



MAK

Press Release

ORF Long Night of Museums 2018 at the MAK
Gustav Klimt: original and digital

ORF Long Night of Museums	Saturday, 6 October 2018, 6 p.m.–1 a.m.
Location	MAK, Stubenring 5, 1010 Vienna
Tickets	Regular € 15 Reduced € 12 (schoolchildren, students, seniors, people with special needs, military service members, and Ö1 Club members) Free admission for children under 12

The MAK program for the ORF Long Night of Museums in 2018 is entirely devoted to the Klimt jubilee year. Until 1 a.m., visitors have a last chance to embark on an immersive journey through *KLIMT'S MAGIC GARDEN: A Virtual Reality Experience by Frederick Baker*. A special highlight are the hourly guided tours that illuminate Klimt's original design drawings for the mosaic frieze in the Stoclet House dining room in Brussels. The tours also afford a glimpse behind the scenes of the fantastic digital world created by Frederick Baker with his virtual reality reconstruction of Klimt's original elements, realized by Leiss Postproduction. Young visitors can also be inspired by Klimt's extraordinary language of colors and forms—for instance by participating in the children's workshop *NIGHT PLANTS*. Digital works by schoolchildren, inspired by Klimt, are presented in the *TREE OF LIFE*, a voluminous installation especially designed for this evening by the Parisian Atelier 37.2.

PROGRAM ORF Long Night of Museums at the MAK 2018

6 p.m.–1 a.m.

A Last Night in *KLIMT'S MAGIC GARDEN: A Virtual Reality Experience by Frederick Baker*

Klimt's design drawings for the frieze in Stoclet House: Using high resolution digital images of the masterpiece, VR artist Frederick Baker creates a fantastic virtual world in which visitors can embark on an interactive cinematic journey.

Hourly from 6–11 p.m.

Guided Tours

Duration: ca. 40 min.

Klimt's cartoons in the original, and a glimpse behind the scenes of the digital world at the VR Info Point by Leiss Postproduction.

6 p.m.–midnight

VR Info Point by Leiss Postproduction

Outside of the guided tours too, you can ask the experts questions, look them over the

shoulder, and let yourself be inspired.

Kindly supported by



6–9 p.m.

NIGHT PLANTS

Children's Workshop (ages 6+)

Many artists are most creative during the night hours. Come to the MAK and feel the magic of Gustav Klimt and the Magic Garden. Join us in drawing a gigantic frieze, or decorate the magnetic Tree of Life anew.

6 p.m.–1 a.m.

TREE OF LIFE

Connected Kids at the MAK

Presented in an installation by Atelier 37.2

In cooperation with Connected Kids, a T-Mobile initiative promoting digital media in schools, kids from fourteen school classes have this year drawn inspiration from Klimt's colors and forms to create their own works, based on high-resolution digital image material of the original masterwork *Expectation* and *Fulfillment*.

The Parisian artist duo Atelier 37.2 created the installation *Tree of Life* especially for the presentation of the schoolchildren's work. It is based loosely on Gustav Klimt's *Tree of Life*, in whose "nests" and "tree stumps" the works of the schoolkid-artists will be projected onto screens: visitors to the MAK are invited to discover them. At the same time, the installation incorporates the columned architecture of the MAK, thus creating a connection between architecture and art that goes beyond a merely formal combination.

VR on your own smartphone!

Using 3-D cardboard glasses, you can—simply with the aid of your own smartphone—get a 360° overview of *KLIMT'S MAGIC GARDEN*. Come by and try it!

Digital Content Partner



GENERAL INFORMATION

Tickets and booklets are available in advance at all participating museums.

Information

T +43-1 711 36-231

Public Transport:

U3, streetcar route 2, buses 3A and 74A to Stubentor.

U4 to Landstraße/Bahnhof Wien Mitte.

S-Bahn routes S1, S2, S3, S4, and S7 to Bahnhof Wien Mitte-Landstraße.

langenacht.orf.at

MAK Press and
Public Relations

Judith Anna Schwarz-Jungmann (Head)

Sandra Hell-Ghignone

Lara Steinhäuser

Veronika Träger

T +43 1 711 36-233, -212, -229,

presse@MAK.at

www.MAK.at

Vienna, 26 September 2018