

Press Release

## AFTER-IMAGES

### 150 Years of the MAK – Exhibitions in Pictures

Press Preview	Tuesday, 10 June 2014, 10:30 a.m. MAK Exhibition Hall As part of the press preview on the MAK exhibition <i>EXEMPLARY: 150 Years of the MAK – From Arts and Crafts to Design</i>
Opening	Tuesday, 10 June 2014, 7 p.m.
Exhibition Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Duration	11 June–5 October 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.

On the occasion of the MAK's anniversary year, the exhibition *AFTER-IMAGES: 150 Years of the MAK – Exhibitions in Pictures*, which accompanies the exhibition *EXEMPLARY: 150 Years of the MAK – From Arts and Crafts to Design*, is showing historical and contemporary photographs from its holdings of the museum's past exhibitions. This display in the MAK Works on Paper Room takes visitors on a photographic journey through time: from historical forms of presentation—which were indebted to the memory of the Mouseion—to scenographic exhibition designs, and to the seemingly sensational spatial concepts of the present day.

Alongside electrotyped reproductions, stylistic replications, and plaster casts, photographs of objects were collected as the first exemplars from the time of the MAK's founding, when it was known as the Imperial Royal Museum of Arts and Crafts. Views of exhibitions are highly significant, given that photographs are able to document like no other medium the staging of exhibitions and exhibition spaces in the surroundings of a museum. Even the precursors of arts and crafts museums—treasure chambers and cabinets of wonder—were captured in a visual medium: mostly in the form of commissioned paintings.

In addition to their documentary purpose, photographs have always served as a means to present the museum's projects to the public beyond the physical limits of the building itself. For the period when the museum's illustrated magazines

*Kunst und Kunsthandwerk* [Art and Arts and Crafts] (1897–1921, which replaced the unillustrated *Mittheilungen des k. k. Österreichischen Museum für Kunst und Industrie* [Announcements from the Imperial Royal Austrian Museum of Arts and Crafts]) and *Alte und moderne Kunst* [Old and Modern Art] (1956–1985) were published, the history of the MAK's exhibitions can be told almost entirely in pictures. The era of digital photography has provided new scope for documenting the staging of exhibitions and exhibition spaces.

*AFTER-IMAGES* ranges from historical projects—such as the series of winter exhibitions (around the turn of the 20th century) and room installations by the Österreichischer Werkbund in the 1930s—to sensational exhibition concepts like those realized for the MAK's solo exhibitions on Chris Burden, James Turrell, Jenny Holzer, and Anish Kapoor.

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

Press Data Sheet

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Curator	Kathrin Pokorny-Nagel, Head MAK Library and Works on Paper Collection/Archive
Expert Tour with the Curator	Thursday, 12 June 2014, 5 p.m.
MAK Admission	€ 7.90/reduced € 5.50/family card € 11 Admission free for children and teens under 19
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Vienna, 10 June 2014