

EN

ELEMENTS

007[™]

JAMES BOND CINEMATIC INSTALLATION



GAISLACHKOGL (3.048 m) · SÖLDEN · TIROL

[SOELDEN.COM/007.ELEMENTS](https://soelden.com/007.elements)



„We are truly proud to launch 007 ELEMENTS together with Jakob Falkner at the summit of Gaislachkogel in Sölden. Here at the original filming location of Spectre, architect Johann Obermoser - together with art director Neal Callow and Tino Schaedler - has created a fabulous Bond-esque hideout. It is a tribute to splendid Sir Ken Adam, who was responsible for the iconic look and character of the early James Bond films. We really hope that all visitors will enjoy the unique experience of exploring this cinematic 007 Adventure World.“

Barbara Broccoli & Michael G. Wilson
Producers of the James Bond films /
EON Productions

WELCOME TO THE AWE-INSPIRING WORLD OF 007

I cordially invite you to immerse yourself in the world of filmmakers, dream factories and really great illusionists. But above all, straight to the very heart of a unique cinematic success story, the story of James Bond. At 007 ELEMENTS, fans can now explore a high-class presentation unparalleled in the world.

It took a lot of commitment to convince the creators of the world's most famous secret agent that Sölden was the ideal „Spectre“ filming location. And after the completion of „Spectre“, it required many more open, yet always constructive and very motivating discussions to persuade the rights holders of the global 007 brand of our vision: to create the world's first Bond-themed Adventure World in Sölden at 3,048 meters above sea level. It was one of the most demanding construction projects in our company's history - both technically and in terms of concept. The best creative minds imaginable for such a project supported us with their expertise over the past few years.

007 ELEMENTS has already attracted international media attention. We hope that this pilgrimage site for Bond and film fans will ultimately fascinate guests from all over the world. It would make the long-term intention of this project a reality: to inspire people with a passion for Bond to visit this place of exploration in Sölden. And thus to create lasting added value for our destination as well as for Ötztal and all of Tirol thanks to a sensational, unique filming event.

I hope you will be equally inspired by the fascinating universe of this outstanding film series. You can get a first impression of 007 ELEMENTS on the following pages. We would be delighted to welcome you personally to Gaislachkogel soon. We very much look forward to your visit!

Best regards,
Jack Falkner, Managing Director of Bergbahnen Sölden



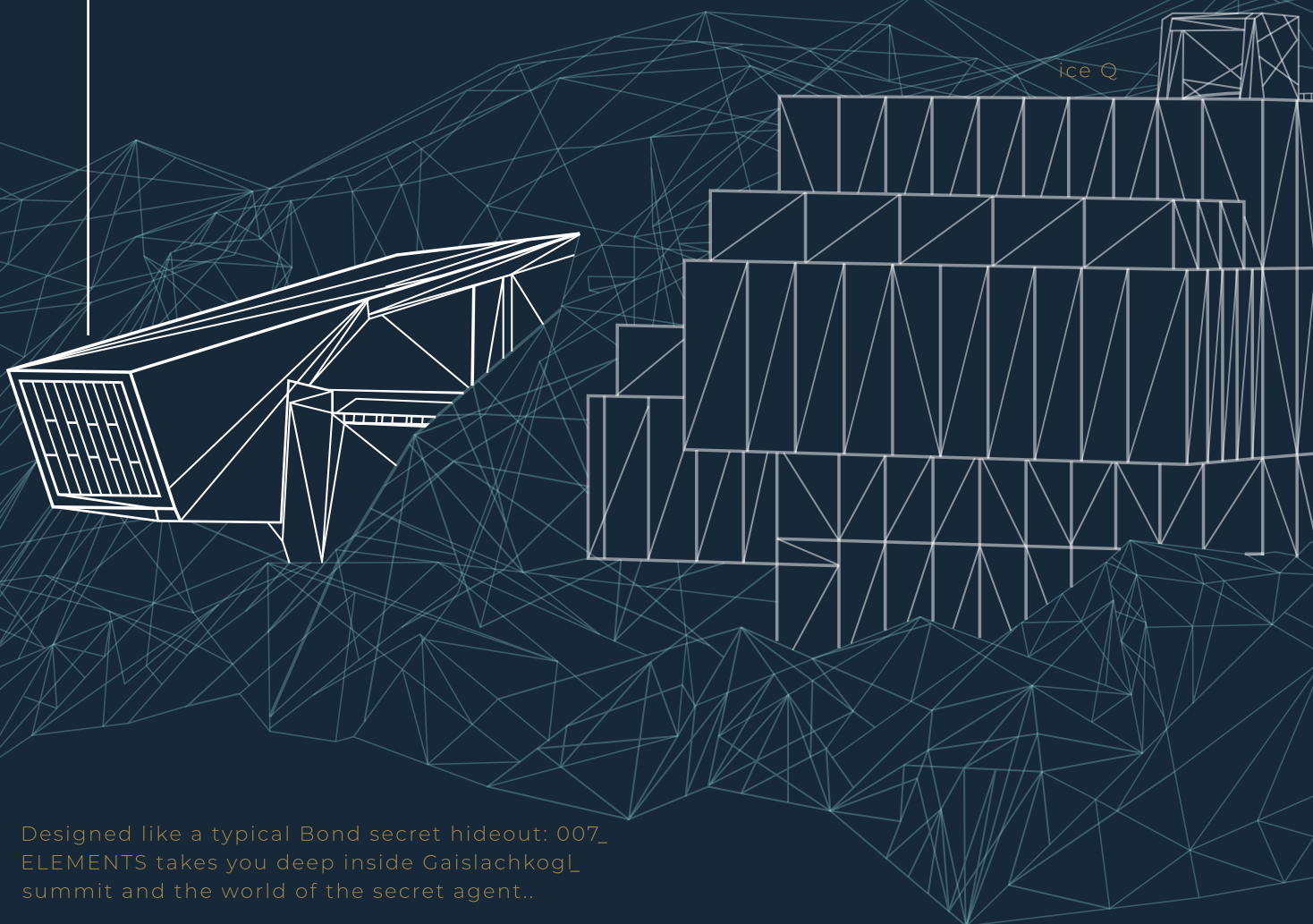
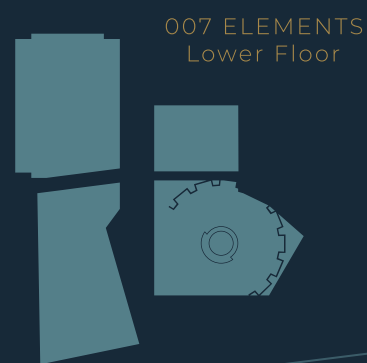
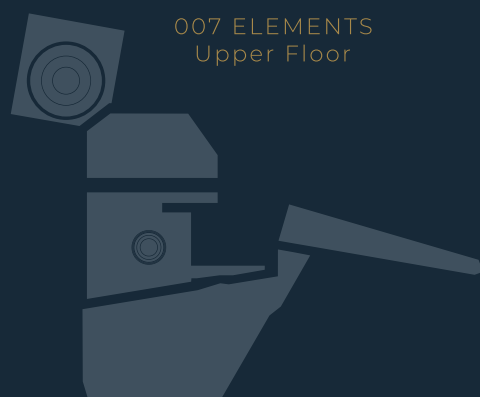
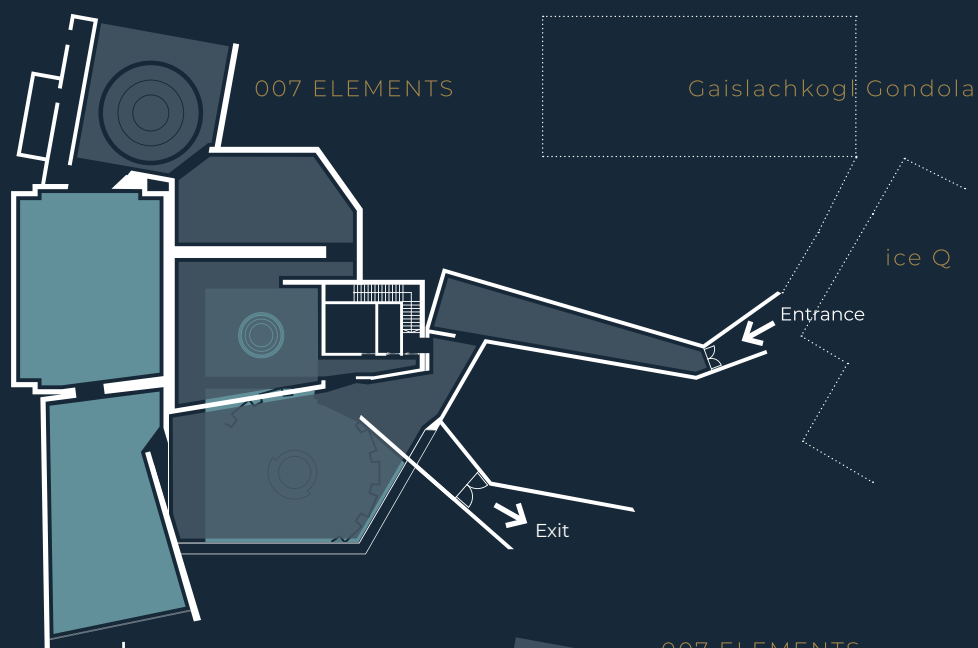
Jack Falkner

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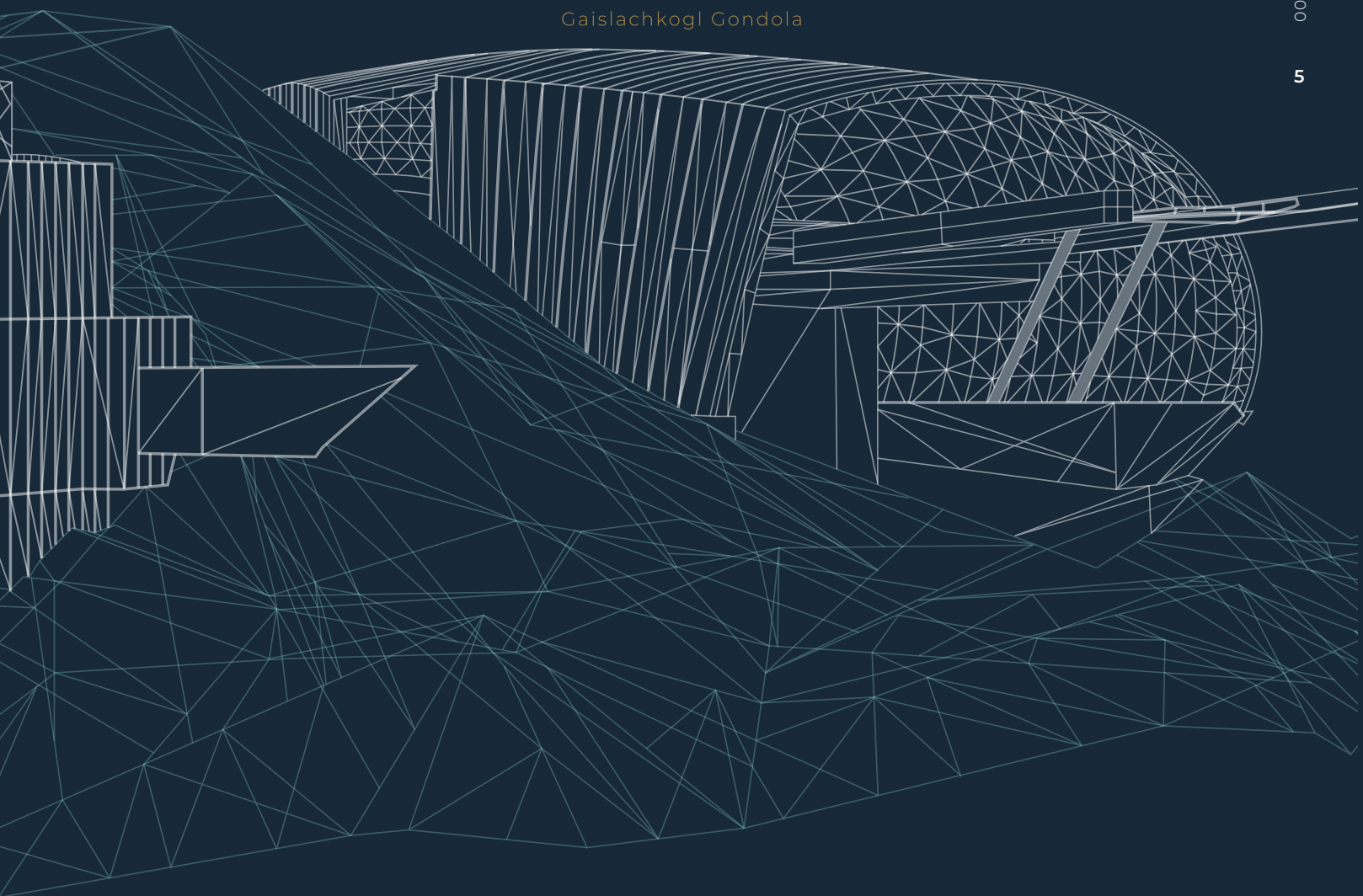
Designed like a typical Bond secret hideout: 007_ ELEMENTS takes you deep inside Gaislachkogel summit and the world of the secret agent..

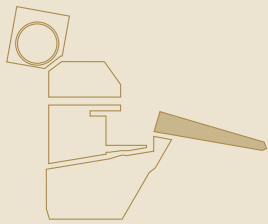
OTHERWORLDLY EXPERIENCE

DEEP INSIDE THE MOUNTAIN

The James Bond installation in Sölden stretches across two floors and 1,300 m², offering a cinematic pinnacle for film enthusiasts. 007 ELEMENTS presents a captivating composition in nine halls and chambers as well as on the 230 m² open-air plaza. Nothing comparable has ever existed before.

Gaislachkogel Gondola





FIRE AT WILL TOWARDS
THE BOND UNIVERSE

BARREL OF THE GUN



Through the Barrel of the Gun, the creators of the show launch their guests straight into the world of adventure.

The ballistic passageway leads to the mesmerizing opening sequence from Spectre.

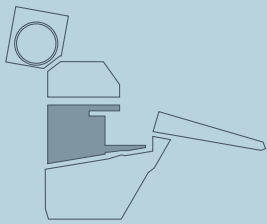
The entrance itself already hints at the architectural masterpiece created here and the exceptional sound and image technology during the entire tour.

From the Barrel of the Gun, visitors continue towards the Plaza, one of several magnificent vantage points of this unique installation. The view sweeps into scenic Venter Tal valley and to majestic Niedereckl peak opposite. The Spectre film crew including Daniel Craig was overwhelmed by this panorama.



PLAZA THRILL

PAUSING AT THIS
CINEMASCOPE BACKDROP



MEETING WITH
THE OSCAR WINNER

THE LOBBY

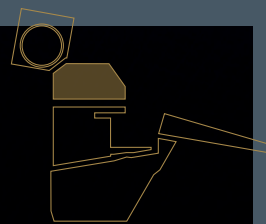
007 ELEMENTS Sölden

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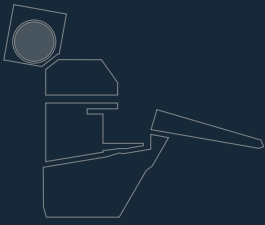
Star director Sam Mendes personally welcomes visitors to the smartly chic lobby in a cinematic, digitally stunning way. The Oscar winner reveals several interesting insider facts from the history of 007 and explains why he and the top-class production team chose Sölden.

The Lair is a captivating, modernly designed hall of mirrors featuring key sequences with all the Bond actors, ranging from Connery to Craig. Heroes and villains communicate with each other in staggered cinematic shots by creating a both pulsating and breathless atmosphere that steadily raises the pulse.



SCENIC LAIR

CONFRONTATION IN
THE HALL OF MIRRORS



360°-TOUR-DE-FORCE

BRIEFING ROOM

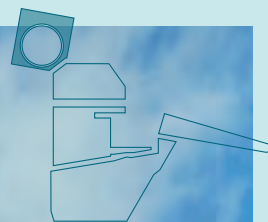
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Throughout the corridors and rooms, you can't shake the feeling that characters like „M“ or „Q“ could appear in person at any moment. Which is almost exactly what is happening: in the Briefing Room, Miss Moneypenny actress Naomie Harris presents the filming location of Sölden alongside other highlight film sites from the nearly 60-year history of Bond movies. The 360-degree sequence delivers a visual staccato of set constructions and filming locations, all composed in a breathless sequence of cuts.

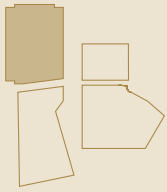




In one special section, 007 ELEMENTS opens up once again to Sölden's mountain world. Large windows along the tour offer stunning views of the Glacier Road winding its way towards scenic Rettenbach Glacier at the feet of the amazed visitors. Stuntmen risked life and limb on this exposed toll road when shooting the central Spectre chase scene.

VIEW TO A CHILL

PANORAMIC VISTA OF
THE CHASE SCENE



LOOKING OVER A
MAGICIAN'S SHOULDER

TECH LAB

007 ELEMENTS Sölden

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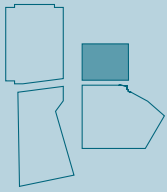
The Tech Lab offers dazzling agent gimmicks and deadly gadgets that bring tears to the eyes of passionate fans. Among them – ta-da! – the Golden Colt. Interactive platforms for film nerds in this lab allow visitors to delve deep into the computer-generated box of tricks used by the special effects virtuosos. Scanners and monitors invite you to experiment and marvel.

A large, dark, metallic aircraft, identified as a BN2 Islander, is suspended in the air by numerous thin wires. The aircraft is positioned horizontally, with its nose pointing towards the left. It appears to be a film set, as evidenced by the surrounding environment. Above and around the aircraft are various miniature sets, including wooden beams and structures, which are also suspended by wires. The background shows a large window or opening, revealing a mountainous landscape. The overall scene is a detailed technical display of a film set.

A BN2 Islander - the film hero's crashed aircraft - dangles in the Action Hall above lovingly assembled miniature sets. These demonstrate the detailed technical planning of the sequence filmed in Tirol, which culminates in a final clash between good and evil. All of this is installed in front of a spectacular mountain panorama framed by huge windows. The view alone would be sensational enough.

ACTION HALL

OVERSIZED
MUST-SEE



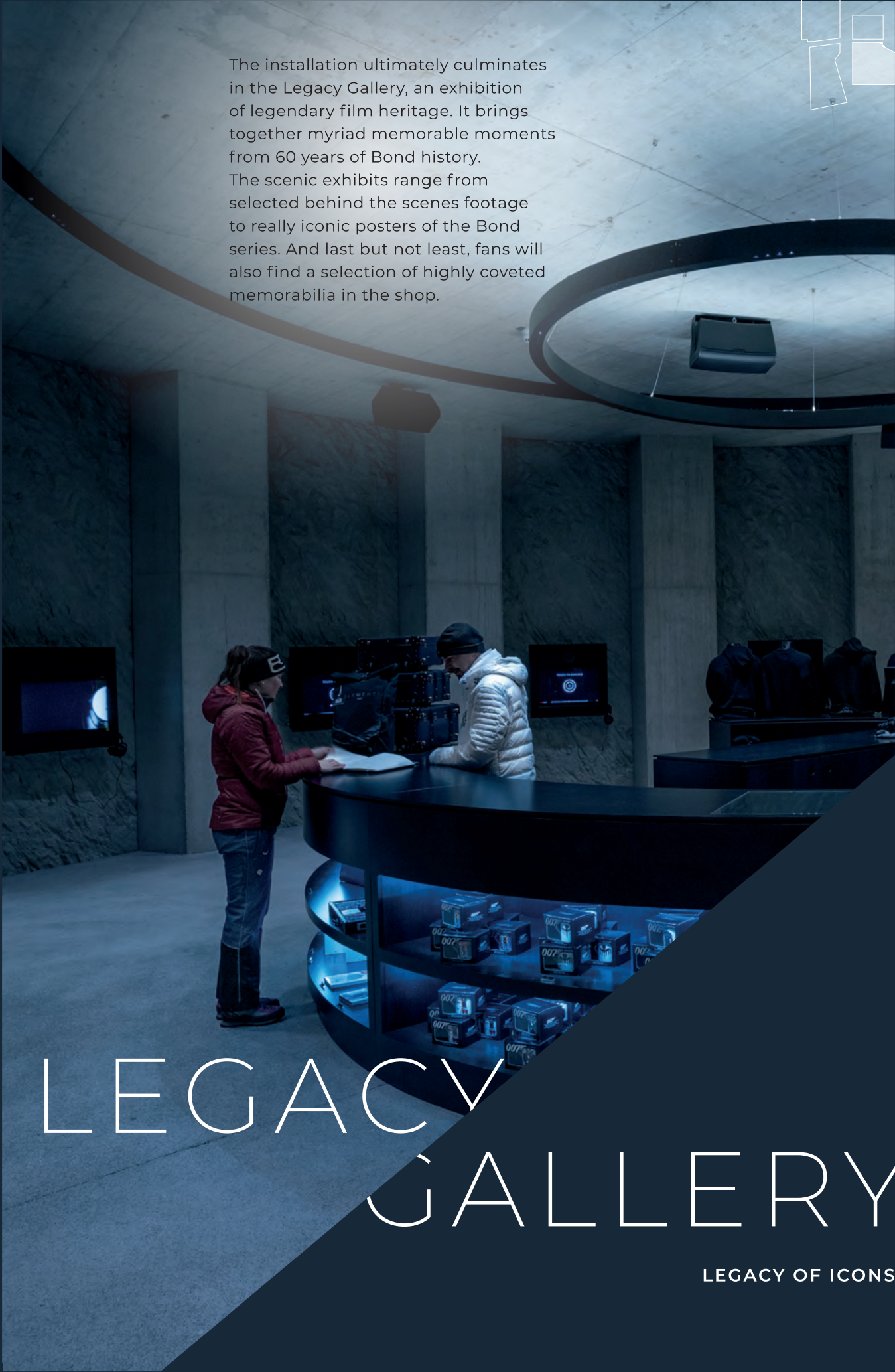
COMPRESSED HIGH TENSION

SCREENING ROOM

007 ELEMENTS Sölden

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In the Screening Room, the cinematic Tirol puzzle pieces come together to form the breakneck Spectre mountain road chase. Like all previously shown sequences, it is staged using the best film, sound and presentation technology that specialists are currently able to construct.



The installation ultimately culminates in the Legacy Gallery, an exhibition of legendary film heritage. It brings together myriad memorable moments from 60 years of Bond history. The scenic exhibits range from selected behind the scenes footage to really iconic posters of the Bond series. And last but not least, fans will also find a selection of highly coveted memorabilia in the shop.

LEGACY GALLERY

LEGACY OF ICONS

ARCHITECTURE AT ICY HEIGHTS

When Johann Obermoser began designing the two new gondola lifts for Gaislachkogel mountain in Sölden in the late 2000s, he probably had no idea where they would take him. Namely, to the dream factories of the legendary Pinewood Studios in London where the awe-inspiring 007 films are made.



View from 007 ELEMENTS to Gaislachkogel Gondola top station.

Obermoser's futuristic gondola lift concept for Gaislachkogel made a lasting impression on the management of Bergbahnen Sölden lift company. Shortly after the mountain gondola's opening, they called the „arch-omo“ team back to the prominent summit. The task was to design a special restaurant at an altitude of 3,048 meters: ice Q - which quickly became an icon of contemporary architecture in the Alps. And it also caught the attention of location scouts from the Bond production company EON.

ENTHUSIASTIC OSCAR WINNER

Director Sam Mendes was captivated by the images of the glass cube and wanted to see it for himself right on the spot. Strictly confidential, of course, as befits preparations for a Bond film. After his trip to Sölden, the Oscar winner gave his artistic blessing that crucial sequences for Spectre would be filmed in Ötztal Valley. The rest is history as



Fascinating: Obermoser's design language



ice Q: an icon of alpine construction

the film became a huge commercial success.

When it finally became clear that a Cinematic Adventure World was to be created at the filming locations, there was no doubt who would be responsible for the architectural design of the entire exhibition construction. With 007 ELEMENTS, architect Johann Obermoser has created a masterpiece when it comes to museum and tourist presentation. The sober and aesthetically minimalist spaces reference the classic forms of legendary Bond designer Ken Adam.

LIKE ON A FILM SET - ONLY REAL

The ambiance is reminiscent of the headquarters that MI6 occupied in the London Underground after Skyfall and in Spectre. The only difference: what was made of papier-mâché and plywood for the film consists of thousands of cubic meters of reinforced concrete at 007 ELEMENTS. For all those who want to be impressed by Obermoser's work in Sölden: Giggijoch Gondola Lift - which replaced Gaislachkogel Gondola as the world's most powerful mountain gondola when it opened in 2016 - was also designed by the same Innsbruck-based expert for constructions in exposed alpine locations. ✕

Johann Obermoser's building garnered recognition in international architecture media even before its opening..

The design magazine „Wallpaper“ sees 007 ELEMENTS as a masterful homage to the work of Bond designer Ken Adam and architectural titan and Pritzker Prize winner Tadao Ando. „Just as Hogwarts is the steampunk fever dream of Victorian Gothic, ELEMENTS puts Tadao Ando under a Ken Adam Instagram filter,“ writes Wallpaper author Jonathan Bell. Also the leading industry magazine „Architecture + Design“ dedicated a very detailed and exceptionally positive report to the Sölden project designed by the award-winning Austrian architect..

HOLLYWOOD - & GRAMMY ACCLAIMED



NEAL CALLOW: **SPECIALIST IN BOND,** **JEDI KNIGHTS AND CHO-** **COLATE FACTORIES**

He ranks among the top film set designers in the international film industry: Neal Callow. The Briton's work has been featured in all the Bond films starring Daniel Craig. Furthermore, he also designed the sets for Tim Burton's Johnny Depp hits „Charlie and the Chocolate Factory“ and „Dark Shadows“. Not least, even the sets of the latest Star Wars epic „Episode VIII: The Last Jedi“, bear the art director's signature. The Briton was centrally responsible for the interior design and layout of 007 ELEMENTS.

FAMILIAR WITH 007

Callow's vision was to create an installation in Sölden unlike anything seen before: „Modern technology, glamorous locations and extraordinary architecture have always characterized the Bond films. We wanted to capture all of this with the architecture and content of 007 ELEMENTS. It was about creating a completely new experience. As far as we know, there is no comparable cinematic installation world-wide - especially not in such an extreme location.“ But how would he describe the setting that now has been implemented in a few words? „You can vividly imagine a classic villain like Blofeld or James Bond himself turning the corner here at any moment.“

Bond Art Director Neal Callow in Sölden.

”

One can imagine
a villain or Bond turning
the corner at any moment.

TINO SCHAEGLER: AN "OPTIMIST" ON A GLOBAL DESIGN MISSION

Besides the Briton Neal Callow, Tino Schaedler - head of design at the American creative agency „Optimist Design“ - was also significantly involved in the visual implementation. The agency and its offices in Los Angeles, New York, London and Hamburg, designs staging concepts for global brands like Google and Nike. One of the leading music events also relies on the American expertise: Optimist Design is mainly responsible for the look and feel of the Grammy Awards.



Multimedia Designer
Tino Schaedler

STROLL THROUGH A BOND ADVENTURE

Thanks to his expertise, German designer Schaedler ensured that 007 ELEMENTS was a multisensory adventure. The presentation offers unique visual experiences. „The main aim was to create a contemporary visitor experience. We did not want anything static in the classic museum style, but rather a dynamic multimedia experience that feels like walking through a Bond film. We wanted that visitors immerse deeply in the timeless world of James Bond while simultaneously capturing the special and unique character of Sölden's location,“ Schaedler stated. ✕

”

It feels like walking
through a Bond film.

The Glacier Road served as the perfect filming
spot for a dramatic chase scene in Spectre.





ice Q and Gaislachkogel Gondola: heralds of the 007 ELEMENTS multimedia adventure.

TIROL'S MOST SPECTRE-CULAR SUMMIT CONQUEST

The setting for Ötztal's Bond world could hardly be better. Staged at the summit of mighty Gaislachkogel in Sölden at an altitude of 3,048 meters, 007 ELEMENTS lures visitors to the underground realm of an eternally youthful film myth. The scenery alone is worth the trip.

While in Spectre the secret agent arrives by plane on Her Majesty's Secret Service, Bond's quartermaster and gadget genius „Q“ gets to enjoy the advantages of the triple rope gondola up the Gaislachkogel. The ride on one of the world's most modern gondola lifts sets the stage for the thrilling 007 ELEMENTS experience. Following in the footsteps of this extraordinary hero's journey, the gondola ride and the surrounding scenery form the first act, worthy of the intro to any 007 adventure.



UPHILL RIDE TO 3,048 M AS THE FIRST WOW FACTOR

The panorama of the Ötztal Alps was captured on screen in the best fictional style for the 24th Bond adventure. In real life, it fully unfolds its massive impact. The creators of the spy series were so enchanted by the scenery that they ultimately gave the green light for the realization of the world's first Bond installation in Sölden. On clear days, the view extends as far as Zugspitze peak in the north and Italy's Dolomites in the south. As soon as your eyes tear themselves away from the natural spectacle, your focus shifts to the true object of your passion: 007 ELEMENTS. Adjacent to ice Q gourmet restaurant, which served as the Hoffer Clinic in Spectre, Bergbahnen Sölden Lift Company has created this fabulous exhibition inside the mountain. True Bond fans will leave 007 ELEMENTS emotionally moved & stirred and thoroughly shaken by a top-class audiovisual experience. The perfect finale could be a Martini, espresso or a gourmet meal served at ice Q restaurant. www.iceq.at x

BOND AND THE MOUNTAINS

Bond loves the Alps - a love affair that stems from a Tirolean interlude by his creator, Ian Fleming. The author and former spy lived in Kitzbühel in the 1920s.

1969

Bernese Oberland The summit restaurant on Schilthorn is transformed into the command center of villain Ernst Stavro Blofeld in „On Her Majesty's Secret Service.“

1977

St. Moritz „The Spy Who Loved Me“ was filmed in the St. Moritz ski resort, among other locations, with the participation of film ace (later fashion entrepreneur) Willy Bogner.

1981

Cortina „For Your Eyes Only“ captures a wild chase on skis and snowmobiles in Italy's Dolomites near Cortina d'Ampezzo.

1999

Chamonix In „The World Is Not Enough,“ the villains land on snowmobiles carried by paragliders to chase Pierce Brosnan through the scenic mountains around Chamonix-Mont-Blanc.

2015

Sölden „We are taking Bond back to the Alps, to the snow again, in Sölden, Austria.“ This is how director Sam Mendes announces the secret agent's great appearance in „Spectre“.



THE PERFECT HIDEAWAY FOR BOND

”

007 ELEMENTS has attracted global media attention. Press reviews are filled with amazement at this very special experience and the fact that a small Tirolean village was able to attract the Bond producers for the first James Bond installation of its kind.

„Whether viewed from the outside or the inside, 007 Elements makes a powerful visual impact and also appeals to all the senses.“

Die Welt

„Jack Falkner orchestrated early on that 007 would leave a lasting mark on Ötztal Valley.“

Süddeutsche Zeitung

„ELEMENTS will help keep Bond in the popular consciousness, simply by playing on the undeniable thrill of the series' big action sets.“

Wallpaper Magazine (London)

„The perfect hideaway for James Bond, should he ever need to escape from work.“

The Red Bulletin Großbritannien

„The arrangement of the halls exerts an extraordinary attraction, just perfect for visitors to lose themselves in.“

CNN.com

„An experience that is more like a cinematic installation than conventional museum design.“

New York Times

„In case Her Majesty's Secret Service Agent could afford the luxury of his own branded world, it would probably look as cool, sleek and ruthlessly professional as 007 Elements.“

Die Presse, Wien

„There are many 007 filming locations around the world, but only in Sölden has something lasting been created in its aftermath.“

Frankfurter Allgemeine Zeitung

007 ELEMENTS TOUR

Opening times

Summer: mid-June to early October
Winter: mid-November to late April

Open daily from 9:00 AM to 4:30 PM
(Last admission 3:30 PM)
Closed on certain days in summer..

Gaislach Gondola uphill ride

Visitors should plan their uphill ride so that they arrive at the entrance in good time for their booked access time slot. The gondola ride from the valley to Gaislachkogel top station takes about 30 minutes.

Tour details

With a valid ticket, admission is possible within the booked time slot (9:00 AM to 11:00 AM / 11:00 AM to 1:00 PM / 1:00 PM to 3:30 PM). The specified time slots only define the period of first access. Admission to 007 Elements is possible within the booked time slot. You can stay for as long as you like at 007 ELEMENTS. Last possible admission at 3:30 PM, the exhibition then closes at 4:30 PM. Last downhill ride on Gaislachkogel Gondola available at 4:45 PM.

Duration of tour

Depending on your pace and the time spent in each room, a visit to 007 ELEMENTS takes approximately 45 to 90 minutes.

Tickets

Available at all Bergbahnen Sölden ticket offices:

- Gaislachkogel Gondola base station
- Giggijoch Gondola base station
- Gaislachkogel Gondola top station
- online at soelden.com/007elementsprices

Minimum age

Recommended: 12 years

Please dress warmly!

The exhibition at 3,048 m is truly cool and trendy - both in terms of content AND climate. Visitors are strongly advised to wear warm clothing, even in summer. It's always cold on an alpine peak at this altitude as you are at over 3,000 meters inside a mountain. The decision to forgo any air conditioning at 007 ELEMENTS was a fundamental part of the architectural and design concept. The location and the surrounding pristine nature of this high alpine environment are ever-present in the interior spaces. Therefore, warm clothing should be brought along even on very warm days as even summer temperatures are rarely higher than 1 to 5 degrees Celsius.

Admission prices

Prices at soelden.com/007elementsprices

Uphill & downhill ride on Gaislachkogel Gondolas I + II is not included in the admission price.

Holders of a valid mountain lift ticket - incl. Tirol Regio Card and Ötztal Summer Card - can use the gondola lift for free within the respective validity periods.

Admission to 007 ELEMENTS is not included in these tickets.

Combined tickets

All guests without a valid mountain lift ticket can purchase a combined ticket that includes the uphill & downhill ride on Gaislachkogel Gondolas I + II and admission to 007 ELEMENTS.

Combined ticket prices can be found at soelden.com/007elementsprices

All information at

soelden.com/007.elements

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