



Press Release

THONET DAY AT THE MAK

A day-long event of the MAK ART SOCIETY focused on the company Thonet kicks off the MAK's series of special events for Vienna Design Week on 28 September 2013

To mark the donation of objects produced by Thonet to the furniture collection of the MAK (models designed by Stefan Diez, Naoto Fukasawa, Konstantin Grcic, and Robert Stadler), the MAK ART SOCIETY (MARS) will be dedicating a day-long themed event to Thonet on 28 September 2013 as part of Vienna Design Week: this program, which can be participated in by registering with the MARS (makartsociety@MAK.at), includes a panel discussion on the past and present of the furniture producer Thonet with designers Konstantin Grcic and Robert Stadler plus experts and members of the Thonet family, as well as the presentation of the donation, a workshop for children and families (MINI MARS), and a bentwood-bending event with Viennese design collective breadedEscalope.

Additionally, there will be tours through the MAK Permanent Collection Historicism / Art Nouveau, designed by US artist Barbara Bloom, in which products by Thonet and its Viennese competitors from between the 1830s and the 1930s are introduced.

With its intense interest in wood bending techniques and the unmistakable aesthetic of its objects, the Thonet company pointed seating furniture design in new directions. Thonet's bentwood furniture models set standards in international furniture production and are considered to be among the Furniture Collection's most valuable holdings. Talks with Percy Thonet have now resulted in a donation that will further augment the MAK's collection of bentwood furniture by five current Thonet models.

The Thonet Day event of the MAK ART SOCIETY serves to kick off the MAK's special program for Vienna Design Week. To participate in the individual parts of this event, organized by MARS, registration directly with MARS is required by 24 September 2013 at T +43 1 711 36-207 or at makartsociety@MAK.at.

A further highlight of the MAK's program for Vienna Design Week will be a talk at the MAK Branch Geymüllerschloss with designers Simone Farresin and Andrea Trimarchi (Studio Formafantasma), London gallerist Libby Sellers and design critic Alice Rawsthorn as part of the exhibition *MAK DESIGN SALON #02 STUDIO FORMAFANTASMA The Stranger Within* on Sunday, 29 September 2013 at 11 a.m. Moderation will be by Thomas Geisler, curator of the MAK Design Collection.

As part of *design>new strategies*, a collaborative effort of the MAK and *departure*, the DIY happening *d>nite departure/MAK DESIGN (IT-YOURSELF) NITE* (Tuesday, 1 October, 8 p.m., MAK Columned Main Hall, MAK Exhibition Hall), in the context of the exhibition *NOMADIC FURNITURE 3.0. New Liberated Living?* will feature contemporary self-building strategies as a collective process. The practice of participatory low-tech furniture making will be presented and subjected to a reality check by breadedEscalope, chmara.rosinke, Annika Frye, Jerszy Seymour, mischer'traxler, and raumlaborberlin.

Likewise as part of *design>new strategies*, designer Matali Crasset will speak in the *d>talk* "Root 'n' Books. An Identity Anchor in Nomadic Times" about her design strategies, which will be examined in further depth in the workshop *d>lab.06* "Matali Crasset. Personal Anchoring and Strong Identification" (Thu, 2 October and Fri, 4 October, each day from 10 a.m. to 6 p.m., registration is possible until 23 September at: d-lab@departure.at).

The MAK's complete program for Vienna Design Week can be found at MAK.at.

Thonet Day Program (Saturday, 28 September 2013, from 10:30 a.m.):

10:30 a.m. – 12:30 p.m.

MINI MARS Workshop: "Thonet"

...followed by awards for the self-built Thonet chairs for children between 3 and 12, registration required.

11 a.m.

Guided tour through the MAK Permanent Collection Historicism / Art Nouveau

11:45 a.m.

Guided tour through the exhibition *Nomadic Furniture 3.0. New Liberated Living?*

1:30 p.m.

Presentation and transfer of Thonet's donation to the MAK – chairs by Stefan Diez, Naoto Fukasawa, Konstantin Grcic and Robert Stadler
Welcoming address: Christoph Thun-Hohenstein, Director, MAK

Panel discussion: "Thonet – Tradition und Innovation" (in German)

Konstantin Grcic, designer

Sebastian Hackenschmidt, curator, MAK Furniture and Woodwork Collection

Robert Stadler, designer

Percy Thonet, Thonet Deutschland

Moderation: Marianne Goebel, director, Design Miami

Following this discussion, there will be a bentwood performance by the Viennese design collective breadedEscalope as well as guided tours through the MAK Permanent Collection Historicism / Art Nouveau and the exhibition *Nomadic Furniture 3.0. New Liberated Living?*

Those wishing to participate in the events programmed for Thonet Day must register with the MAK ART SOCIETY by 24 September 2013 at
T +43 1 711 36-207 or makartsociety@MAK.at

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