

Press Release

StadtFabrik [City factory]

**Demonstrators and Exhibition:
A project by the Vienna Business Agency
and the MAK**

Exhibition Venue	MAK Exhibition Hall and demonstrators across the city MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	21 June – 1 October 2017
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.

The *StadtFabrik* [City factory] explores new cultures of production and work in the context of the *VIENNA BIENNALE 2017: Robots. Work. Our Future*. Since 2016 the *StadtFabrik*, a cooperation between the Vienna Business Agency with its creative center departure and the MAK, curated by the IDRV – Institute of Design Research Vienna, has been committed to discovering and raising awareness of urban potentials in the creative industries. With demonstrators across the city and an exhibition at the MAK, the *StadtFabrik* is researching three core aspects of work in the digital future: NEW CREATIVE WORK, NEW SOCIAL WORK, and NEW SUSTAINABLE WORK.

***StadtFabrik* Demonstrators in the city**

Visionary, feasible scenarios demonstrate the potential that design can have as a tool for a positive change in our society and our world of work. As prototypical experimental arrangements, the demonstrators around the city of Vienna make it possible to experience new ways of working. Six demonstrators will be accessible during the VIENNA BIENNALE 2017 (21–25 Jun 2017 and 15–24 Sep 2017; Exhibition venues, opening hours, and program of the demonstrators at www.viennabiennale.org/en):

> *We Make, Give AI. Don't waste AI.*

Venue: Grüngasse 27, 1050 Vienna

In cooperation with the Montanuniversität Leoben, household aluminum waste is recycled in a smelting furnace in the city center. Over the course of the exhibition at the MAK, the cast ingots continue to stack up as the symbolic currency of urban mining. Beforehand, the agency We Make devised a campaign—in the form of an aluminum collection drive—to sensitize people to this topic.

> *Post-Couture Collective* and *meshit*

Venue: MAK Design Space, Stubenring 5, 1010 Vienna (21–25 Jun 2017);
Qwstion Store Vienna, Zieglergasse 38, 1070 Vienna (15–24 Sep 2017)
Going beyond any DIY aesthetic, Post-Couture offers international fashion designs as open digital patterns for people to produce themselves. For the VIENNA BIENNALE Post-Couture has joined forces with the Austrian fashion label *meshit* to bring an alternative consumption scenario to life with a makers' shop.

> Designbüro Studio Dankl, *Public Design Support Vienna*

Venue: In the Passage / The Austrian Museum of Folk Life and Folk Art, Laudongasse 15–19, 1080 Vienna
Kathrina Dankl uses the fact that apparently we hardly or never use 80 % of our things as her subject. Residents bring emotionally loaded items and tell their story. A clay replica is made together with the designer and becomes part of the ritual of getting rid of objects.

> Markus Jeschaunig, *Urban Oasis*

Venue: Friedrichstraße 2–4, 1010 Vienna
This project draws attention to urban energy cycles and food production. *Urban Oasis* parasitically docks onto technical infrastructure and uses their warm waste air for a tropical greenhouse, which is farmed by residents. *Urban Oasis* is a cooperation with the vertical farm institute and Christiane Lienhart.

> Paradocks, *Space Enabler*

Venue: Marxergasse 24/2, 1030 Vienna
Paradocks create an affordable platform for novel types of enterprise and new creative work by temporarily using an urban resource—vacant commercial real estate. With the *Space Enabler*, Paradocks invite visitors to actively participate by exploring the potential of co-creation and collaboration in the Packhaus on Marxergasse.

> Team Wien, *PARK*

Venue: Parking Area, Linke Wienzeile 60–64, 1060 Vienna
On the Naschmarkt, Team Wien declares a spatial resource part of the commons, which will become a concrete offering and an informal site for creative collaboration by means of an open structure. Inexpensive spaces can be reserved on a digital platform; the structure is growing alongside a crowdfunding campaign.

CityFactory: New Work. New Design.

(Exhibition at the MAK)

The exhibition *CityFactory: New Work. New Design.* shows examples of how we can design, produce, and consume in the future in light of the advance of digitalization and the dramatic environmental changes to our

planet. For design, these challenges also bring great opportunities—if the discipline applies itself to the new tasks arising from the change from industrial to Digital Modernity. New design develops alternative methods for future-proof and meaningful fields of design.

New design revolves around a new understanding of work. One of the intellectual pioneers in this area is the social philosopher Frithjof Bergmann. In his model for the fairer distribution of work, he proposes a three-part system: 1/3 wage labor, 1/3 self-sufficiency, and 1/3 work that we genuinely want to do. Another model of social security in a new world of work that is presented in the exhibition is the unconditional basic income. New work does not ask what can be sold, but rather what we need. To market logic is added the logic of the commons and the common good.

NEW CREATIVE WORK is based on an expanded concept of design and on an altered role for creatives. Important principles are self-organizing structures, open innovations, and open design. What is remarkable about the international cooperations and open-source offerings is the possibility to implement them locally. This facilitates emancipated consumer behavior as well as new forms of production and economic activity. In this part of the exhibition, Wikihouse is representative of a “knowledge common,” which was initiated by architects as a global collaboration. An open interface provides the opportunity to produce and further develop house designs locally. For the exhibition, Andrés Jaque / Office for Political Innovation (New York, Madrid) connect a group of Wiki houses in a Wiki village, an open-source community for communal living. The “Do It Yourself” mentality is replaced with the “Do it Together” approach.

NEW SOCIAL WORK shows the diversity of social and politically engaged design strategies as well as alternative forms of economic activity. The exhibition focuses on the changed role of designers who now jointly initiate social innovations together with other actors or design processes and contexts for them. An open, participatory concept of design is key to developing a socially sustainable society. The *Social Furniture Workshop* by Caritas/EOOS at the refugee hostel in Vienna’s Erdberg will be transferred to the MAK Exhibition Hall; on two days every week, furniture will be produced for non-profit purposes. Furniture designs by Magdalena Reiter and Lena Gold will be added to the *Social Furniture Collection* by EOOS, which also provides the foundation for the exhibition design, within the context of workshops in September.

Topics of environmental sustainability are increasingly dominating designers’ agendas. In the NEW SUSTAINABLE WORK section of the exhibition, modes of production will be introduced that demonstrate alternatives with regard to resource efficiency and energy requirements. The change from a linear system of economic activity and consumption to a circular economy aims to recycle or compost all material after it has been used—

without leaving any harmful residues. Design examples are collected here for technical and biological cycles. In the installation *Peak Plastic*, the Viennese design studio breadedEscalope relates the masses of plastic produced to a human scale: on the one hand the title *Peak Plastic* specifically refers to the growing mountain of trash, while on the other it gives us hope that we have finally reached a turning point.

These central objects in the exhibition *CityFactory: New Work. New Design.* will be contextualized with the aid of other projects, visual materials, texts, and videos. Furthermore, the processes and results of the demonstrators developed for the urban space will also feed into the exhibition.

With projects by:

Andrés Jaque / Office for Political Innovation, breadedEscalope, Caritas/EOOS, Thomas Lommée, Magdalena Reiter, Jesko Fezer & Studio Experimentelles Design, Dirk Vander Kooij, Post-Couture Collective (Martijn van Strien), Jerszy Seymour, Team Wien, Designbüro Studio Dankl, Teresa van Dongen, We Make, Yara Said/The Refugee Nation, and many more.

The content of the exhibition will be transferred to a "NEW DESIGN MANIFESTO," which will be published as a full-page advertisement in the design magazine *form* (No. 272, July/August 2017).

Curators of the demonstrators: IDRV – Institute of Design Research Vienna (Harald Gruendl, Ulrike Haele)

Curators of the exhibition: IDRV – Institute of Design Research Vienna (Martina Fineder, Harald Gruendl, Ulrike Haele)

The Austrian Council for Research and Technology Development is sponsoring the IDRV research project "Commons as a mind-set and as an innovative strategy in design" in the context of the exhibition *CityFactory: New Work. New Design.*

The project *Social Furniture Workshop* is being realized as a cooperation between the MAK and Caritas.

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Photo material is available for download at MAK.at/en/press as well as www.viennabiennale.org/en/press.

Supplemental Program at viennabiennale.org/en/calendar.



Das Projekt *Social Furniture Werkstätte* wird als Kooperation des MAK mit der Caritas realisiert.
The *Social Furniture Workshop* project is realized as a cooperation between the MAK and the Caritas.

Caritas & Du

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