TIMELESS?/ Swarovski Crystal Worlds
RETAIL PROJECT

ARCHITECT
HG Merz, Stuttgart, Berlin, Beijing

PHOTOGRAPHER
Fotografie Brigida González

Project Description

The Swarovski name stands equally for inspiration, innovation, and tradition. A many-faceted Austrian company with a global dimension, which from the small town of Wattens in Tyrol has fundamentally revolutionised the global market for precisely-polished genuine and artificial crystals – in the jewellery and fashion industries as well as in architecture, interior design, and lighting design.

Founded in 1895, the company stands for progress as much as for lasting timelessness; for magical moments that you keep in your memory and carry with you as if they were occurring outside of space and time. That is why the architecture studio HG Merz, which specialises in premium exhibition design and has offices in Stuttgart, Berlin, and Beijing, has created the newest area of the Swarovski Crystal Worlds in Wattens on the theme “Timeless”. Through the exhibition, the history of Swarovski is illuminated in all its dimensions – from its founding year to its most magical moments on the stage, screen, and catwalk – all in a fascinating synthesis of glamour, nostalgia, history, and technology.

Accompanied by quintessential lighting design that spectacularly showcases the unique wonder of each exhibit, three differently-themed areas allow visitors to immerse themselves in the 120-year history of Swarovski from the end of the 19th century to the present day. “Roots” focuses on the legend of the founder Daniel Swarovski and the history of the company itself. “Elements” showcases the diversity of crystal and the various aspects of the company’s operations. “Treasures”, in turn, presents unique artefacts from Swarovski’s corporate archive – from stage decor used by the Scala in Milan for opera sets in the 1950s to extraordinary pieces from Hollywood productions and the most recent Swarovski creations for the catwalks of the most prestigious international fashion designers.

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