

Press Release

**AESTHETICS OF CHANGE**  
**150 Years of the University of Applied Arts Vienna**  
A cooperation between the University of Applied Arts Vienna  
and the MAK

Press Conference	Thursday, 14 December 2017, 10:30 a.m.
Opening	Thursday, 14 December 2017, 7 p.m.
Exhibition Venue	MAK Exhibition Halls MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	15 December 2017 – 15 April 2018

On the occasion of the 150th anniversary of the University of Applied Arts Vienna, the major exhibition *AESTHETICS OF CHANGE: 150 Years of the University of Applied Arts Vienna* (15 December 2017 – 15 April 2018) delves into the cosmos of an Austrian cultural university that is at once one of the richest in tradition and among the most visionary. In two parts, the jubilee exhibition, a cooperation between the University of Applied Arts Vienna and the MAK, converges on the Angewandte's historically evolved position as the leading competence center for artistic and scientific education and research. In the lower MAK Exhibition Hall, around 400 exhibition objects reveal insights into the numerous highlights of its 150-year history. Speculative and occasionally provocative contemporary positions in the upper MAK Exhibition Hall sketch the future of art and education in front of a backdrop of social and technological upheavals.

*A Multiperspectival Approach to 150 Years of "The Angewandte"*

On 21 September 1867, in an informal letter, Emperor Franz Joseph I laid the cornerstone for a new educational institution affiliated with the erstwhile Imperial Royal Austrian Museum of Art and Industry (today's MAK). On 1 October 1868, instruction had already begun at the (as it was then known) Imperial Royal School of Arts and Crafts, initially still in a courtyard wing of the Palais Brenner on Währinger Straße. In 1877 the school relocated to the new Heinrich von Ferstel-designed building on Stubenring, directly next to the museum. In 2018 the Angewandte will further expand into two large, newly adapted buildings in close proximity to the Ringstraße.

Thousands of biographies from the realms of art, architecture, and design meanwhile have become associated with the Angewandte through teaching or studies. The graduates represent an amalgam of “stars” of art, architecture, and design history—from Gustav Klimt to Oskar Kokoschka and Maria Lassnig, from Josef Frank to Margarete Schütte-Lihotzky and Hans Hollein—and names heretofore unknown to the public at large. Many of the antecedent artists have scarcely been illuminated up to now—because they either did not pursue a market-oriented artistic career or switched to teaching or other functions.

In the part of the exhibition shown in the lower MAK Exhibition Hall and curated by Elisabeth Schmuttermeier (Curator, MAK Metal Collection and Wiener Werkstätte Archive) and Patrick Werkner (Professor and Head, Art Collection and Archive, University of Applied Arts Vienna), over 400 exhibition objects from the University’s own collection and the MAK’s collection, as well as items on loan, enable a multiperspectival view of the Angewandte’s enormous output. The art and design collection of the University with its clear mission statement of documenting the work of teachers and graduates is contributing a broad cross-section of 300 objects. The MAK is supplementing this selection with numerous works by professors and graduates that were taken up into the MAK collection through the mid-1930s.

The visionary exhibition design by BWM Architects, in particular Johann Moser and Sanja Utech, yields a type of encyclopedia of the Angewandte. The alphabetical sequence of objects and themes allows exhibition visitors to forge their own connections in terms of the content.

A synthesis of history and present is provided by the heart of the presentation: The “genealogies” of courses across 150 years demonstrate the enormous differentiation in the educational offering from its origins through today. At the same time, at President Gerald Bast’s invitation, all Angewandte departments are presenting themselves in short videos. Audio stations, videos, web stations, and a generous book table that provides glimpses into the Angewandte’s extensive publishing activity complete the vista of the Angewandte’s vital story, inextricably linked to political and social developments.

### *Scenarios for the Future*

In the second part of the exhibition *AESTHETICS OF CHANGE: 150 Years of the University of Applied Arts Vienna*, in the upper MAK Exhibition Hall, the curatorial team of Peter Weibel (Professor emeritus, University of Applied Arts Vienna; Chairman, ZKM | Center for Art and Media, Karlsruhe) and Gerald Bast (President, University of Applied Arts Vienna) sketch theses for the future and advocate for a reorientation of education, art, and society.

From its inception—in keeping with its founding vision—the Angewandte was a locus of innovation, change, and critical reflection of one’s own thought and action. Accordingly, the future-oriented part of the exhibition *AESTHETICS OF CHANGE* starts with the historical expansion of the arts into new media, materials, and methods, and their fusion. On display are works by Joseph Beuys, Hans Hollein, Peter Weibel, Alfons Schilling, Ruth Schnell, Anab Jain, and other personages, who from the 1960s on turned the Angewandte itself into a pioneer of decisive developments in the abovementioned broadening of the arts.

Three modern trends—the social turn, the technological turn, and the cultural turn—constitute the framework for the exhibition setting. These trends are bundled into three chapters of thematic complexes. Positions of Austrian and international artists explore how these turns—i.e., change processes and future trends—are influencing education, art, and society.

Inter alia, with *Liquid Democracy* (2017), Angewandte graduate Monika Piorowska questions the stability of Western democracy. The work *10.000 Moving Cities* (2010/2017) by Swiss media artist Marc Lee memorably visualizes global interconnectedness, while the installation *Lights Contacts* (2009) by artistic duo Scenocosme points out that change can only be initiated collectively.

The exhibition examines current and futuristic scientific approaches by means of striking visualizations of research findings. Topics include CrispR technology by Emmanuelle Charpentier and her team, Geoffrey Ozin’s nanotechnology research, and findings from the migration and demographic research being done by the Wittgenstein Centre for Demography and Global Human Capital (IIASA, VID/ÖAW, WU).

The exhibition eventually culminates in the spectacular installation *The Future Room*, conceived by curators Weibel and Bast in collaboration with Ruth Schnell and Martin Kusch. A virtual knowledge space provides food for thought and shows visions of the future—simultaneously dystopian and utopian, a remarkable spatial experience is brought about by the latest technologies.

“The future is there, where we ourselves strive towards it,” says curator Peter Weibel. In accordance with this notion, visitors are offered the opportunity to contribute their own ideas, visions, and wishes. The intent is to make the change of knowledge production and transfer tangible. For example, a virtual guide takes the place of white walls and classical types of texts. In the guise of a chatbot, it leads visitors through the exhibition and enables them to look up additional content on their mobile devices. A lot of information only becomes visible if visitors themselves take action.

Virgil Widrich and Stefan Unger of checkpointmedia and Pia Scharler and Gerhard Jordan of getusedtoit reinforce this aim with a design concept that deconstructs the exhibition space and transforms it through an interplay of light and dark. The focus of the staging is on decampment and upheaval. The spotlight is on the new; old structures dissolve in the darkness.

“Thus, while we are speculating about the future, we want to create an environment that comes into focus in the future through experimentation with creative competencies, novel approaches, and new technologies. The exhibition will increase awareness that the 21st century not only is bringing a technological revolution of historically unique dimensions, but also will be a century of creativity,” is what curator Gerald Bast says about the exhibition *AESTHETICS OF CHANGE: 150 Years of the University of Applied Arts Vienna*.

The exhibition will be accompanied by the brochure *AESTHETICS OF CHANGE: 150 Years of the University of Applied Arts Vienna*, edited by Christoph Thun-Hohenstein, Gerald Bast, Elisabeth Schmuttermeier, Peter Weibel, Patrick Werkner. German/English, ca. 67 pages. Available at the MAK Ticket Desk and in the MAK Design Shop for 1.50 €.

On the occasion of the 150th year since its founding, the Angewandte has published an anniversary book that shows how the experience and production of change have determined its identity through today: *150 Jahre Universität für angewandte Kunst Wien. Ästhetik der Veränderung*, edited by Gerald Bast, Anja Seipenbusch-Hufschmied, and Patrick Werkner. German, 483 pages with numerous color illustrations and detailed documentation. Published in the University of Applied Arts Vienna book series, edition Angewandte/Verlag De Gruyter, Vienna 2017.

Press photos on the exhibition are available for download at [MAK.at/press](http://MAK.at/press).

## SUPPORTING PROGRAM

### special and (con)genial

A diverse program with discussion events and numerous tour formats accompanies the exhibition, **especially also on Tuesday evenings!**

## GUIDED TOURS

### Guided Tour of the Exhibition

Every Sat, 4 p.m. (1 h) and every Sun, 2 p.m. (1.5 h)

### Special Thematic Tours on Tuesdays

2.1., 16.1., 6.2., 13.2., 20.3., 3.4.2018, 7 p.m.

For more information: [MAK.at/en/program/guided\\_tours\\_\\_more](http://MAK.at/en/program/guided_tours__more)

### Curators in Conversation:

#### Gerald Bast and Peter Weibel

Sat, 16.12.2017, 2 p.m.

### Curator-Guided Tours

with **Patrick Werkner**

Tue, 9.1.2018, 7 p.m.

with **Elisabeth Schmuttermeier**

Tue, 13.3.2018, 7 p.m.

### Expert-Guided Tours

with **Heinz Adamek**, former university director, University of Applied Arts Vienna

Tue, 30.1.2018, 7 p.m.

with **Elisabeth Frottier**, Director of the Costumes and Fashion Collection, University of Applied Arts Vienna

Tue, 27.2.2018, 7 p.m.

with **Nikolaus Jantsch**, Painting and Animated Film, University of Applied Arts Vienna

Tue, 27.3.2018, 7 p.m.

### Dialogue Tour

with **Gerald Bast**, curator, and **Janina Falkner**, New Concepts for Learning, MAK

Tue, 20.2.2018 and 10.4.2018, 7 p.m.

### **WEDNESDAYS AT THE MAK**

Guided tour, followed by further discussion at the restaurant Salonplafond im MAK  
Wed, 17.1. and 21.2.2018, 3 p.m.\*

### **MAK FUTURE LAB**

A creative laboratory founded by the MAK that uses workshops, lectures, panel discussions, and other formats to generate interdisciplinary contributions towards a humane shaping and utilization of Digital Modernity.

More information: [MAK.at/en/mak\\_future\\_lab](http://MAK.at/en/mak_future_lab)

### **HOW WILL WE EXIST?**

Keynote by Rénée Schroeder  
(Max F. Perutz Laboratories), followed by a panel discussion  
Tue, 23.1.2018, 7 p.m.

### **HOW WILL WE RESIST?**

Keynote address by the Center for Political Beauty, Berlin, followed by a panel discussion  
Tue, 7 p.m.

### **Finissage: LET'S TWIST**

Performance and panel discussion  
Sun, 15.4.2018, 2 p.m.

### **PROGRAM FOR KIDS AND FAMILY**

#### **MAK Design Kids**

Workshop für 8- bis 12-Jährige (ohne Begleitperson) (unaccompanied)

#### **Change, That's Us!**

Sat, 17.2., 17.3., 7.4.2018, 2–4 p.m.\*

#### **MAK4FAMILY**

Workshop for the whole family (ages 4 and older)

#### **150 Years—Hitched, Pitched, Applied!**

Sat, 13.1., 10.2., 10.3., 14.4.2018, 2–4 p.m.\*

#### **MINI MAK Tour**

Guided tour for the whole family (ages 4 and older)

#### **150 Years Angewandte in 60 Minutes**

Sun, 18.3.2018, 11 p.m.\*

**MINI MAK Vacation Activities**

**HAPPY BIRTHDAY – 150 Years of the Angewandte**

Tue, 6.2. – Fri, 9.2.2018, 10:15 a.m.–12:30 p.m.

\*Register at [www.MAK.at/aesthetikderveraenderung](http://www.MAK.at/aesthetikderveraenderung)

**INTERACTIVE EXHIBITION GUIDE**

An interactive exhibition guide imparts interesting and entertaining facts about exhibition objects and artists in short texts, pictures, videos, and GIFs. Accessible around the clock and while on the go at

[www.facebook.com/appliedguide](http://www.facebook.com/appliedguide)

Press Data Sheet

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Exhibition Dates	15 December 2017 – 15 April 2018
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays from 6–10 p.m.
Curators	Elisabeth Schmuttermeier, Curator, MAK Metal Collection and Wiener Werkstätte Archive Patrick Werkner, Professor and Head, Art Collection and Archive, University of Applied Arts Vienna  Gerald Bast, President, University of Applied Arts Vienna Peter Weibel, Professor (emer.), University of Applied Arts Vienna; Chairman, ZKM   Center for Art and Media, Karlsruhe
MAK Admission	€ 9.90 / Reduced € 7.50 / Family Ticket € 13 Free admission for children and teens under 19  From 1 Jan 2018: € 12 / Reduced € 9 / Family Ticket € 15 Every Tuesday from 6–10 p.m. admission € 5
MAK Press Office	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Lara Steinhäuser Agnes Wyskitensky T +43 1 711 36-233, -229, -212 <a href="mailto:presse@MAK.at">presse@MAK.at</a> <a href="http://www.MAK.at">www.MAK.at</a>



di:'Angewandte

Universität für angewandte Kunst Wien  
University of Applied Arts Vienna



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