



Press Release

MAK Launches New Website

19 September 2012—new virtual portal to the MAK going online as the highpoint of a step-by-step CI overhaul

After months of intense preparation, this is the day: on 19 September 2012, the new website of the MAK – Austrian Museum of Applied Arts / Contemporary Art is going online. Conceptualized and implemented by the Vienna-based PEACH creative agency, MAK.at garners attention with more images and even more contents than before, and also is more user-friendly, modern and easier to navigate. “Based on the institutional re-positioning ushered in one year ago, the MAK increasingly presents itself as a place of encounter, interaction, and intercreativity. MAK.at is distinguished by a refined aesthetic and, with a high degree of interactivity, ideally transposes the MAK’s new orientation into the virtual world,” says MAK Director Christoph Thun-Hohenstein.

Information, interaction, and participation were the guiding ideas that informed the work of PEACH in developing the new Web presence in close collaboration with a task force established at the MAK. Aside from meeting the fundamental requirements of a museum homepage, such as providing all relevant information around the MAK and its branch museums, the new website also opens a virtual portal which—through easy, yet interesting user guidance—gives museum visitors and creative professionals an opportunity for individual exploration of the multifarious MAK cosmos. MAK.at seeks to establish itself—with functionality, aesthetics, and user-friendliness—as a landmark on the virtual international museum scene, and beyond that, to correlate the MAK’s physical realm of experience with a digital one.

“For a creative agency like PEACH Vienna, this project creates the best possible situation: an ambitious client of the highest expectations who welcomes very close collaboration with the agency appointed. Plus a product of great cultural and hence sustainable social relevance. We will continue to work on new functions and application for MAK.at beyond the official launch and are very happy with this project which permits thinking outside the box and working in highly innovative ways,” PEACH managing partners Birgit Vollmeier and Yudi Warsosumarto say with enthusiasm.

The relaunch of the MAK website marks the endpoint of a several-month CI process in collaboration with the Vienna-based studio of Perndl+Co who did a thorough overhaul on the museum’s corporate typography and graphic design, and in particular designed the new MAK logo. The emblematic griffins—a significant element of the previous MAK logo developed 1987 by Catherine Rollier on the basis of historical museum material—were retained in the redesigning as an expression of institutional continuity. “The new Corporate Design provides the MAK with an unmistakable visual identity without imposing a strict corset.



It is contemporary and clear and, at the same time, leaves room for more vivid graphic design,” Perndl+Co principal Josef Perndl explains.

The new website and Corporate Identity achieve the goal of being a condensed expression of all essential mission elements of the museum after its repositioning under Christoph Thun-Hohenstein—such as tradition, future orientation, expertise leadership in all areas of applied arts, intercreativity, social responsibility, and commitment to positive change—in a consistent visual identity.

Logo Redesign and MAK Corporate Design

Agency	Perndl+Co
Team	Josef Perndl, Nina Pavicsits, Roland Hörmann
Creative Director	Josef Perndl
Account Managers	Josef Perndl, Vera Kühn

Conceptual Design MAK.at

Agency	PEACH Wien
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Art Directors	Florian C. Wachmann, Yudi Warsosumarto
Graphic Designers	Florian C. Wachmann, Laïla von Alvensleben
Account Managers	Birgit Vollmeier, Yudi Warsosumarto
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Vienna, 19 September 2012