

Press Release

THE GREAT VIENNESE CAFÉ: A LABORATORY. Phase II Experimental Design

Opening	Tuesday, 4 October 2011, 8 p.m. MAK DESIGN NITE as part of VIENNA DESIGN WEEK
Exhibition Venue	MAK Columned Main Hall (<i>Experimental Design</i>) MAK DESIGN SPACE (<i>Phase II</i>) MAK, Stubenring 5, 1010 Vienna
Exhibition Term	5–16 October 2011 (<i>Experimental Design</i>) 5 October – 13 November 2011 (<i>Phase II</i>)
Opening Hours	Tue MAK NITE® 10 a.m.–12 midnight Wed–Sun 10 a.m.–6 p.m., Mon closed
Part of	design ⁷ new strategies A cooperation of MAK & <i>departure</i>

Ideas for the coffeehouse of the future can be tested at the MAK starting on 5 October 2011, when the MAK Columned Main Hall will play host to the so-called *Experimental Design*. This, the climax of the multi-stage research project *The Great Viennese Café: A Laboratory*, will feature one-and-a-half weeks of regular coffeehouse operations including usable prototypes of young designers' most innovative creations for the coffeehouse of the 21st century. An exhibition at the MAK DESIGN SPACE will document the multi-month project to further develop this special, quintessentially Viennese kind of place while also serving to evaluate the *Experimental Design's* test run.

Since early this year, young designers have been examining the cultural and social hub of the coffeehouse in the context of a changing urban lifestyle as part of the cooperative project "design⁷ new strategies," initiated by the MAK and *departure*. Architect and designer Gregor Eichinger, whose special interest in urban meeting places predestined him for just such a complex design task, have assumed the role of the Research Director.

Concurrently with a work-in-progress exhibition at the MAK DESIGN SPACE designed by Julia Landsiedl based on her research in Viennese coffeehouse scene (*Phase I*, 2 March – 21 August 2011), selected representatives of the Viennese creative talent pool worked in three successive Design Labs—led by raumlaborberlin, Antenna Design, New York and Studio Andrea Branzi, Milan, respectively—to conduct a penetrating examination of the Viennese coffeehouse in terms of its potential in the 21st century.

The 21 projects worked on in the Design Labs range from communication furniture to alternative concepts of learning and the integration of new service functions. A jury consisting of Gregor Eichinger (chair), Christoph Thun-Hohenstein (Director and CEO MAK, then managing director *departure*), Elisabeth Noever-Ginthör (*departure*), Thomas Geisler (MAK Curator Design), Maximilian K. Platzer (chairman of the Klub der Wiener Kaffeehausbesitzer [Club of Viennese Coffeehouse Proprietors]) and Berndt Querfeld (head of Fachgruppe Wien der Kaffeehäuser, the trade association for coffeehouses within Vienna's regional Economic Chamber) selected from the range of projects eight innovative approaches; these will be set up in the MAK Columned Main Hall for a practical test-run, complemented by designer Hermann Czech's coffeehouse furniture from the former MAK Café. This "genuine temporary coffeehouse" is being realized in cooperation with Fachgruppe Wien der Kaffeehäuser, Klub der Wiener Kaffeehausbesitzer and the furniture producer Neue Wiener Werkstätte.

In their mixing of the traditional and the novel, the projects selected by the jury reflect a cross-section of those concepts from the Design Labs, which do not seek to radically abandon the typical Viennese coffeehouse in a formal sense. The designs' emphases are on social and communication-enhancing measures.

The exhibition on *Phase II* at the MAK DESIGN SPACE (5 October – 13 November 2011) presents all 21 project proposals from the research processes to the actual designs, which visitors can evaluate and suggest improvements for via a custom-developed flux guide web application that runs on borrowed units or on the visitors' own smartphones. The entire research project will be documented in a forthcoming publication.

The projects of the *Experimental Design* in detail

taliaYsebsatian (*Talia Radford, Sebastian Gómez*): *Café²*

The coffeehouse as a "space of knowledge" and a place in which to encounter mentors and experts. Hybrid objects oriented toward the usual coffeehouse inventory as well as an online schedule, all realized as innovative structuring and communication-enhancing elements.

Ines Fritz/Mario Gamser: *Begegnen und Entgegenen [Encountering and Countering]*

An analysis of the interactions between coffeehouse guests, staged in the form of furniture. A spatial challenge for guests to encounter one another and communicate.

Andrea Hoke/Lena Goldsteiner: *Funkstille [Silence on the Airwaves]*

A Faraday cage in the form of a table-object for the storage of mobile phones; this supports attentive conversation, contemplation or just idle relaxation via the "conscious" setting of priorities.

KIM+HEEP (Mia Kim, Nikolaus Heep): *Coffeehouse2Go*

The coffeehouse as a souvenir box and an ambassador of Viennese coffeehouse culture—available on location, as well as at Vienna International Airport and the MAK Design Shop. A gift for guests or hosts, an advertising tool, a collector's item.

Stefan Rozporka, Lena Vogl: *easy talk*

The jumble of languages at the coffeehouses, untangled out via visible "language islands" with a learning effect: the coffeehouse as a charmingly atmospheric "institution of continuing education."

Eva Kees with section d.: *Herr Ober bitte! [Waiter!]*

A visual campaign to improve the visibility of the key figure at the coffeehouse—the headwaiter: wise sayings and other details, his life on the job as a public poster campaign.

Patrycja Domanska, Felix Gieselmann: *Hommage an Karl [Homage to Karl]*

An unusual, single piece of furniture makes it possible to present oneself, withdraw or observe others at the coffeehouse: in remembrance of Karl Kraus's coffeehouse-based self-discovery and other experiences.

Tanja Lightfoot: *Parastu*

Folding-screen elements in the form of a fan facilitate separation and a private sphere. An allusion to the centuries-long use of fans as an element of playful nonverbal communication.

The opening of *Phase II* and *Experimental Design* will take place as part of MAK *DESIGN NITE*, which also kicks off the MAK's program for VIENNA DESIGN WEEK.

Press photos are available for download at www.MAK/press

Press Data Sheet

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Curator	A cooperation of MAK & <i>departure</i>
Expert Guided Tour	Thomas Geisler, MAK Curator Design 8 October 2011, 4 p.m. with Gregor Eichinger, architect and designer, and Thomas Geisler
MAK Admission	€ 9.90 with MAK guide / € 7.90 / reduced: € 5.50 Free admission on Saturdays®
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Vienna, 6 September 2011