**Mini Voyage**” chandelier on the upper floor is smaller scale model of a chandelier that Swiss architect and designer Yves Béhar created for

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Swarovski Crystal Palace. His inspiration, the Original Voyage, measures 4.5 meters and was created for the John F. Kennedy Airport in New York. At two meters in length, "Mini Voyage" may be smaller but no less powerful, with its more than 10,000 crystals that are back-lit by white LEDs. The chandelier "**Ice Branch**," which can also be seen on the top floor, is the brainchild of Tord Boontje, who originally created the piece for the Swarovski Fashion Rocks Event 2005. Clear, sparkling Swarovski crystals on a lifelike branch turn the chandelier into a glacial and sculptural work of art. A monumental vision on the basement level: With the "**Cascade**" chandelier, thousands upon thousands of crystals pour out from the three meter height like a waterfall, cascading into the depths. This opulent chandelier consists of a plethora of crystal chains, interwoven with LED fibers; the piece was conceived and executed by Vincent van Duysen for Swarovski Crystal Palace. "Cascade" is compelling as a reinterpretation of the traditional chandelier, celebrating crystal and light in their most beautiful manifestation. The glimmering flood of crystals even made a splash in Hollywood: As a prop in the film *Ocean's Thirteen*, the chandelier beams next to the stars George Clooney and Brad Pitt.

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

A visit to the Swarovski Kristallwelten Store Wien 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 Wien 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 Wien. 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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Amidst the stylish ambience of the Moët & Chandon Bar on the first floor, visitors top off their journey of discovery through the crystalline world with a sparkling glass of champagne. All visitors to Swarovski Kristallwelten Store Wien are received by an international team available to them with expert advice. Questions on anything about crystal are answered in different languages: Chinese, Greek, Japanese, Korean, Russian, Spanish, as well as Portuguese, Turkish, Italian and French.

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## ARTIST BIOGRAPHIES

### AIR AROMA

The Australian company Air Aroma has been supporting international companies in integrating modern fragrance concepts into their marketing strategies 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.

### **Yves Béhar**

Born in Switzerland in 1967, designer Yves Béhar is the founder of Fuseproject, a company for integrated design that is dedicated to the development of emotional brand experiences through storytelling. The expertise as well as the media covered by the Fuseproject design team extends from products, ambience, graphics, and packaging to clothing and strategy. With his style and his creative approach, Béhar breathes new life into the world of technology, sport, lifestyle, and fashion. Béhar's unique interpretation of design, as well as his capacity to develop stories, garnered him worldwide recognition among major museums, as well as success in international competitions. Among these, he was awarded the "National Design Award" of the Cooper Hewitt Smithsonian National Design Museum in 2004. He created the "Nest" and "Voyage" chandeliers for Swarovski Crystal Palace.

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### **Tord Boontje**

Tord Boontje was born in the Dutch city of Enschede in 1968. He studied at the Design Academy in Eindhoven and the London Royal College of Art. Boontje works as an industrial and furniture designer; he is fascinated with the design of packaging. In addition, the artist, who has received multiple awards, earned his reputation for his interior architecture and various exhibitions and installations. Nature takes on a recurring key role in his works, although technology is always an integral component in the end product.

### **Vincent van Duysen**

The work of the Belgian architect and interior designer Vincent van Duysen is considered reduced-minimalistic, and yet sensual all the same. From his penchant for original shapes and compact volumes, he developed a style that van Duysen himself describes as simple, clear, pure, and elementary. To van Duysen, the preservation of space and its original form takes the highest priority, especially with building renovations. By using furniture that is distinguished for having a clear, concise, and conservative rhythm of line and contour, the architect supports the formal language of his buildings from a plastic and communicative viewpoint.

### **Susanne Rottenbacher**

Iris van Herpen (1984) is a Dutch fashion designer who is widely recognized as one

### **Tokujin Yoshioka**

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The work method of Tokujin Yoshioka appears simple, and yet it is extraordinarily refined. A Japanese native born in 1967, Yoshioka is driven by the goal of creating a futuristic effect, consistently using reflective, transparent materials in combination with new technologies in his work. He gained notoriety primarily through his technical perfection, his clever incorporation of light, and his abdication of color. Following successful collaboration in the studios of Shiro Kuramata and Issey Miyake, he opened his own studio, "Tokujin Yoshioka Design," in 2000. Several works by the designer and artist, who has received numerous awards, can be seen on permanent display in the most important museums in the world, such as New York's Museum of Modern Art (MoMA). As a long-standing cooperation partner of Swarovski, Yoshioka developed designs and concepts for the Swarovski Ginza Flagship Store in Tokyo, as well as "Eternal," a series of acrylic stools for Swarovski Crystal Palace.

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## **GENERAL INFORMATION**

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### **Opening hours**

Monday to Friday, 9:00 to 20:00

Saturday, 9:00 to 18:00

Closed on Sundays and holidays

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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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