

Press Release

Reflected by the Public

The MAK launches a Europe-wide social media jubilee project together with media artist Peter Weibel

A look back over 150 years of the MAK: How has this place of art, of interaction, and of intercreativity persisted in the collective memory of its visitors? What films, photographs, souvenirs, and memorabilia have been preserved over the years? These questions will be pursued by the MAK as part of a broad-based social media project in celebration of its 150th anniversary in 2014, a project that will be conducted together with the Austrian artist, curator, and art and media theorist Peter Weibel. The MAK is using its social media channels to extend an invitation to the interested public to send in their memories in the form of historic private film footage and photographs. Peter Weibel will then condense the resulting collective “mirror of the public” into a film, which will be presented at the MAK and via the relevant social networks in October of 2014.

Collective memories are at the core of every culture. And it is as part of this collective cultural memory that the MAK is to be viewed before the backdrop of its history and longstanding tradition. “Photographs and films show what people were interested in and serve to document the MAK’s essential shift in meaning from its role as a showcase of industrial production to that of a design and art museum,” says Peter Weibel in explanation of his interest in this innovative project. Social networks offer hitherto unknown opportunities to express private opinions before a heterogeneous public. And it is quite consciously and with an eye to the present era of Digital Modernity that the MAK seeks to utilize these new modes of collective exchange. In keeping with the origins of the museum’s rich collection, which began developing upon the museum’s establishment 150 years ago as the Imperial Royal Austrian Museum of Art and Industry, this project’s “social media call” is aimed primarily at Central Europe. And since a large part of the collection entered the MAK before the advent of the Second Austrian Republic, this call applies especially to pre-Second World War materials.

Peter Weibel’s film stands alongside the complete transformation of the MAK Study Collection into the dynamic MAK DESIGN LAB, the fundamentally reconceived MAK Permanent Collections Asia and Carpets, and the three exhibitions *EXEMPLARY. 150*

YEARS OF THE MAK: From Arts and Crafts to Design, WAYS TO MODERNISM. Josef Hoffmann, Adolf Loos, and their Impact, and HOLLEIN, as part of a series of jubilee projects that serve to illuminate from various perspectives the MAK's relevance as an intercreative global laboratory devoted to positive change.

Peter Weibel, born in Odessa in 1944, studied literature, medicine, logic, philosophy, and film in Paris and in Vienna. Through his widespread activities as an artist, a curator, a theoretician and a nomad wandering between the arts and science, he has become a central figure in European media art. Alongside professorships at the University of Applied Arts Vienna (1984–2011) and at the State University of New York at Buffalo (1984–1989), 1989 saw Weibel establish the Institute for New Media at the Städelschule in Frankfurt, an institute that he headed until 1995. Peter Weibel was artistic director of the festival Ars Electronica in Linz from 1986 to 1995, served as Austrian Commissioner at the Biennale di Venezia from 1993 to 1999, and held a guest professorship at the University of New South Wales (in Sydney, Australia) from 2009 to 2012. From 1993 to 2011, he served as head curator at Neue Galerie Graz, and in 2008 he assumed artistic direction of the Bienal Internacional de Arte Contemporáneo de Sevilla (BIACS3) as well as of the Fourth Moscow Biennale of Contemporary Art (2011). Since 1999, Peter Weibel—who, alongside numerous other prizes and honorary doctorates, was also awarded the Oskar Kokoschka Prize for his artistic oeuvre in 2014—has also served as director of the ZKM | Center for Art and Media in Karlsruhe. www.peter-weibel.at

On 25 March 2014, the MAK launched its call to participate in its *Social Media Project Commemorating 150 Years of the MAK* via the MAK Blog, Facebook, Twitter and Google+. The interested public is invited to send in digitized photos and film footage in all common file formats, as well as original documents and/or scans and copies, until Monday, 30 June 2014 to 150.Jahre@MAK.at or by ground mail to the address MAK Communications and Marketing, Friedemann Lämmel, Stubenring 5, 1010 Vienna.

Press Data Sheet

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International call for submissions via the MAK's social media channels from 25 March 2014	blog.mak.at facebook.com/MAKVienna twitter.com/MAKWien plus.google.com/+makwien
Submission requirements	Digitized photos and/or film footage in common file formats Original documents Memorabilia Scans Copies
Submission deadline	Monday, 30 June 2014
Submissions via E-mail or ground mail to	MAK Communications and Marketing Friedemann Lämmel Stubenring 5, 1010 Vienna 150Jahre@MAK.at
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäüßer T +43 1 711 36-233, 229, 212 presse@MAK.at www.MAK.at Vienna, 24 March 2014