

PRESS INFORMATION

CAO PERROT ARTIST DUO WINS THE *BEST OF YEAR – INSTALLATION AWARD* WITH SWAROVSKI KRISTALLWELTEN

Wattens, December 14, 2015. Prize-winning design: Swarovski Kristallwelten (Swarovski Crystal Worlds) reopened in May 2015 after being significantly extended by renowned international artists, designers, and architects including CAO PERROT. At the beginning of December 2015 in New York, the artist duo won the *Best of Year – Installation Award* honoring the best projects and products of the year for their contribution to the Tyrolean tourist attraction. The American–French duo CAO PERROT won the *Installation* category for their unique and monumental Crystal Cloud. The award has been presented by the US *Interior Design* magazine for the past ten years. This year's winner was decided by almost 60,000 voters from the architecture and design industry.

“We congratulate Andy Cao and Xavier Perrot on winning this award. We are delighted that these prestigious artists agreed to create the installation at Swarovski Crystal Worlds, and that it has now been conferred the *Best of Year Award*. For CAO PERROT and ourselves the Crystal Cloud was, and is, a very special project. The installation has now been enchanting visitors from all over the world since May this year,” says Carla Rumler, Cultural Director at D. Swarovski Tourism Services GmbH.

The Crystal Cloud at Swarovski Crystal Worlds by CAO PERROT

Andy Cao and Xavier Perrot created the Crystal Cloud – the heart of the new garden landscape – especially for the expanded Swarovski Crystal Worlds. This monumental installation, consisting of some 800,000 hand-mounted Swarovski crystals, drifts above the black Mirror Pool, inviting visitors to pause for a moment and be inspired by the huge impact of the crystals. With a surface of around 1,400 square meters, this mystical masterpiece is the largest work of its kind in the world. A descending path draws visitors directly to the Mirror Pool in which the crystals' light is captured like stars shimmering in the nocturnal sky – even in broad daylight. They are accompanied by 2,000 crystalline *fireflies* dancing in the air.

EDITORIAL NOTES

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D. Swarovski Tourism Services GmbH

Swarovski crystal fascinates people throughout the world. In 1995, on the 100th anniversary of the company's founding, a special place opened that turned crystal into a living experience: Swarovski Kristallwelten (Swarovski Crystal Worlds). Together with the Swarovski Kristallwelten Stores Innsbruck and Wien, they collectively form D. Swarovski Tourism Services GmbH. As sparkling places of wonder, they combine art, lifestyle and Austrian traditions with an internationally successful model for tourism. Under the guidance of Managing Director Stefan Isser, a team of 380 employees devotes themselves to ensuring that visitors can constantly enjoy new interpretations of the crystalline. In line with this, 2015 will see the expansion of Swarovski Crystal Worlds into a unique place of wonder. D. Swarovski Tourism Services GmbH is always surprising and always modern – a reliable partner for the tourism industry and an ongoing attraction for people travelling through Austria. More than twelve million visitors from all over the world have visited Swarovski Crystal Worlds, making it one of the most popular attractions in Austria.

Swarovski Kristallwelten

Swarovski Kristallwelten (Swarovski Crystal Worlds) 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. After its third and largest expansion which took place from 2013 to 2015, the fantasy world of the iconic Giant stretches over 7.5 hectares, offering an unparalleled mixture of contemporary art, ancient history, fascinating nature, and a year-round program of events for people of all ages – the Giant Event Program. Since its opening in 1995, more than twelve million visitors have visited Swarovski Crystal Worlds. That makes it one of the most popular attractions in Austria.

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, Swarovski designs, manufactures and markets high-quality crystals, genuine gemstones and creates stones as well as it finishes products such as jewelry, accessories and lighting. Now celebrating its 120th anniversary and run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,560 stores in around 170 countries with more than 25,000 employees, and a revenue of about 2.33 billion euros in 2014. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives). Swarovski Crystal Business forms the Swarovski Group. In 2014, the Group generated a revenue of about 3.05 billion euros and employed more than 30,000 people. The Swarovski Foundation was set up in 2012 to honor the philanthropic spirit of founder Daniel Swarovski. Its mission is to support creativity and culture to promote wellbeing, and to conserve natural resources.

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