

## ***“Alpine Jewel”: Winners’ trophies at the FIS Nordic Skiing World Championships 2019 presented in Seefeld***

Wattens, 01.02.2019: The Austrian Ski Association (ÖSV), Swarovski Kristallwelten and Stora Enso yesterday presented the winners’ trophies for the FIS Nordic Ski World Championships, which are held in February in Seefeld: The athletes will have the pleasure to receive a uniquely designed award, which combines the warmth of wood with the sparkle of crystals, thus creating a bridge between traditional form and modern style.



© Swarovski Kristallwelten

### **Design co-operation between Stora Enso and Swarovski Kristallwelten**

For World Championship events, FIS Rules specify that, as well as a medal, winners also receive a prize of honour from the event organizers. In order to keep on with this tradition, the Local Organizing Committee (LOC) of the ÖSV commissioned Swarovski Kristallwelten as Official Supplier, and Presenting Partner of the forthcoming Ski World Championships, the renewable materials company Stora Enso, with the creation of an award. The intention is that the trophies should incorporate both the mountain world of Tyrol, the sparkle of the snow and of the winners, as well as the long years of tradition of the ÖSV.

### **Congeniality meets emotion**

Stora Enso, together with the ÖSV and Swarovski Kristallwelten, chose the setting of a press conference to present the achievement of the award co-operation: The trophy, designed by architect Christoph Haas, combines the natural product wood with the fine nobility of crystals, in the colours gold, silver, and bronze, symbolic representations of the radiant faces of the future prize winners, set against the unique mountain landscape of the

venue Seefeld, produced out of wood. The clear, modern message provided by the form of the award further reflects the orientation towards the future shared by the two companies.



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ÖSV president Peter Schröcksnadel says about the successful creation of the “Alpine Jewel”: “It is a particular pleasure for us to be able to carry the tradition forward, and, following on from the FIS Nordic Ski World Championships in Seefeld in 1985, and the FIS Alpine Ski World Championships in St. Anton am Arlberg in 2001, to be able once again to work together with Swarovski at this FIS Nordic Ski World Championships. Our thanks are also going to Stora Enso, who have likewise made a magnificent contribution to the design and creation of this unique prize of honour.”

“As the Presenting Partner of the FIS Nordic Ski World Championship in Seefeld, we are keen to show a broad public what can be achieved with wood as a material of creation. Wood provides advantages not only in the context of construction technology, but also in the ecological sense. As a sustainable raw material, wood can store CO<sub>2</sub> in the long term, and thereby provides excellent ecobalance. Fine examples of working in wood are, on the one hand, the winners’ trophies; on the other, too, the club house of the tennis club of Seefeld used as our expo house called Eco Pavilion by Stora Enso during the games, which was built of wood”, says Herbert Jöbstl, Managing Director of Stora Enso Austria.

Stefan Isser, Managing Director Swarovski Kristallwelten adds: “The prizes of honour at the FIS Nordic Ski World Championships at Seefeld in 2019, with Swarovski chatons in the colours gold, silver, and bronze, are trophies with high symbolic value. It is a pleasure for us to be able to show admiration for the highest sporting achievements in this way, and also to be able to give the athletes, as well as the many emotional moments they will no doubt encounter, also sparkling memories of their time in Seefeld / Tyrol.”





© Swarovski Kristallwelten

### Nearly 160 prizes of honour from Swarovski Kristallwelten & Stora Enso

The winners' trophies were created from Stora Enso's CLT product from the mill in Ybbs, then shaped into the iconic form of the mountains by the Upper Austrian company SFK. The Swarovski crystals in gold, silver, and bronze were then set, and a unique badge applied, with the World Championships logo and a description of the discipline and the placing. In total, Stora Enso as the Presenting Partner, and Swarovski Kristallwelten have created nearly 160 prizes of honour, which will be on show in Seefeld during the World Championships in the VIP area, in the press center, in the media mountain in the ORF Studio, and in the general interview area.

The FIS Nordic Ski World Championships will be held from 19.2.-3.3.2019 in Seefeld, Tyrol. More information at: [www.seefeld2019.com](http://www.seefeld2019.com)

### About Stora Enso

As a part of the bio-economy, Stora Enso is among the leading providers worldwide of sustainable solutions for the sectors of packaging, biomaterials, wood construction and paper. We are of the firm conviction that everything which today is still being made of fossil-based materials can tomorrow be made out of wood. The company employs around 26 000 persons in more than 30 countries. In 2017 Stora achieved a turnover of 10 billion Euro and an operational result (EBIT) of 1 billion Euro. Stora Enso shares are traded on the stock exchanges of Nasdaq Helsinki Oy (STEAV, STERV) and Nasdaq Stockholm AB (STE A, STE R).



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The Wood Products division provides versatile wood-based solutions for construction and the residential sector too. Our product range covers all the sectors of the construction industry, including solid wood elements, wood components, and sawn wood. For sustainable heating we also provide pellets. Our customers are predominantly wholesalers and retailers, as well as joinery firms and construction companies.

Stora Enso features at the FIS Nordic Ski World Championships 2019 in Seefeld as Presenting Partner.  
[www.storaenso.com](http://www.storaenso.com)

### About Swarovski Kristallwelten

Crystal from Swarovski has been fascinating people all over the world, now reaching back more than 120 years. When in 1995 Swarovski celebrated the 100th anniversary of the founding of the company, for the first time a place came into being which made crystal into a true experience: Swarovski Kristallwelten. Swarovski Kristallwelten in Wattens turns crystal from Swarovski into a true experience, something which is constantly changing and creating something new: In the Chambers of Wonders and in the extensive Garden, artists, designers, and architects of international and national reputation have interpreted crystal in their own unique manner. The fantasy world of the iconic giant provides, over an area of 7.5 hectares, a unique mixture of contemporary art, ancient history, nature at its most fascinating, and a year-round programme of events, for all age groups. Since opening in 1995, Swarovski Kristallwelten has charmed more than 14 million visitors, so making them one of the most visited attractions in the whole of Austria.

### About the ÖSV

The Austrian Ski Association (ÖSV), founded in 1905, is the most successful sport association in Austria. As well as a wide range of tasks in the broad sports arena, the ÖSV, which has been responsible for many of the milestones in the history of sports in Austria, is perceived among the general public above all as the “workshop” for top quality sport. In order to create the best possible economic conditions for high-performance sport, the ÖSV is faced with many challenges. Perfect conducting of major events, the highest standards of professionalism in the marketing associated with its athletes, and the best possible provision of service to its partners are among the pillars of success. With more than 1100 branch associations, in which some 141,000 sports enthusiasts of all age groups are organized, the ÖSV is also one of the largest specialist sports association in Austria. [www.oesv.at](http://www.oesv.at)

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