

PRESS RELEASE

Superstar crew in the snow of Ischgl

Eye to eye with stars such as Pink, Tina Turner, Helene Fischer or Robbie Williams? From 13 to 17 January, the top stars of the music scene are set to paint the pistes of Ischgl red. Spending the winter not ruled out. The occasion is the 27th snow sculpture competition "Shapes in White" with the motto "25 Years - Top of the Mountain Concerts".

Ischgl presents approachable international superstars: From 13 to 17 January 2020, Robbie Williams, Tina Turner, Pink, Elton John and friends will come together in the Ischgl ski area. In the shape of ten-metre high snow sculptures, that is. At the annual snow sculpture competition "Shapes in White", artists from across the world are invited to transform Ischgl into an impressive open-air gallery from snow. This year, the fitting motto is "25 Years - Top of the Mountain Concerts". Because since a quarter of a century already, international superstars have been coming to Ischgl for the annually held legendary Top of the Mountain concerts, to celebrate the season-opening, Easter or end of the skiing season with up to 26,000 excited spectators. They have included global superstars such as Mariah Carey, Tina Turner, Pink or Elton John. Now they are to feature as shapes in white. For a full five days, ten chosen artist couples will be working on their ten sculptures in total, which will be scattered all across the Silvretta Arena. Winter sports fans can look over the shoulders of the hard-working sculptors when creating their icy music stars. The winning sculpture will be selected on 17 January by the Ischgl jury. A map with explanations about and the locations of the "Shapes in White" is available free of charge on site.

"Shapes in White" – the idea behind the art project

What are we going to do with all this snow? Art – what else! That's how the idea for the snow sculpture project "Shapes in White" was born 27 years ago. Since then, sculptors from across the globe send their design to the jury of the Ischgl snow sculpture competition every year. They then select the best ideas and invite ten artist couples to make their designs come alive in the Silvretta Arena. The snow artists will then be given five days to create their up to ten-metre high masterpieces out of snow in the ski area with its 239 kilometres of slopes. And that in keeping with an annually changing theme, announced in advance. With sculptures of the founders of the Silvretta cable car company on its 50th anniversary (2014),

marine creatures (1995) or dragons (2012), a wide range of themes have been created from snow with much imagination. This winter, winter sports fans can look forward to the music stars from “25 Years - Top of the Mountain Concerts” at the 27th snow sculpture competition “Shapes in White”.

Further information on www.ischgl.com.

(2,831 characters including spaces)

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Captions:

Formen in Weiß_2020_1: At the annual snow sculpture competition “Shapes in White”, artists from across the world are invited to transform Ischgl into an impressive open-air gallery from snow © TVB Paznaun – Ischgl

Formen in Weiß_2020_2: Eye to eye with stars such as Pink, Tina Turner, Helene Fischer or Robbie Williams © TVB Paznaun – Ischgl

Formen in Weiß_2020_3: The 27th snow sculpture competition “Shapes in White” with the motto “25 Years - Top of the Mountain Concerts” © TVB Paznaun – Ischgl

Formen in Weiß_2020_4: For a full five days, ten chosen artist couples will be working on their ten sculptures in total, which will be scattered all across the Silvretta Arena © TVB Paznaun – Ischgl

Formen in Weiß_2020_5: : From 13 to 17 January 2020, Robbie Williams, Tina Turner, Pink, Elton John and friends will come together in the Ischgl ski area – in the shape of ten-metre high snow sculptures, that is © TVB Paznaun – Ischgl

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