



PRESS INFORMATION 2/2013

ICE Land exhibition in the Kitzbühel Alps in a height of 1300 meter above sea level is presented as an ice-residence of the Emperor and Empress Sissi and Franz.

**ALPENIGLU® village becomes the Emperor's Castle:
Sissi and Franzl live in the igloo village in Brixen next winter.**

Brixen im Thale / Wilder Kaiser – In the winter season 2013/14 the ICE Land exhibition of the ALPENIGLU® village turns into a dreamlike fairytale castle made of snow and ice: in front of the stunning background of the Kitzbühel Alps, visitors can visit the fascinating ice-residence of Sissi and Franzl that uniquely combines the glittering world of ice art and the myth of the Austrian imperial couple. Covering an area of about 2,500 square meters and 18 huge igloos the ALPENIGLU® village offers enough space to set the various topics of a fairytale castle in the scene - from the stunning entrance hall and the large ballroom up to the cozy library, the romantic imperial bedchamber a graceful ice church, a wine cellar and a dungeon - everything is made of snow and ice.

Right from the beginning of the 25 minute tour, visitors become enchanted by the large reception - not only because of the huge Ice bar where cool cocktails are served in cool ice glasses: Other items such as the frame of the portrait gallery or the tables of the ice bar were completely made of ice. A very special highlight is the adjoining ballroom, where the restaurant of the ALPENIGLU® village is situated: the huge octagonal ice table with space for 45 guests is unique in Europe. A chandelier in the middle of the room sets accents. For more privacy, there are three elaborately carved candle light boxes in the middle of ICE Land.

For an exact representation of reality we set value in the library as well: Intricately designed shelves and books show the high professionalism of the numerous international ice sculptors, who were committed to shape the ICE Land exhibition.

The dressing room of Sissi and Franzl can be visited as well as the bedroom, where the former imperial glory can be guessed by the huge four-poster bed. The adjoining throne room, which is dominated by two imposing throne chairs, is because of its brilliant features another highlight of the tour. This hall is - just like in other famous castles – concurrently the church of the ALPENIGLU® village. There is again an opportunity for weddings this winter season. Its conclusion takes the tour, which is guided by "imperial" costumed guides comes to an end in the wine cellar and the dungeon of the glittering ice castle.

"The clarity and transparency of the sculptures creates a special charm and aesthetics" says Benno Reitbauer, initiator of the ALPENIGLU® village. "Our visitors immerse themselves in a world of experience, providing a unique atmosphere." Due to the LED lights numerous snow and ice sculptures are set in scene particularly effective and because of millions of ice crystals in the snow, the ceilings of the igloos turn into a glittering sea of stars.

In the background of the world of snow and ice, there is a huge logistical effort. 40 tons of crystal-clear ice blocks, each 125 kilos, are provided for the artists as raw material.



They are manufactured in Deizisau near Stuttgart, where ALPENIGLU® runs its own ice block production. Also, the "PistenBully" machines are very important for the creation of the white buildings: for the construction of the 18 igloos several thousand cubic meters of snow are necessary. When the igloo village is finished, a team of igloo builders provides throughout the season that the icy and snowy buildings remain.

Also in the 5th Winter the ALPENIGLU® village above Brixen im Thale is not only fascinating with its ICE Land exhibition: A part of the eventful world of snow and ice are the seven free-standing overnight igloos in which - with the exception of the honeymoon suites - the fairytale castle theme continues. Here the overnight guests may be inspired to create their own sculptures: "The experience nature of the ALPENIGLU® village is very important," says Benno Reitbauer. So the hotel guests take part in an ice carving workshop, which is included in the extensive program. The ALPENIGLU® village can also be booked completely and partially for events or corporate events.

Directly located at the cable car station Hochbrixen, the ALPENIGLU® village is open daily from 10 am to 4.30 pm and also easily accessible for pedestrians. The guided tour through the ICE Land exhibition is offered in several languages. Ticket prices are € 5 for adults and € 3 for children. There are no charges for local schools and kids skiing schools.

For further information:

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