

On the occasion of the exhibition EXEMPLARY: 150 Years of the  
MAK – from Arts and Crafts to Design and in cooperation with  
the MAK

lidewij edelkoort  
presents

# embryonic

**the dawning of a new age**  
**Vienna , 10. June 2014**  
**autumn/winter 15-16**



TREND  
UNION



## Trend Seminar Tuesday, 10. June 2014

MAK – Austrian Museum of Applied Arts / Contemporary Art,  
Lecture Hall,  
Weiskirchnerstrasse 3, 1010 Vienna  
seminar will be held in english

### program

12.30-13.00  
registration

13.00-14.30  
**embryonic**  
the dawning of a new age

14.30-15.00  
break with snacks

15.00-16.00  
**architecture & design**  
2016 & beyond

### welcome by

**thomas geisler**  
Curator, MAK Design Collection

19.00 Opening of the exhibition  
**EXEMPLARY: 150 years of the**  
MAK – from Arts and Crafts to  
Design

**purchase**  
online on edelkoort.com  
**registration**  
chloe@trendunion.com

**price**  
**290€**

at last we are ready to embrace the 21st century with another vision for a new age. we will enter a new state that is still evolving; the dawn of hard to discern directions that are incubating within, waiting to emerge and see the light, born to a new generation of impatient people. the social mood is shifting to a climate of care and togetherness, of compassion driven by a creative mentality, of softer, gentler manners and an alternative, appeasing period in politics. this climate of expectation is exciting and promises a new epoque with different and more wholesome options. leading to an assured lifestyle that will go on quest for silent luxury, embellished with occasional artistic and opulent accents. the embryonic aspect of these new trends will reflect upon fashion with a fabulous roster of reassuring style principles ready to embrace and cuddle the consumer. the womb of the world awaiting a renaissance.

- lidewij edelkoort

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