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**SWAROVSKI KRISTALLWELTEN UNVEILS CRYSTALLIZED CAROUSEL
DESIGNED BY JAIME HAYON**



Wattens, Austria, July 5, 2019 – Swarovski has collaborated with award-winning artist-designer Jaime Hayon to create Carousel, a magnificent interactive installation adorned with 15 million Swarovski crystals. The experience is now open to visitors at Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens, Austria.

Spanish designer Jaime Hayon has designed a striking black-and-white carousel to juxtapose with the lush greenery of the Garden within Kristallwelten. The contemporary design reimagines the traditional carousel while retaining its nostalgic appeal.

The monochrome design shimmers with 15 million Swarovski crystals across 12 ceiling panels and 16 wall panels and is illuminated with warm lighting to create a dreamlike atmosphere. Hayon was

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inspired by folklore and fairy tales to create the fantasy characters for the seats. Whimsical faces decorate the roof and the surrounding fence, expressing the joy, surprise and delight that riding a carousel brings.

Standing 6.5 meters high and spanning 12.5 meters, the carousel can accommodate 28 passengers of all ages and includes spaces designated for wheelchairs. The installation took six months to create.



Jaime Hayon commented: “The Carousel provokes feelings of freedom and joy – it is an art piece in movement and a place where imagination starts. I’m excited for people to be transported into this fairy tale. Swarovski has the ability to dream along with you – they are not afraid of a challenge and they are willing to go all the way to turn an idea into reality. To have this opportunity to create such a beautiful project that will be in Kristallwelten for years to come is an honor.”

Carla Rumler, Cultural Director Swarovski and Curator of Swarovski Kristallwelten, commented: “The carousel is a symbol of innocence and light-heartedness. But in this exciting new interpretation, the traditional connotation has been elevated and transformed into art. Jaime Hayon combines incredible elegance with his unique character figures, immersing riders in a crystalline moving fantasy world.”

Located in the south-west corner of the Garden, Carousel joins other family-oriented installations including André Heller’s ‘Labyrinth’, a four-story high playtower and an outdoor playground.

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Interspersed throughout the rest of the Garden are works by famed creators including CAO PERROT, Fredrikson Stallard, Erwin Wurm, Bruno Gironcoli, Thomas Bayrle, Martin Gostner, Kwangho Lee and Alois Schild.

This marks the second time Swarovski has collaborated with Hayon. He has previously created 'Sparkle Shady' and 'Limited-Edition Multi-Leg Cabinet' for Swarovski's 2007 Swarovski Crystal Palace Collection.

Carousel is open every day from 10am to 9:30pm in July and August, and from 10am to 7pm in September to June.

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For more information, please contact:

Alexandra Mühlbacher, B.A.

Content & Media Professional

D. Swarovski Tourism Services GmbH

Tel. +43 5224 500-3331

E-Mail: press.kristallwelten@swarovski.com

kristallwelten.com/presse

D. Swarovski Tourism Services GmbH

D. Swarovski Tourism Services GmbH seeks to transform crystal into a living experience at its three locations – Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens and the Swarovski Kristallwelten Stores Innsbruck and Wien. The three destinations fuse together art with lifestyle and Austrian tradition with an internationally successful model for tourism. Continuing development and enhancements ensure that visitors experience crystal in entirely new ways with each visit.

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, past centuries, captivating nature, and a year-round program of events for all ages. Since opening in 1995, Swarovski Crystal Worlds has delighted more than 14 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 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 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible

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relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda. In addition, the global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote human empowerment, and conserve natural resources to achieve positive social impact.

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