



MAK

Press Release

BRÜDER SCHWADRON

new places & traces

Press Tour	Tuesday, 4 November 2014, 6 p.m.
Opening	Tuesday, 4 November 2014, 7 p.m.
Exhibition Venue	MAK FORUM MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	5 – 30 November 2014
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays 6 p.m.–10 p.m.

For the first time in a museum, the exhibition *BRÜDER SCHWADRON new places & traces* provides a platform for the legacy of the Jewish ceramics manufacturer Brüder Schwadron, which was located in Vienna from 1899 to 1938. Following on from the show *BRÜDER SCHWADRON call to mind*, displayed in the company's former business premises at Franz-Josefs-Kai 3 in Vienna, the new exhibition in the MAK FORUM, *BRÜDER SCHWADRON new places & traces*, which relies exclusively on crowdsourced materials, reveals deep insights into the creative work and history of this outstanding ceramics manufacturer. An open call during the 2013 Projekt Schwadron (www.projekt-schwadron.at) invited the general public to uncover further traces of the Brüder Schwadron's influence; now on display for the first time in the MAK, the results of this joint effort serve as impressive reminders of the company's diverse body of work.

Hailing from Galicia and ultimately destroyed by the Nazi regime, the Brüder Schwadron family business left its mark on the aesthetics of the city in its role as one of the leading ceramics manufacturers in turn-of-the-century Vienna. With their high-quality products for both private and public buildings, they made a momentous contribution to the golden age of arts and crafts between late historicism and Art Nouveau. Renowned artists, architects, and teachers at Vienna's School of Arts and Crafts such as Otto Prutscher, Michael Powolny, Berthold Löffler, and Leopold Forstner worked with and for the Schwadron company, which was instrumental in the ascent of Viennese ceramics.

The numerous suggestions made by the interested public—"scouts"—as to the influence of the Brüder Schwadron far exceeded the expectations of Tina Zickler and her project team. 25 previously unknown apartment buildings and villas with new decors were identified in Vienna and Baden. A tiled stove was even discovered in Tyrol, the door of which bears the name of the Brüder Schwadron. Another tiled stove that is branded in the same way can

be found in the former parlor of an apartment in Vienna's 7th district. The diversity of the locations and objects tracked down by scouts is epitomized by a fountain, which is situated in the entrance area of the Residenz Zögernitz and which is listed as a protected structure. Among the objects found and donated to the exhibition is a signature tile, which was specifically marked by the Nazi regime's "Aryanizers."

Two sculptures of Neptune designed by Michael Powolny comprise the highlight of the exhibition. In Vienna's former Dianabad swimming pool—for which the Brüder Schwadron provided all of the architectural ceramic furnishings—eight of these Neptune sculptures adorned the alcoves around the warm water pool in the men's Turkish bath. A particularly special exhibit is a historical photograph documenting the company's contribution to the 1912 Spring Exhibition of Austrian Arts and Crafts in today's MAK. The Brüder Schwadron designed the brickwork and the floor covering for the garden room—the remainder of which was designed by Oskar Strnad—in this showcase of arts and crafts.

Carefully composed photographs by Lisa Rastl, which portray the rediscovered tiles and ceramics in numerous vestibules and staircases, are displayed in the MAK FORUM alongside historical images of buildings, which have since been partly or entirely destroyed, and which were once adorned with decorations by the Brüder Schwadron. Documents from the Austrian State Archives describe the reprisals that Victor Schwadron had to endure under National Socialist rule.

The aim of this second exhibition, *BRÜDER SCHWADRON new places & traces*, is to continue the work of remembrance and to preserve the memory of the Brüder Schwadron, who made an unparalleled contribution to the aesthetics of Vienna's city culture and whose family and company was tragically destroyed by the Nazis.

A catalog will accompany the exhibition: *BRÜDER SCHWADRON neue Orte & Spuren*, ed. Tina Zickler, with photographs by Lisa Rastl, historical images, as well as texts by Rainald Franz, Andreas Lehne, Kathrin Pokorny-Nagel, and Tina Zickler, self-published, 108 pages, Vienna 2014, € 20, to be sold in the exhibition.

The exhibition *BRÜDER SCHWADRON new places & traces* is a cooperation between labprojects kulturverein and MAK Vienna.

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Press photos are available for download at MAK.at/press and projekt-schwadron.at/presse.

Press Data Sheet

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Idea and Concept / Curator	Tina Zickler
Scientific Advisors	Rainald Franz, MAK Curator Glass and Ceramics Kathrin Pokorny-Nagel, Head MAK Library and Works on Paper Collection/Archive
Photography	Lisa Rastl
Guided Tours	Sundays at 1 p.m.
Curator-Guided Tour	Friday, 21 November 2014, 4 p.m. Tour of the exhibition with Curator Tina Zickler as part of Vienna Art Week
Reading with Tex Rubinowitz	Saturday, 22 November 2014, 4 p.m. MAK Columned Main Hall Tex Rubinowitz will read from his book <i>Das staubige Tier – Über und unter Wien</i> , in which he raved about the Brüder Schwadron's glazed tiles as early as 2007.
Publication	<i>BRÜDER SCHWADRON neue Orte & Spuren</i> , ed. Tina Zickler, with photos by Lisa Rastl, historical images, as well as texts by Rainald Franz, Andreas Lehne, Kathrin Pokorny-Nagel, and Tina Zickler, self-published, 108 pages, Vienna 2014, € 20, to be sold in the exhibition.
MAK Admission	€ 7.90 regular/€ 5.50 reduced/Family Ticket € 11 Free admission for children and young adults under age 19

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