

Press Release

## THE GREAT VIENNESE CAFÉ: A LABORATORY Lecture and Design Lab.02

# Antenna Design, New York: Change through Design

<b>Lecture</b>	MAK Design Lab.02 Antenna Design, New York Tuesday, 10 May 2011, 7 p.m. (lecture in English) MAK Lecture Hall, Weiskirchnerstraße 3, 1010 Vienna
<b>Opening Hours</b>	Tue MAK NITE® 10 a.m.–12 midnight Wed–Sun 10 a.m.–6 p.m., Mon closed
<b>Part of</b>	<i>design&gt; new strategies</i> A cooperation of MAK & <i>departure</i>

“The Great Viennese Café: A Laboratory,” a project initiated by the MAK and *departure*, the creative agency of the City of Vienna, is set to continue with a laboratory module led by the New York-based team Antenna Design. MAK Design Lab.02 will open with a lecture on 10 May 2011. The workshop of this designing duo will follow on 11 and 12 May 2011 (registration required), with its outcomes to be presented on 2 and 3 June 2011 in the MAK Columned Main Hall.

For Lab.02, Antenna Design poses the following question: “What, if any, are the new activities taking place at Viennese coffeehouses, and what future design changes do such activities entail?” It is above all the hustle and bustle of everyday life, as well as the attitude that “time is money,” that make it difficult these days to relaxedly consume beverages and while away the hours at a coffeehouse. “This is why New York can’t lay claim to even *one* single coffeehouse in the classic Viennese style. Even so, we believe that a new role has to and can be found for the coffeehouse—which will prevent it from losing its relevance and enable it to survive economically,” declare the designers. The coffeehouse is thus to be redefined in its role as a culturally and socially significant urban hub in the city of the 21st century, as well as adapted to a changed urban lifestyle. At the same time, an artistic and scholarly approach to design is to be tested as a tool of applied research.

The internationally renowned studio Antenna Design was established in New York by Sigi Möslinger and Masamichi Udagawa in 1997. Inspired and informed by cultural diversity, the two designers (from Austria and Japan, respectively) have made it their goal to place human beings, objects and their environments in a more meaningful and exciting context. Their specialties include interfaces and product design for both the public and the private realms. The subway cars and ticket booths they designed for New York's MTA, as well as information systems and screens for stock trading and a complete self-service kiosk for the fast food chain McDonald's make clear just how important design is at the interface between humans and machines, as well as just how necessary it is to take the user into consideration. This approach by Antenna Design has already been recognized with multiple awards, including the renowned National Design Award in Product Design of Cooper-Hewitt, National Design Museum in 2008. Their works are also included in the collection of the Museum of Modern Art in New York. Möslinger and Udagawa completed their studies at two well-regarded American design schools, the Art Center College of Design in Pasadena and the Cranbrook Academy of Arts, respectively, before becoming acquainted with each other in San Francisco.

"The coffeehouse has a medial level to it. On the one hand, you consume media, but you are also in a way broadcasting yourself when at a coffeehouse," says designer and architect Gregor Eichinger, who conceived and now leads the research project "The Great Viennese Café: A Laboratory." The examination and illumination of the Viennese Coffeehouse with new media is urgently needed, says Eichinger in reference to the efforts of Sigi Möslinger and Masamichi Udagawa.

Lab.02 follows Lab.01, which was conducted with raumlaborberlin; the outcomes of this initial phase will be displayed in the MAK Columned Main Hall on 28 and 29 April.

### **About *departure***

*departure*, the creative agency of the City of Vienna and an enterprise of the Vienna Business Agency, supports entrepreneurs and founders of new creative-industry ventures—specifically in the fields of design, fashion, the art market, architecture, music, audio-visual, multimedia and publishing—who want to shake things up in the urban realm. *departure* was founded in the autumn of 2003 as Austria's first independent business sponsoring and service center for the creative industries.  
[departure.at](http://departure.at)

All press materials are available on our homepage at [MAK.at/press](http://MAK.at/press).

Press Data Sheet

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<b>Research Direction Curator MAK Designer-in- Residence 2011 MAK Admission</b>	Gregor Eichinger Thomas Geisler, MAK Curator Design Julia Landsiedl  € 9.90 with MAK guide / € 7.90 / reduced € 5.50 Free admission on Saturdays <sup>®</sup>
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<b>Part of</b>	<i>design<sup>~</sup> new strategies</i> A Cooperation of MAK & <i>departure</i> Concept development: Elisabeth Noever-Ginthör ( <i>departure</i> ), Sebastian Hackenschmidt (MAK)
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