

Press Release

## **Silver for the MAK at the International Design & Communication Awards (Istanbul)**

The MAK scored with the reinstallation of the MAK Permanent Collection *ASIA. China – Japan – Korea*

The reinstallation of the MAK Permanent Collection *ASIA. China – Japan – Korea* was awarded the silver prize in the category “Best Scenography – For A Permanent Collection” at the International Design & Communication Awards (IDCA), which were presented on Wednesday, 9 September 2015, in Istanbul. The winner of the gold prize in this category was the 9/11 Memorial Museum by Local Projects (New York); the MAK secured silver with the design concept for the permanent exhibition room developed by Japanese artist Tadashi Kawamata together with Johannes Wieninger, Curator of the MAK Asia Collection. “Tadashi Kawamata’s reinterpretation of the MAK Permanent Collection Asia has expanded the term Gesamtkunstwerk by another dimension in the context of artistically designed museum space. We are extraordinarily pleased about the international commendation bestowed on this central exhibition room at the MAK,” said MAK Director, Christoph Thun-Hohenstein.

This year 63 cultural institutions and design agencies from 20 different countries submitted a total of 84 entries to the renowned IDCA Awards, launched in 2007 and presented five times to date. The IDCA Awards 2015 were given for the categories “Best Branding Campaign,” “Best Temporary Exhibition Communications,” “Best Scenography – For A Temporary Exhibition,” “Best Scenography – For A Permanent Collection,” “Best Merchandising,” “Best App,” and “Best Website.”

The international jury of experts included Will Dallimore (Director, Public Engagement, Royal Academy of Arts, London), Kathrine Daniloff (Head of Communications, Norsk Teknisk Museum, Oslo), Khairuddin Hori (Deputy Director for Artistic Programming, Palais de Tokyo, Paris), Corinne Estrada (CEO, Agenda), Hüsamettin Koçan (founder of the Baksi Museum, Bayraktar Village, Bayburt, Turkey, and Professor of Fine Arts, Okan University, Istanbul), and Lily Hibberd (artist and writer, Melbourne/Paris). The goal of the awards is to encourage institutions in the art and museum scene to try out original and innovative ways of communicating. So far more than 250 cultural institutions have taken part in the IDCA Awards.

MAK Permanent Collection *ASIA. China – Japan – Korea*

The MAK Permanent Collection Asia is one of the most comprehensive and important

European collections of art and applied arts from the Asiatic region. Embedded in an artistic design created specifically for the venue by internationally renowned artist Tadashi Kawamata, the fundamentally reconceived MAK Permanent Collection *ASIA. China – Japan – Korea* reopened in 2014 on the ground floor of the MAK. Permanent change and the play of natural and artificial light and shade are Kawamata's abiding creative principles for the exhibition room, which presents selected highlights of the history of East Asian art from the start of the Common Era through today.

For more information: [http://agendacom.com/en/idca\\_awards/](http://agendacom.com/en/idca_awards/)

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