

# SWAROVSKI KRISTALLWELTEN

## 1. ALLGEMEINES

### **THE SWAROVSKI KRISTALLWELTEN – AN INVITATION TO THE REALM OF FANTASY**

Whether in very delicate crystalline dust, or as a majestic solitaire, whether fervently glittering or with a tender gleam: the versatility of the crystal is without comparison. Its brilliance is just as lively as the presentation of its mystic home: the Swarovski Crystal Worlds in Wattens in Tyrol/Austria. Opened in 1995 on the occasion of the 100-year jubilee of the company and since then twice transformed, the glittering labyrinth has already enchanted more than eight million visitors from all over the world.

#### **The Giant's treasure trove – artists' visions become true**

Not far from Innsbruck, in Wattens, a water spouting Giant guards with sparkling eyes a subterranean world, in which 14 Chambers of Wonder maintain, following historical models, dazzling artistic works made of crystal. The paintings, sculptures and installations by renowned artists such as Brian Eno, Keith Haring, Salvador Dalí, Niki de Saint Phalle, John Brekke, Susanne Schmögner and Jim Whiting invite us on a sensual journey into a sparkling labyrinth seemingly eliminating the border between dream and reality. Harmonic fragrance compositions by Jane Haidacher and mysterious sounds make the visit to the crystalline world of magic an unforgettable event for all the senses. 700.000 visitors, predominantly from Germany, Austria, Italy, Eastern Europe and the Asiatic area are drawn each year into the Giant's spell. Thus, the Crystal Worlds belong amongst the most popular tourist destinations in Austria.

## 2. EINKAUFSERLEBNIS

The Crystal Stage, designed by the well-known architects and designers Conran & Partners, presents itself as two inter-connected rotundas, giving space to the entire Swarovski product range. The idea for the design is the pattern of day and night, alternating with room images of the different stages of crystallisation. In the first rotunda, star spotlights and round light domes generate the illusion of a night sky – a spatial impression underlined by the star-like arrangement of the showcases. In a transitional zone, crystal chandeliers of the Crystal Palace Collection designed by Ron Arad, Tom Dixon and Tord Boontje illuminate the room. The dominating picture of the second, brightly lit rotunda symbolising the day, is a mountain lake. Like concentric waves, the showcases are grouped around the middle of the room, which is underlined through center stages.

The products of the Crystal Stage comprise both the entire Swarovski product range (Swarovski Silver Crystal, Swarovski Crystal Moments, Swarovski Jewellery Collection, the

# SWAROVSKI KRISTALLWELTEN

Couture-Jewellery of Daniel Swarovski Paris Collection as well as the Collection by Atelier Swarovski) and also specialised partner products, made with CRYSTALLIZED™ – *Swarovski Elements*, which are exclusively available here in Wattens. Besides a large selection of home décor objects by Daniel Swarovski Paris and Swarovski Crystal Living, you can also find on the Crystal Stage high precision devices of the renowned Swarovski Optik brand. In order to realise individual ideas of design, various creative materials complement the Swarovski CRYSTALLIZED™ range, accompanied by information on techniques, trends and stylings as well as workshop programmes.

While noble jewellery and accessories fascinate admirers of the crystal, children may enjoy the virtual world of Kids Bubble with game consoles. And for those who just want to rest and relax from the multitude of impressions, there are comfortable seating arrangements of the EDRA company, adorned with crystals.

### **3. SWAROVSKI CRYSTALLIZED™**

Artists and designers in the areas of fashion, interior decoration and jewellery have always been inspired by the precision cut crystal elements CRYSTALLIZED™ – *Swarovski Elements*. Integrated into the shopping landscape of the Crystal Worlds, the first Swarovski CRYSTALLIZED™ Store offers a large assortment of designable pieces of jewellery and CRYSTALLIZED™ – *Swarovski Elements*. The loose crystals and ready-made pieces of jewellery enable crystal lovers to express their personality in their individual style.

### **4. SWAROVSKI KRISTALLWELTEN SHUTTLE**

The Crystal Worlds Shuttle service operates daily every two hours from 9 am to 5 pm, from Innsbruck to the Crystal Worlds and back. Free transfer and admission for holders of a valid Innsbruck Card, and for members of the Swarovski Crystal Society with a valid SCS-Card.

### **5. GASTRONOMIE**

The Café-terra invites for a break and offers an attractive venue for some culinary fortification.

### **6. KONTAKT, EINTRITTSPREISE, ANREISE**

#### **Informationen**

#### **Swarovski Kristallwelten / Swarovski Crystal Worlds**

6112 Wattens, Kristallweltenstraße 1

Tel. +43 (0)5224 51080

Fax +43 (0)5224 51080-3831

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

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

#### **Öffnungszeiten / Opening times**

Daily from 9 am until 6.30 pm, latest entry 5.30 pm.

24th December until 2 pm, last entry 1 pm, 31st December until 4 pm, last entry 3 pm.

Closed from 9th until the 20th November 2009 as well as from 8th until the 16th November 2010.

# SWAROVSKI KRISTALLWELTEN

## **Eintrittspreise (gültig bis Dezember 2010) / Admission Prices (valid until December 2010)**

Adults	EUR 9,50	
Groups of 10 persons or more	EUR 8	
Children under 12 years, accompanied by an adult		free of charge
Members of the Swarovski Crystal Society		free of charge
Crystal Worlds Shop, without a visit to the exhibition (shop ticket needed)		free of charge

## **Anreise**

The Swarovski Crystal Worlds are only a few minutes' drive east of Innsbruck. Please take the exit "Wattens" from the A12 Inntal highway and follow the signs to the "Kristallwelten".

## **Parkplätze**

Free Parking for cars and coaches is available next to the entrance area.

## **7. ONLINE BILDARCHIV**

Eine Auswahl an versch. Bildern finden Sie unter diesem Link zum Downloaden:

<http://kristallwelten.swarovski.com/Content.Node/presse/downloads/downloaduebersicht.php>