

Press Release

MAK Specials for the VIENNA DESIGN WEEK 2017

With a high-caliber MAK DESIGN SUMMIT, a MAK Design Nite, workshops, and tours, the MAK offers a diverse program

As a program partner of the VIENNA DESIGN WEEK, which takes place from 29 September to 8 October 2017, the MAK offers another ambitious program this year. To mark the closing of the show *Hello, Robot. Design between Human and Machine*, an exhibition by the MAK, Vitra Design Museum, and Design museum Gent, the MAK invites you to the MAK DESIGN SUMMIT: high-caliber guests from the spheres of art, technology and philosophy discuss the topic of “Artificial Intelligence—Genuine Emotions. How Robots Shape Our Lives.” On MAK Design Nite, Swiss conceptual artist Rolf Sachs presents a sound installation designed especially for the MAK. Further, the MAK offers tours of the exhibitions displayed in the context of the VIENNA BIENNALE 2017 as well as two MAK Design Kids Workshops.

MAK DESIGN SUMMIT

Sat, 30 Sep 2017, 3–6 p.m., MAK Columned Main Hall
Talk (in English)

Artificial Intelligence—Genuine Emotions. How Robots Shape Our Lives

A MAK FUTURE LAB event in cooperation with the VIENNA DESIGN WEEK, sponsored by the BMVIT, Federal Ministry for Transport, Innovation and Technology, in context of the VIENNA BIENNALE 2017

Today we rely on intelligent devices to get us through our daily lives. We trust our smart assistants to navigate us through foreign cities, remind us of appointments, and keep us informed at all times on any given topic. They measure our pulse—and if necessary even call the emergency services. Anyone who’s had to dispense with a smartphone for an entire (work)day knows how dependent we’ve become on these clever little devices—and how helpless we are when it turns out they are not quite as smart as we thought.

Marlies Wirth (MAK) moderates a discussion between the designers showcased in the exhibition *Hello, Robot*. Jan de Coster and Tal Erez provide introductory keynotes and are then joined by Mia Meusberger, and Johanna Pichlbauer as well as philosopher of technology and media Mark Coeckelbergh.

MAK Design Nite

Tue, 3 Oct 2017, 7 p.m., MAK Columned Main Hall, admission free

Word & Sound Performance | Rolf Sachs

A MAK ART SOCIETY event in cooperation with the MAK

Everything is design for the artist and designer Rolf Sachs: language, upbringing, how we move and what we eat—everyone is a designer. For the MAK Design Nite, a happening has been conceived that describes Sachs’s understanding of the world around him using keywords. With these keywords, he captures the effect of a chair and the sensation of surfaces, while personal topics such as tolerance and childhood also become an expression of his take on design.

Rolf Sachs (* 1955 in Lausanne) is well known for his conceptual approach, which he applies to many disciplines—from photography, sculpture, and installations to architecture projects and stage sets.

Additional MAK Program for the VIENNA DESIGN WEEK 2017:

MAK Design Kids

“Hello, Rattling Robot!”, Sat, 30 September 2017, 2–4 p.m.

The workshop “Hello, Rattling Robot!” familiarizes children with all sorts of species of robot in the exhibition *Hello, Robot*, revealing the significance of artificial intelligence and algorithms. The children then create a basic robot themselves that, complete with a so-called Fizzbit, rattles into action.

“Film away!”, Sat, 7 October 2017, 2–4 p.m.

A real director explains everything there is to know about filmmaking. The MAK Design Kids develop stories, draw storyboards and produce their own short films about the MAK on an iPad.

Workshop for 8- to 12-year-olds (unaccompanied), limited number of participants, please register by 28 September and 5 October respectively at MAK.at/design_kids_termine
Participation fee per MAK Design Kids Workshop: € 8

Guided Tours

VIENNA BIENNALE 2017: Robots. Work. Our Future

There are two tours of the exhibitions displayed at the MAK to coincide with the *VIENNA BIENNALE 2017: Robots. Work. Our Future*, each giving an insight into the challenges that digitalization presents.

Sat, 30 Sep 2017, 2:30–4 p.m. (Tour in English)

Sun, 1 Oct 2017, 10:30–12:00 p.m.

Meeting point: MAK Columned Main Hall



Hello, Robot. Design between Human and Machine

An exhibition of the MAK, the Vitra Design Museum, and the Design museum Gent
Sun, 1 Oct 2017, 3–4 p.m.

Meeting point: MAK Columned Main Hall

Further information at MAK.at as well as viennadesignweek.at

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