



MAK

Press Release

MAK DESIGN SALON #04
DUNNE & RABY. The School of Constructed Realities
Fiction and Reality at the MAK Branch Geymüllerschloß

Opening	Friday, 12 June 2015, 7 p.m.
Exhibition Venue	MAK Branch Geymüllerschloß Pötzleinsdorferstraße 102, 1180 Vienna
Exhibition Dates	12 June – 4 October 2015
Opening Hours	Sundays, 11 a.m.–6 p.m.
Opening Hours during the Opening of the VIENNA BIENNALE (11 Jun – 4 Oct 2015)	Saturday, 13 Jun, and Sunday, 14 Jun 2015, 11 a.m.–6 p.m.
Opening Hours during the VIENNA DESIGN WEEK (25 Sep – 4 Oct 2015)	Friday, 25 Sep 2015, 2–6 p.m. Saturday, 26 Sep, and Sunday, 27 Sep 2015, 11 a.m.–6 p.m. Saturday, 3 Oct, and Sunday, 4 Oct 2015, 11 a.m.–6 p.m.

The MAK DESIGN SALON #04 at the MAK Branch Geymüllerschloß is focusing on fiction and reality: with their contribution *The School of Constructed Realities*, the London-based designer duo Dunne & Raby explores the potentials of speculative design in view of the challenges and forecasts we face in the 21st century. Works by the studio serve as case studies for a fictitious school of design inaugurated at the Geymüllerschloß. *The School of Constructed Realities* is a platform to weave different ideas and experiments together focused on how yet-to-exist worlds can be presented through design. The aim is to encourage visitors to think about the role of design education in relation to how different futures are imagined and shaped.

The School of Constructed Realities is the title of a short story that Dunne & Raby first published in 2014 on the online portal of Maharam (an artistically progressive textile house that was founded in New York in 1902 by the Russian immigrant Louis Maharam). Anthony Dunne, founder and for many years Head of the Design Interactions Department at the Royal College of Art in London, and Fiona Raby, Professor of Industrial Design at the University of Applied Arts Vienna, have been considered pioneers of a conceptual design movement for several years. With *The School of Constructed Realities*, they suggest an alternative approach to contemporary design education, which—

even today—is still in part oriented towards the arts and crafts and Bauhaus movements of the 19th and 20th centuries.

Each room in the MAK Branch Geymüllerschloßel hints at new teaching and learning themes, such as “World Hinting,” “Aesthetics of Unreality,” “Physical Fictions,” “A New Normal,” “Beyond Realism,” and “Object Taxonomies.” Works of Dunne & Raby—both recent and specially developed for this exhibition project—serve as case studies in these sessions.

Commissioned by the Design Museum in London, Dunne & Raby developed the project *United Micro Kingdoms (UmK)* in 2013, which sketches speculations about the continued existence of the United Kingdom. Scale models and illustrations offer an appreciation of an alternative Great Britain, in which it would devolve into four independent counties with different social systems and lifestyles. These deregulated “laboratories” interrogate the cultural and ethical impact of existing and new technologies and how they alter the way we live.

The work *Not Here, Not Now* (2014), which was originally developed for the exhibition *Future Fictions* at the Z33 – House for contemporary art in Hasselt, Belgium (5 Oct 2014 – 4 Jan 2015), is illustrated by fictional objects in the contexts of “Aesthetics of Unreality” and “Physical Fictions.” Large-format photographic prints show speculative products and interfaces like a *Publi-voice*, an *Ethicator*, and a *Stop & Scan device*, which are also part of the environment in which the “Digitalians” – a society dependent upon the possibilities of digital technology – live in *UmK*. Specially for the intervention *The School of Constructed Realities*, Dunne & Raby realized the filmic animation *Not Here, Not Now: CGI* (2015), which explores the possibility of portraying fictions, in collaboration with the designers Keiichi Matsuda and Lukas Franciszkiewicz, who live and work in London.

Together with Franciszkiewicz, one of their former Design Interactions students, they developed the film project *Meinong’s Taxonomy of Objects* (2015) for the MAK DESIGN SALON #04, which addresses the Theory of Objects by the Austrian philosopher and founder of the Graz School of experimental psychology, Alexius Meinong (1853–1920).

“Dunne & Raby’s understanding of design is comprehensive and opens up enormous room for maneuver for designers—and indeed all of us—to contemplate the future in an expanded way,” says Thomas Geisler, Curator of the exhibition and the MAK Design Collection, about this year’s MAK DESIGN SALON #04. With *The School of Constructed Realities*, the designer duo, who always see their projects as the starting point for

new explorations and not as the presentation of predefined outcomes, follows design interventions by Robert Stadler (*Back in 5 min*, 13 September – 30 November 2014), Studio Formafantasma (*The Stranger Within*, 14 September – 1 December 2013), and Michael Anastassiades (*Time and Again*, 12 May – 25 November 2012).

The exhibition *The School of Constructed Realities*, which is generously supported by the Dorotheum auction house, provides occasion for a matinee at 11 a.m. on 4 October as part of VIENNA DESIGN WEEK. Moderated by Thomas Geisler, Fiona Raby and Anthony Dunne, as well as the designer Jurgen Bey, Partner of the Studio Makkink & Bey and Director of the Sandberg Institute at the Gerrit Rietveld Academy in Amsterdam, will discuss new schools of thought and educational models in the field of design.

MAK Branch Geymüllerschloß

The Geymüllerschloß was built after 1808 for the merchant and banker Johann Jakob Geymüller (1760–1834) and was incorporated into the MAK as a museum branch in 1965. In addition to the 160 exquisite Old Viennese clocks from the Franz Sobek Collection that are on permanent display, Empire and Biedermeier furniture from the MAK Furniture Collection are among the most important exhibits in the Geymüllerschloß. Today, there is no other publicly accessible building in Austria that reflects the remarkable lifestyle and mentality of the pre-revolutionary epoch before 1848 with comparable authenticity. In the park of this pleasure pavilion, both the sculptural ensemble *Der Vater weist dem Kind den Weg* [The Father Shows His Child the Way] by Hubert Schmalix (1996/1997) as well as James Turrell's Skyspace *The other Horizon* (1998/2004) establish a dialogue with the past.

The *MAK DESIGN SALON #04: DUNNE & RABY. The School of Constructed Realities* is a collateral project of the VIENNA BIENNALE, which will take place for the first time from 11 June to 4 October 2015 and, as the first multi-sector biennale, is devoted to approaches to positive change from diverse creative perspectives under the title of IDEAS FOR CHANGE. Details of the VIENNA BIENNALE 2015: IDEAS FOR CHANGE can be found at www.viennabiennale.org.

Images of the exhibition are available for download at MAK.at/press.

Press Data Sheet

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Curator	Thomas Geisler, Curator, MAK Design Collection
Related Events	Matinee as part of VIENNA DESIGN WEEK (25 Sep – 4 Oct 2015) Sunday, 4 October 2015, 11 a.m. Designers Fiona Raby and Anthony Dunne as well as Jurgen Bey, Designer, Studio Makkink & Bey and Director, The Sandberg Institute at the Gerrit Rietveld Academy Amsterdam, in conversation with Thomas Geisler, Curator, MAK Design Collection
Design Guided Tours	Curator-guided tours with Thomas Geisler, Curator, MAK Design Collection, and Dunne & Raby at 3 p.m. on Sundays 14 June and 4 October 2015



MAK Admission

€ 9.90 / Reduced € 7.50 (including guided tour)

Free admission for children and teens up to 19
The admission ticket is also valid for a visit to the MAK on Stubenring on the same day.

MAK Press and PR

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Vienna, 12 June 2015