

Advance Press Release

## **300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY**

Press Conference	Tuesday, 15 May 2018, 10:30 a.m.
Opening	Tuesday, 15 May 2018, 7 p.m.
Exhibition Venue	MAK Exhibition Hall MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	16 May – 23 September 2018
Opening Hours	Tue 10 a.m. – 10 p.m., Wed–Sun 10 a.m. – 6 p.m.

With its wide-ranging jubilee exhibition *300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY*, the MAK is drawing attention to the history and significance of the second-oldest porcelain manufactory in Europe. Founded in May 1718 when the imperial privilege for porcelain production was granted to Claudius Innocentius Du Paquier, the Vienna Porcelain Manufactory set new aesthetic standards over the following decades. Some 1 000 objects from the holdings of the MAK as well as national and international collections offer a formidable overview of Viennese developments in the context of Asian precursors and European competitors.

The MAK has housed the legacy of the Vienna Porcelain Manufactory—under imperial ownership from 1744 and closed in 1864—and has been dedicated to researching porcelain since its founding years. With examples from all eras of production, the legacy provides an overview of some 150 years of porcelain production in Vienna. Viennese porcelain production covered a wide spectrum of ceramics: from dinnerware sets and vases to clocks, from high-quality porcelain sculptures to scenic and floral miniatures, from porcelain paintings with cobalt blue and gold decorations in relief to large-format porcelain pictures with floral still lifes.

For several centuries, Europeans saw porcelain as an expensive luxury article imported from China and Japan. It was only in the first half of the 18th century—after Johann Friedrich Böttger, the chemist and later founder of the Meissen manufactory, had discovered the secret to porcelain production—that porcelain became the favorite luxury item among Europeans.

The founding of the Vienna Porcelain Manufactory would not have been possible

without cultural transfer between Asia and Europe. The exhibition *300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY* lays out the fascinating history of Viennese production in the context of manufactories in Meissen, Nymphenburg, Berlin, and Frankenthal (Germany) as well as Doccia (Italy) and Sèvres (France), and shows how it is reflected in Asian porcelains and works in silver. It is only upon contextualization that a critical historical assessment of its design legacy and its role as a model for subsequent manufactories becomes possible. To this day, the creations of Claudius Innocentius Du Paquier and the imperial period are still considered valuable collector's items.

The style and taste of the products by the Vienna Porcelain Manufactory repeatedly set new standards in the early years as well as over the course of the 18th and 19th centuries. Just how active the exchange with other European porcelain manufactories was, becomes clear upon consideration of, among other things, the numerous decorative painters from Meissen—including Christian Daniel Busch and Johann Gottfried Busch, Samuel Hitzig, Johann Gottfried Klinger, and Ludwig von Lücke—who relocated to Vienna in the mid-18th century.

The exhibition *300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY* presents the latest research findings with as yet unpublished documents on major works by the Vienna Porcelain Manufactory, such as the porcelain room from the Palais Dubsky in Brno (ca. 1740) and the centerpiece from Zwettl Abbey (Vienna, 1767/68). Both the “Dubsky Room,” one of the first rooms to be decorated with European porcelain, and the centerpiece from Zwettl Abbey are on permanent display in the MAK Permanent Collection Baroque Rococo Classicism, designed by Donald Judd.

In the years 1904 and 1970, the MAK mounted wide-ranging exhibitions on Viennese porcelain; the accompanying catalogues are still considered standard reference works. To mark the exhibition *300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY*, a new publication will be released with contributions by international experts as well as previously unpublished documents.

Press photos are available for download at [MAK.at/en/press](https://www.mak.at/en/press).

Press Data

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Curator	Rainald Franz, Curator, MAK Glass and Ceramics Collection
Research Associate	Michael Macek, MAK Glass and Ceramics Collection
Publication	In preparation
Accompanying Programm	In preparation
MAK Admission	From 1 Jan 2018: € 12 / Reduced € 9 / Family Ticket € 15 Tuesdays from 6–10 p.m.: Admission € 5

Free admission for children and teens under 19

MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Lara Steinhäuber Agnes Wyskitensky T +43 1 711 36-233, -229, -212 presse@MAK.at www.MAK.at/en
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Vienna, 18 December 2017