

ULTRAMARINE & SWAROVSKI'S CRYSTAL WORLD

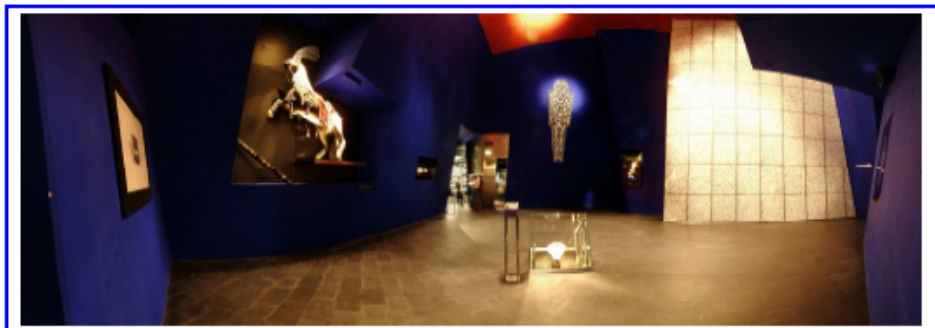
FEATURES

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Ultramarine blue can be used in many different and unusual applications. The walls of the entrance hall to the famous Swarovski's museum "Crystal World" at Watten near Innsbruck, Austria is a good example of this. The paint used for the walls in the entry hall was based on Holliday Pigments' Ultramarine blue 32. For this prestigious venue the Swiss customer KT Color was chosen, the producer of Le Corbusier's famous color range.

Swarovski's Crystal World opened in 1995, one hundred years after the Swarovski family established the family business in Watten, to allow the general public to experience this renowned crystal. André Heller, the museum's artistic manager, had discovered ultramarine blue in an old box of school paints and wanted this "magical blue", made popular by the French artist Yves Klein, to be used in Crystal World.

For more information on KT Color visit their website at <http://www.ktcolor.com>.



Holliday Pigments' Ultramarine on the entrance walls of Swarovski's Crystal World museum, Austria