

Press Release

VIENNA BIENNALE FOR CHANGE 2019 BRAVE NEW VIRTUES. Shaping Our Digital World

Announcement
Press Conference
Venue

Friday, 22 March 2019, 10 a.m.
Restaurant Salonplafond im MAK
Stubenring 5, 1010 Vienna

The *VIENNA BIENNALE FOR CHANGE: BRAVE NEW VIRTUES. Shaping Our Digital World* (29 May – 6 October 2019; Opening: Tuesday, 28 May 2019, 6 p.m.) will draw attention to the values based on which the utopia of an economically and socially just and fair as well as ecologically sustainable future could become reality. Artists, designers, and architects from all continents will take a stance towards the future we really want. Nine exhibitions, one comprehensive conference, and numerous further projects and events will demand brave visions on handling artificial intelligence and new technologies, on shaping innovative (urban) ways of work, on new ways of living (together), and on responsible consumption. "With the possibilities of art, design, and architecture, the VIENNA BIENNALE will contribute to shaping a future based on values," Christoph Thun-Hohenstein, General Director of the MAK and initiator and head of the VIENNA BIENNALE, states.

This year, the international multidisciplinary biennale will already take place for the third time and is organized by the MAK, the University of Applied Arts Vienna, Kunsthalle Wien, the Architekturzentrum Wien, and the Vienna Business Agency as well as the Slovak Design Center as associate partner and the AIT Austrian Institute of Technology as non-university research partner. The biennale curators Erwin K. Bauer, Janina Falkner, Anne Faucheret, Paul Feigelfeld, mischer'traxler, Vanessa Joan Müller, Nicole Stoecklmayr, and Marlies Wirth will discuss value orientation in the digital age in the following projects:

In the exhibition *UNCANNY VALUES: Artificial Intelligence & You* (An exhibition of the MAK), one of the highlights of the VIENNA BIENNALE, the MAK will explore one of the most important subjects of the coming decades, one that has significant consequences for all areas of our lives: artificial intelligence (AI). In order to understand, help shape, and sensibly implement the potentials of artificial intelligence and the associated technologies, we will need a new cultural sensibility, and this exhibition seeks to stimulate that. Installations in various media by eighteen international artists and designers will spread out in a generous parcours enhanced by examples and scenarios from current applications of AI.

The exhibition ***HYSTERICAL MINING*** (An exhibition at Kunsthalle Wien) will analyze the material worlds we are creating through technology and technology's role in shaping local and global configurations of power, forms of identity, and ways of living. It will draw on radical feminist and ecofeminist theories from the 1970s until now that criticized and revised the nexus tying new technologies and techno-science to patriarchal ideas. Its agenda is both intellectual and political. The works of the artists included in the show go beyond critique to think and enact other kinds of knowledge, skills, and bodily practices regarding the use as well as production of (new) technologies.

The artist collective Time's Up in cooperation with the Angewandte will create the eponymous installation ***CHANGE WAS OUR ONLY CHANCE*** (A project of the University of Applied Arts Vienna) set in 2047. This experiential and accessible world will tell of a possible future: Which paths did humanity take in the 2020s? How can we meet these developments in the present with positive impulses? Furthermore, the interactive installation *Noise Aquarium* will show the changes in our ecosystem and create an audio-visual experience in which plankton is brought to life and noise as a threat to marine life is made audible.

In the reinstallation of the **MAK DESIGN LAB** (A project of the MAK in cooperation with the Austrian Federal Ministry of Education, Science and Research), topics and approaches of a biennale will, for the first time, be reflected in the concept of a permanent museum presentation. Taking a multi-faceted approach, the newly conceived MAK DESIGN LAB will present selected positions and projects proving that design is increasingly acting as a motor of change. The role of design at the interface between everyday life, society, digitalization, and climate change will take center stage. The MAK DESIGN LAB will address topics, values, and ideals relevant to all of us in order to shape the way we live together, the way we handle resources, the way we work, and the relationship to our planet. The new presentation of the MAK DESIGN LAB is financially supported by the EU program INTERREG V-A Slovakia-Austria (Project "Design & Innovation") and is realized in cooperation with the Austrian Federal Ministry of Education, Science and Research.

In the exhibition project ***CLIMATE CHANGE! From Mass Consumption to a Sustainable Quality Society*** (A cooperation between the MAK and the Federal Ministry for Sustainability and Tourism), the well-known Viennese design studio EOOS (Martin Bergmann, Gernot Bohmann, and Harald Gruendl) will revolve around the contribution transformation design can have towards the necessary turnaround of climate change. EOOS will revisit the pillars of a sustainable climate protection—circular economy, energy, mobility, and nutrition—with a participative approach. Five design installations will outline images and stories of a new way of life with which we will be able to contribute to a ceasing of the exploitation of resources,

a reduction of harmful emissions, and hence to a deactivation of the time bomb of climate change.

More and more people are moving into urban centers in search of jobs and future prospects. Cities are thus faced with the challenge of providing for an increasing number of residents by offering housing, work, and recreation. *FUTURE FACTORY: Rethinking Urban Production* (A joint project between the Vienna Business Agency and the MAK and in cooperation with the Ottakringer Brewery) will address the question: What will the future factory of a future city look like? "It is important for us to think beyond the role of production in the neighborhood—with all its untapped capacities, which is why we are opening up room for experiments on this topic together with the Ottakringer Brewery," said Gerhard Hirczi, managing director of the Vienna Business Agency.

Architecture as design is always an expression of social and cultural structures, codes, and values. If values are fundamentally changing, this has an impact on our notions of quality of life and on future tasks for architecture. *SPACE AND EXPERIENCE: Architecture for Better Living* (An exhibition of the MAK in cooperation with Wienerberger) will illustrate through a distinctive selection of realized projects which additional value and benefit architecture is already offering for a better life today. At the same time, the exhibition will dare a look into the future in order to formulate theses on possible scenarios and design tasks. The main question will be the outlook on architecture's role in the future and what constitutes "better living" in the first place.

In aspern, the **Future City** is being worked on. Comfort parameters can be controlled at the touch of a button, buildings turn into energy producers and communicate with their inhabitants—the city is talking. In cooperation with Wien 3420 and the MAK, designers Johanna Pichlbauer and Mia Meusburger focus on the relationship between human beings and the intelligent house. Pleasure, economy, sociability, quiet, sustainability—Will the house interfere with our wishes? Will it start to resemble us? Or will buildings provide value systems in the future? In the course of the Biennale, an installation will arise that will experiment with new ways of urban interaction.

As associate partner of the VIENNA BIENNALE, the Slovak Design Center in Bratislava will show the exhibition *Human by Design* (An exhibition of the Slovak Design Center). The exhibition will present the concepts, methods, model situations, case studies, and innovative solutions which express the urgent desire for change and sustainability. It will introduce critical but not defeatist voices, give examples of solutions from practice, and show how the young generation of designers and theoreticians thinks. The exhibition is part of the Project "Design & Innovation" supported by the EU program INTERREG V-A Slovakia–Austria.

The international conference *Changing Values* (A conference of the MAK and the Slovak Design Center together with the Architekturzentrum Wien and Kunsthalle Wien in the context of the program INTERREG V-A Slovakia-Austria) offers the opportunity to consider alternative ecological and economic approaches as reflected in the key content of the VIENNA BIENNALE. Based on the topics “valuable data,” “innovative materials,” and “transformation design,” architects, designers, artists, and entrepreneurs will discuss possible synergies for the common search for sustainable strategies, ethical production conditions, and ecological justice.

Please find **detailed press releases on all projects of the VIENNA BIENNALE FOR CHANGE 2019** as well as press images and **the curators’ biographies** in the press section at viennabiennale.org as well as at MAK.at/en/press.

Continuously updated information on further projects and on the supporting program at viennabiennale.org.

The *VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES. Shaping Our Digital World*

is organized by

MAK – Museum of Applied Arts, Vienna

University of Applied Arts Vienna – Angewandte Innovation Laboratory

Kunsthalle Wien

Az W – Architekturzentrum Wien

Vienna Business Agency

Associate partner:
Slovak Design Center

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AIT Austrian Institute of Technology

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VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES.
Shaping Our Digital World

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The collaboration between the Slovak Design Center and the MAK and its partner institutions is co-financed with funds from the EU program Interreg V-A Slovakia–Austria (project "Design & Innovation").



Thanks to
Galerie Thaddaeus Ropac

29.5. – 6.10.2019

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Vienna, 22 March 2019

For Change

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