

Press Release

MAK DAY 2011

Open Houses: Free Admission to the MAK and the Geymüllerschloß

MAK DAY 2011	Wednesday, 26 October 2011, 10 a.m. to 6 p.m.
Venues	MAK, Stubenring 5, 1010 Vienna MAK Branch Geymüllerschloß Pötzleinsdorferstraße 102, 1180 Vienna
Admission	Admission is free!

For MAK DAY 2011, the MAK will be offering visitors of all ages a variety-packed, admission-free program that provides a look at the most diverse facets of applied art. At the main **MAK** building **on Stubenring**, guided tours, workshops and performances will shed light on the MAK Collection and current temporary exhibitions. A matinee concert with the Vienna Schubert Soloists will revive the tradition of the **MAK Branch Geymüllerschloß** as a meeting-place of Viennese musical and cultural life. Tours through the Biedermeier atmosphere of this suburban palace and the surrounding park will round out the MAK DAY program. A free shuttle bus will travel between the MAK on Stubenring and the Geymüllerschloß.

Program for MAK DAY – Open Houses

MAK on Stubenring

10 a.m.–1 p.m., MAK Columned Main Hall

Goldsmiths' workshop

Trained goldsmiths will demonstrate and explain various metalworking techniques with materials including brass, copper and metal wire. Also suitable for children!

11 a.m.–12 noon, MAK Works on Paper Room

Artists Discuss ABoT

A talk with participating artists and a guided tour through the exhibition *Artists' Books on Tour* with prizewinners Elena Peytchinska and Matthias Krinzinger led by Kathrin Pokorny-Nagel, head of the MAK Library and Works on Paper Room.

11 a.m.–2 p.m., MAK Columned Main Hall

Glass workshop (in cooperation with J. & L. Lobmeyr)

The glass manufactory Lobmeyr presents and explains the art of copper wheel engraving and the various steps involved in this now-rare technique.

2–5 p.m., MAK Columned Main Hall

Wood performance by and with Breaded Escalope

Viennese design duo Breaded Escalope presents a live performance on the topic of woodworking situated between furniture-building and applied art.

1–5 p.m., MAK Columned Main Hall

Textile performance and workshop with Gebrüder Stitch

Under the guidance of the two “Stitch Brothers”, visitors design a pair of pants upon which they can state what they wish and expect from the museum in the future.

MINI MAK

10 a.m.–6 p.m.

MINI MAK Riddle Rally

Join us and rediscover the MAK! Every child who has correctly filled out the questionnaire (available at the information stand in the MAK Columned Main Hall) will receive a little surprise at the MAK Design Shop.

11 a.m.–4 p.m., MAK Columned Main Hall

MINI MAK Book Workshop

Led by the MAK's art education team and Beatrix Mapalagama (a participant in the ABoT contest), children will design their own books.

3 p.m.–4 p.m., MAK Works on Paper Room

MINI MAK Fairytale Corner (for children ages 3–5)

“The real adventures are in your head!”—telling fairytales for the youngest MAK visitors—Kunibart the Knight and the Birthday Gift.

MAK Tours: guided tours throughout the MAK

10:30 a.m.: “The Second Skin and Other Objects”

Tour through the MAK Study Collection (Metal)

Elisabeth Schmuttermeier, MAK Curator Metal and Wiener Werkstätte Archive

11:30 a.m.: Textiles at the MAK – carpets and the ecclesiastical vestments known as the *Gösser Ornat*

Barbara Karl, MAK Curator Textiles and Carpets

12 noon: The Wiener Werkstätte

Gabriele Fabiankowitsch, head of the MAK Educational Program and Guided Tours

12.30 p.m.: The MAK Library and Works on Paper Collection

Kathrin Pokorny-Nagel, head of the MAK Library and Works on Paper Collection

2 p.m.: Industrial Furniture. Prototypes of the Modern Era

Sebastian Hackenschmidt, MAK Curator of Furniture and Woodwork

3 p.m.: Glass and its Various Techniques

Johannes Holländer

4 p.m.: Tour through the MAK Permanent Collection

Michael Kral

5 p.m.: Tour through the MAK Study Collection

Michael Kral

MAK DAY Specials

10 a.m.–6 p.m.

Special offer at the MAK Design Shop

To complement the MAK DAY workshops, selected products will be offered—including *Der SCHREIT* by Breaded Escalope, drinking glasses by Hans Harald Rath with POLKA engraving by Lobmeyr, and a limited edition of the MAK cotton bags designed by Gebrüder Sticht.

11 a.m.–4 p.m.

ÖSTERREICHER IM MAK. Restaurant & Bar

Helmut Österreicher cooks a special MAK DAY dish.

MAK Branch Geymüllerschloß

11:30 a.m.–12:30 p.m., Blue Salon

Matinee concert featuring Vienna Schubert Soloists Karin Wolfsbauer (soprano), Barbara Schuch (clarinet) and Paola Piasentin (piano)

with works by Antonio Caldara, Benedetto Marcello, Antonio Vivaldi, Ermanno Wolf-Ferrari, Ludwig van Beethoven, Franz Schubert, Robert Schumann, Felix Mendelssohn, Charles Gounod and Gioachino Rossini

To reserve your seats, call (+43-1) 711 36-231 or send an E-mail to marketing@MAK.at.

Guided Tours

1 p.m.: Tour through the Geymüllerschloß (Marika Halbach)

2:30 p.m.: A look at the clock collection of Franz Sobek (Walter Frühwirth)

4:30 p.m.: Tour through the Geymüllerschloß and the park with James Turrell's skyspace *The Other Horizon* (Alexander Bruer)

From 12 p.m.: coffee and snacks

INFORMATION

MAK, Stubenring 5, 1010 Vienna
U3 or tram lines 1 & 2 to Stubentor; U3 or U4 to Wien Mitte

MAK Branch Geymüllerschloß, Pötzleinsdorferstraße 102, 1180 Vienna
U2 to Schottenring; transfer to tram 41 and ride until its final stop

SHUTTLE SERVICE: A free shuttle bus will travel between the MAK and the Geymüllerschloß on 26 October.

Information: Tel. (+43-1) 711 36-231 or MAK.at

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