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## Bogner and 007: Sölden opens the Bond experience world

Bogner and Bond. James Bond. This is a relationship that doesn't need many words. Ever since the fateful call from Albert R. "Cubby" Broccoli, the producer of the Bond films, to company owner Willy Bogner in 1968, many of the audacious 007 stunt scenes in the mountain world have been created thanks to the camera skills of the Munich-based fashion entrepreneur and top sportsman. With this in mind, it was only natural for Bogner to become an important partner to the new Bond experience world in Sölden. The Munich-based company is equipping '007 ELEMENTS' with a range of unusual ski and lifestyle outfits, comprised of new styles and the original classics from the James Bond films.

Where Daniel Craig stood in front of the camera for 'Spectre', visitors will discover a completely new film experience from 12 July 2018. Together with '007 Elements', architect Johann Obermoser built a very special James Bond world at the summit of the Gaislachkogel, at 3,000 metres. The location is known for the Ice Q restaurant. Like a secret hideout, the 'Cinématique Installation' extends underground in a space measuring 1,300 square metres. Nine creative minds from around the world created new halls and chambers that allow visitors to become part of the Bond world in seconds. The famous Bond theme compositions, which resound from all of the speakers, naturally also help. The premises are sober and cool, and it is precisely this monumental atmosphere that underscores the Bond story. You constantly feel as though characters such as M and Moneypenny could appear around the corner at any time. Here and there, extensive window fronts reveal the legendary glacier road where one of the most daring chases from 'Spectre' was filmed. In between are the original outfits from the Bond films – the ski suits naturally from Bogner, with the classic 'B' on the zip. The exhibition crew is also dressed in Bogner and thus perfectly reflects the relationship between Bond and Bogner. Willy Bogner, the owner of Willy Bogner GmbH & Co. KGaA., is thrilled: "Creating the museum here was a great idea! Such a modern building in the heart of the mountains and then with the Bond history as well is unique. I am delighted that we are involved." And Jakob Falkner, Managing Director of the Sölden mountain railways, also appears very happy: "We are delighted about our great collaboration with a traditional company like Bogner. Bogner and our new James Bond experience world '007 ELEMENTS' complement each other well."

The Bond experience world is now open and accessible to visitors every day between 9:00 and 15:30. More information at [007elements.soelden.com](http://007elements.soelden.com)

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Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sport fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the Bogner (Woman, Man, Sport, Kids) and Bogner Fire Ice brands as well as licences. The company, which has existed since 1932, is led by CEO Andreas Baumgärtner, while the owner is Willy Bogner, the son of the founder. More information at [bogner.com](http://bogner.com)