

Press Release

MAK Special Events during VIENNA DESIGN WEEK 2014

With the *departure* anniversary exhibition *TOMORROW IS ...*, a *departure/MAK d>nite*, talks with international guests, tours, and much more, the MAK is offering a first-class program of events.

This year the MAK is once again offering a multifaceted program of events during the eighth VIENNA DESIGN WEEK from 26 September to 5 October 2014, including a *departure/MAK d>nite*, special tours, Late-Night Shopping events, and numerous prestigious guests. In addition to the two exhibitions *HANNA KRÜGER: [DIE SAMMLUNG] a collective structure* and *SOUTH MEETS NORTH: Local Innovation. Global Conversation*, which was realized in cooperation with the designforum Wien and kulturen in bewegung, the opening of the *departure* anniversary exhibition *TOMORROW IS ...* will be a highlight of the *departure/MAK d>nite* on 30 September 2014. On this evening, the interim usage specialists from Betonküche will jump into the debate with a futuristic foodie intervention in the MAK Columned Main Hall to offer a special culinary treat. The Geymüllerschloss branch of the MAK will also host an ambitious matinee discussion on design with an international panel of experts.

MAK Program of Events during VIENNA DESIGN WEEK 2014

SATURDAY, 27 September 2014

11 a.m.

Tour

EXEMPLARY: 150 Years of the MAK – from Arts and Crafts to Design

This tour of the MAK anniversary exhibition with guest curator Tulga Beyerle, Director of the Kunstgewerbemuseum in Dresden, and the exhibition designers LichtwitzLeinfellner visuelle Kultur KG will focus on the question “Who or what is exemplary in design today?”
MAK Exhibition Hall

Exhibition dates: 11 June – 5 October 2014

1 p.m.

Exhibition talk

THONET-TALK: MY ROLE MODELS

In this talk moderated by Amelie Klein from the Vitra Design Museum in Weil am Rhein, Germany, the designers Stefan Diez and Steffen Kehrle as well as breadedEscalope will speak about heroes and attitudes in design in relation to the MAK exhibition

EXEMPLARY: 150 Years of the MAK – from Arts and Crafts to Design. In cooperation with Thonet and Nespresso.

MAK Exhibition Hall

Exhibition dates: 11 June – 5 October 2014

SUNDAY, 28 September 2014

11 a.m.

Matinee

MAK DESIGN SALON #03: ROBERT STADLER. Back in 5 min

In contrast to the Empire and Biedermeier interior of the Geymüllerschloß branch of the MAK, Robert Stadler reinterprets simple types of furniture from country homes and undertakes a deconstruction of the location with his staging of the space. In a panel discussion featuring prestigious guests, the curator of the MAK DESIGN SALON, Thomas Geisler, who is also the curator of the MAK Design Collection, will speak with the designer Robert Stadler, the London author and curator Emily King, and Jana Scholze, Curator of Contemporary Furniture and Product Design at the Victoria and Albert Museum in London, about the ambiguous relationship between art and design in Stadler's work. Generously sponsored by DOROTHEUM Wien.

MAK, Geymüllerschloß branch, Pötzleinsdorferstrasse 102, 1180 Vienna

Opening hours: Saturday and Sunday, 11 a.m.–6 p.m.

Additional opening hours during VIENNA DESIGN WEEK:

Friday, 26 September 2014, 2–6 p.m.

Exhibition dates: 13 September – 30 November 2014

TUESDAY, 30 September 2014

5 p.m.

departure/MAK d>nite

Presentation of the exhibition

SOUTH MEETS NORTH: Local Innovation. Global Conversation

“Südnovation,” an initiative by kulturen in bewegung from Vienna, will show what the global North can learn from the global South for everyday life in a “living room” installation, including topics such as frugal and efficient innovation, upcycling, and highly flexible and collective working processes. The upcycling designer Heath Nash from Cape Town will also apply this collaborative dialogue to new products with local partners from Austria in a dynamic work in progress – e.g. he curated a selection of South African designs by courtesy of HABARI, Vienna. As the 2014 World Design Capital, Cape Town is the perfect location to showcase processes of design and innovation in various latitudes. Austria will be represented in Cape Town from 6 to 13 November 2014 with the AustriaDesignNet platform, which the MAK participated in founding.

In cooperation with designforum Wien/kulturen in bewegung.

MAK DESIGN SPACE

Exhibition dates: 26 September – 26 October 2014

Additional information and registration for the workshop program during VIENNA

DESIGN WEEK: www.kultureninbewegung.org

6 p.m.

departure/MAK d>nite

After-Work Meeting Point at the MAK Design Shop

STUDIO FORMAFANTASMA. Alphabet

The After-Work Meeting Point at the MAK DESIGN SHOP is hosting the designers Simone Farresin and Andrea Trimarchi (Studio Formafantasma) for the Austrian premiere presentation of a special MAK's 150th-anniversary-edition of their newly designed *TS284 Alphabet* glass service, which was developed in collaboration with the Vienna glass editor J. & L. Lobmeyr based on decorative designs from the MAK collection.

6:30 p.m.

departure/MAK d>nite

Presentation of the exhibition

HANNA KRÜGER. [DIE SAMMLUNG] a collective structure

By rearranging and combining existing products, in her experiment *Stapeln+Addieren* the Berlin based designer Hanna Krüger examines the potential of private and public collections for her own practice of design. For this first exhibition at the MAK, *[DIE SAMMLUNG] a collective structure*, made possible by the Nespresso Design Scholarship, Krüger immersed herself in the online collection of the MAK, and the archives of the Wiener Werkstätte in particular.

MAK DESIGN LAB

Hoffmann, Geometric

Exhibition dates: 26 September – 5 October 2014

7 p.m.

departure/MAK d>nite

TOMORROW IS ... TONITE

Opening of the *departure* anniversary exhibition *Tomorrow is ...*

This exhibition is a multimedia, walk-in installation which deals with the present and future of freelance creative work in Vienna on the tenth anniversary of *departure*, the Creative Unit of the Vienna Business Agency. As part of the program, *design>neue strategien*, a collaboration of MAK and *departure*, this d>nite is not just the opening of an exhibition, but an experimental field for the questions on Vienna's creative scene raised

by the exhibition. On this evening, the interim usage specialists from Betonküche will jump into the debate with a futuristic foodie intervention: Tomorrow is ... Tonight!

Tours of the exhibition will be offered by curators Eva Kraus and Martina Fineder as well as designers Andreas Pawlik (dform) and Julian Roedelius (r-g.io) on Wednesday, 1 October 2014 at 5 p.m. and Friday, 3 October 2014 at 4 p.m.

MAK Columned Main Hall, MAK FORUM

Exhibition dates: 1 October – 2 November 2014

FRIDAY, 3 October 2014

5 p.m.

Special tour

MAK DESIGN LAB: Design Revolution NOW!

The Institute of Design Research Vienna (IDRV) will offer a tour of the recently opened MAK DESIGN LAB. In search of possibilities for a common awakening into a socially and environmentally sustainable society, this year's MAK designers-in-residence will highlight existing developments and explore potential solutions at the MAK DESIGN LAB.

SATURDAY, 4 October 2014

11 a.m.

Tour and exhibition talk

HOLLEIN

The exhibition *HOLLEIN* dives into the rich cosmos of the universal artist, designer, and architect Hans Hollein (1934–2014). Using largely unpublished materials from the artist's archives, it will undertake the first comprehensive reevaluation of his entire oeuvre.

Photographs by the artists Aglaia Konrad and Armin Linke will open up unusual perspectives on Hollein's work. Guest curator Wilfried Kuehn and MAK curator Marlies Wirth as well as Lilli Hollein, Director of the VIENNA DESIGN WEEK, will offer a tour of the exhibition. Aglaia Konrad and Armin Linke will also be on hand for the event.

MAK Exhibition Hall

Exhibition dates: 26 September – 5 October 2014

6 p.m.–1 a.m.

Long Night of Museums 2014 at the MAK

Information on this year's program at the MAK during the Long Night of Museums:

www.MAK.at

7–9 p.m.

Late-Night Shopping at the MAK Design Shop

FEATURED DESIGNERS: MEGUMI AND DAISAKU ITO

Megumi Ito, who works in Vienna and around the world primarily as a lamp designer, as

well as her twin brother Daisaku Ito and his label Colinetta from Tokyo will be presenting a new series of hand-made leather accessories, including leather clutches lined with fabrics from exclusive vintage kimonos.

Additional information: MAK.at and viennadesignweek.at

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