



**MAK**

Press Release

**Exhibition Series NEW LOOK**  
**#4: VERENA DENGLER**  
**Anna O. lernt denglisch in den Energieferien**

Opening	Tuesday, 18 June 2013, 8 p.m.
Exhibition Venue	MAK Gallery Stubenring 5, 1010 Vienna
Exhibition Dates	19 June–6 October 2013
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays, 6–10 p.m.

The fourth installation of the MAK's *NEW LOOK* series reads like a subtle commentary on formats of applied art and bears the title *VERENA DENGLER Anna O. lernt denglisch in den Energieferien*. With a fascination with absurd exaggerations and paradox interpretations that is hers alone, artist Verena Dengler (born in Vienna, 1981) brings together objects selected from the MAK Collection according to thematic focuses with objects from her private collection and works by herself that include embroidery, photos, paintings, collages, and photographic tapestries; the result is a dense, narrative installation.

In sculptural stagings created specifically for this MAK exhibition, she contextualizes art objects from the MAK's "collection of models" employing references to arts and crafts as well as both her own fashion and textile collection and local culture. The objects modified by the artist make a theme not only of the relationship between arts and handwork, but also raise questions pertaining to the subjective passions of collectors. In doing so, she employs porcelain figures from the MAK's Asia Collection as fictitious protagonists.

In her choice of the exhibition title *Anna O. lernt denglisch in den Energieferien*, Dengler makes explicit reference to Bertha Pappenheim (1859–1936), who went down in psychoanalytic history as "Anna O." Hers was the oft-cited first "case" of the conversational method of psychoanalytic therapy developed by Sigmund Freud and Josef Breuer. But this important Viennese Jewish women's rights activist is also known for having been a generous art collector. On numerous trips through Europe, Pappenheim acquired a large collection of lace and artfully wrought iron that, in 1935, she donated to the Museum of Art and Industry (today's MAK) in memory of her parents.

Dengler weaves the story of Bertha Pappenheim into entirely unexpected contexts, such as today's constantly hyped theme of energy efficiency, which she in turn links to the February semester break, known as the "Energy Holidays," which was instituted by the Austrian state during the oil crisis as an energy-saving measure. She stages her theme in a sculptural manner, using a combination of two lamps from the MAK Metal Collection equipped with standard energy-saving bulbs.

Verena Dengler's fondness for (occasionally bizarre) sketches for textile patterns becomes visible in her intense look at the Arts and Crafts Movement. She draws concrete references in particular to Laura Ashley, with whose rugs she drapes pedestals that are in turn presented in combination with an English carpet fabric from the MAK Textiles and Carpets Collection as well as her own works.

A look at the local atmosphere of Vienna, as well as at phenomena of youth culture, completes the complex substantive thrust of this, her second institutional solo exhibition. She traces Vienna's social democratic culture of education, for example, via posters from the MAK Library and Works on Paper Collection, integrating some of them into her sculptural settings as originals, some as reproductions.

*VERENA DENGLER Anna O. lernt denglisch in den Energieferien* is the fourth edition of the exhibition series *NEW LOOK*, in which four younger artists living and working in Vienna have been invited to deal with the MAK Study Collection and light up the MAK as a site of contemporary artistic production. Benjamin Hirte opened this series with his installation *the classic mob ballet* (12 September–25 November 2012), which parodied specific conditions and forms of presentation to be found in the MAK Collection as well as ideas of the "applied," followed by *KATHI HOFER craftivism* (19 December 2012–3 March 2013) and *KERSTIN VON GABAIN city of broken furniture* (20 March–26 May 2013).

Press materials and photos are available for download at [MAK.at/press](http://MAK.at/press).

Press Data Sheet

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Curator	Janina Falkner, Curator, MAK Collection of Contemporary Art
MAK Admission	€ 7.90 / reduced: € 5.50 / family ticket: € 11 / free admission for children and teens up to 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäuser T +43 1 711 36-233, 229, 212 <a href="mailto:presse@MAK.at">presse@MAK.at</a> MAK.at
	Vienna, 18 June 2013