



**MAK**

Press Release

**LOOS: Our Contemporary**

A cooperation of Columbia University, New York and the MAK, Vienna

Press Preview	Tuesday, 12 March 2013, 10:30 a.m.
Opening	Tuesday, 12 March 2013, 7 p.m.
Exhibition Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	13 March–23 June 2013
Opening Hours	Tues 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission every Tuesday, 6–10 p.m.

The continuous influence of Adolf Loos (1870–1933) on the building culture of the past hundred years will be in focus at the exhibition *LOOS: Our Contemporary*, set to run from 13 March 2013 at the MAK in Vienna. Loos's minimalist aesthetic paradigms and his radical concept for an ethical world architecture and aesthetics influenced the oeuvres of numerous modern-era architects, a fact that this showing—developed by the British Loos expert Yehuda E. Safran—vividly demonstrates. *LOOS: Our Contemporary* was first seen by the public at the CAAA – Centro para os Assuntos da Arte e Arquitectura in Guimarães, Portugal, and its presentation at Columbia University (beginning in July) will be accompanied by a symposium at MoMA, New York.

Yehuda E. Safran, an architectural theorist and a professor at New York's Graduate School of Architecture, Planning and Preservation (GSAPP) at Columbia University, took inspiration for this project from Jan Kott's book *Shakespeare Our Contemporary* (1965), as well as from Adolf Loos's essay *Ornament and Crime* (1908). In this legendary polemic, Loos—who helped shape Vienna's turn-of-the-century aesthetic discourse as an ardent opponent of the Ringstraße Style and a sharp critic of Art Nouveau and the Vienna Secession—vehemently opposed the application of any and all newly invented ornamentation to utilitarian items and buildings.

His radically modern ideas and typical design style are based on the functional advancement of the traditional; Loos's best-known works include the interior of Café Museum on Vienna's Karlsplatz (1899) and the commercial building for the Viennese men's clothier Goldman & Salatsch on Michaelerplatz (1911).



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At the core of the exhibition *LOOS: Our Contemporary* is a series of interviews conducted by Yehuda E. Safran with contemporary architects on the present-day significance of Adolf Loos as a pioneer of modern architecture. His interviewees include Hans Hollein, Hermann Czech, Álvaro Siza, Eduardo Souto de Moura, Jacques Herzog, Paulo Mendes da Rocha, Toyo Ito, David Adjaye, Steven Holl, and Preston Scott Cohen.

The relevance of Loos's writings and projects as stylistically formative parameters of modernism is also discussed in light of examples selected from the oeuvres of international architects. Designs, models, photos, and everyday objects by Le Corbusier, Hermann Czech, José Paulo Dos Santos, Eileen Gray, Herzog & De Meuron, Friedrich Kiesler, Rem Koolhaas, Richard Neutra, Aldo Rossi, Rudolph M. Schindler, Eduardo Souto de Moura, Ludwig Wittgenstein, and others document the never-ending effort to achieve a balance between exterior and interior worlds, thus rendering the cosmos of Adolf Loos more easily understood.

This exhibition's Viennese presentation will be enriched by never-before-shown drawings and objects by Loos for projects such as the Villa Karma (1904–1906) in Clarens near Montreux, Switzerland. Contemporary Viennese takes on Loos in the form of works by artists and architects such as Heinz Frank, Karl-Heinz Klopff and Hubmann – Vass Architects will likewise round out this showing, as will a retrospective on major Loos presentations and Loos-related research in Vienna.

For this exhibition, an issue of the magazine *Potlatch* has been published with the title *Adolf Loos: Our Contemporary / Unser Zeitgenosse / Nosso Contemporâneo* (No. 3, Autumn 2012, New York, edited by Yehuda E. Safran); it contains texts by Beatriz Colomina, Hermann Czech, Rainald Franz, Benedetto Gravagnuolo, Christopher Long, Can Onaner, Daniel Scherer, and Philip Ursprung, and can be purchased at the MAK Design Shop for € 20.

For the realization of the exhibition *LOOS: Our Contemporary*, as well as for exhibition and tourism projects in the Centrop Region, the MAK and the Moravian Gallery in Brno have been granted financial support by the EU subsidy program "European Territorial Cooperation Between Austria and the Czech Republic, 2007–2013."

Press materials and photos are available for download at [http://mak.at/en/press/press\\_infos/aktuell](http://mak.at/en/press/press_infos/aktuell).

## EDUCATIONAL PROGRAM

### EXPERT-GUIDED TOURS

with Rainald Franz Curator, MAK Glass and Ceramics Collection

Thu, 18.4.2013, 17:00 5 p.m.

MAK Works on Paper Room and Textiles Study Collection,  
Stubenring 5, Vienna 1

“Adolf Loos and Great Britain in the context of *LOOS: Our Contemporary* and *A SHOT OF RHYTHM AND COLOR. English Textile Design of the Late 19th Century*”

together with Barbara Karl, Curator, MAK Textiles and Carpets Collection

Thu, 16.5.2013, 5 p.m.

MAK Works on Paper Room and Textiles Study Collection,  
Stubenring 5, Vienna 1

*LOOS: Our Contemporary*

Special guided tours by advance registration

T +43 1 711 36-298, [education@MAK.at](mailto:education@MAK.at)

## EVENTS

### LECTURES

Wed, 13.3.2013, 6 p.m.

MAK Lecture Hall

Weiskirchnerstraße 3, Vienna 1

Yehuda E. Safran: “Adolf Loos: Our Contemporary”

Christopher Long: “Adolf Loos and the Strategy of Sorting”

(in English) followed by a discussion

Yehuda E. Safran is an architectural theoretician and a professor at the GSAPP –  
Graduate School of Architecture, Planning and Preservation at Columbia University  
in New York

Christopher Long holds a professorship in history and theory at the School of  
Architecture, University of Texas at Austin.

Tue, 7.5.2013, 7 p.m.

MAK Columned Main Hall

Stubenring 5, Vienna 1

Dieter Bogner, bogner cc, Vienna: “Frederick J. Kiesler between Josef Hoffmann and  
Adolf Loos”

(Lecture in German)

**TALK**

Tue, 23.4.2013, 6 p.m.

MAK Columned Main Hall

Stubenring 5, Vienna 1

“Current developments on Loos research and reception in Vienna and internationally”

Hermann Czech, architect, Vienna and Markus Kristan, curator of the Architectural Collection at the Albertina, Vienna in dialog with Rainald Franz

**FILM SCREENING**

Sat, 27.4.2013, 2 p.m.

MAK Lecture Hall

Weiskirchnerstraße 3, Vienna 1

“Loos ornamental (Photography and Beyond – Part 13)”

Direction: Heinz Emigholz, 2006/ 2008, 72 min, OV

**MAK SENIORS**

Wed, 15.5.2013, 3 p.m.

Works on Paper Room and Textiles Study Collection,

Stubenring 5, Vienna 1

with Gabriele Fabiankowitsch, Head of MAK Educational Program and Guided Tours

Advance registration requested: T +43 1 711 346-298, [education@MAK.at](mailto:education@MAK.at)

Press Data Sheet

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Curator	Rainald Franz, Curator, MAK Glass and Ceramics Collection
Guest Curator	Yehuda E. Safran, architectural theorist, Professor at the GSAPP – Graduate School of Architecture, Planning and Preservation at Columbia University, New York
MAK Admission	€ 7.90 / reduced: € 5.50 / family ticket € 11 / free admission for children and teens up to 19
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Vienna, 12 March 2013