



**MAK**

Press Release

## **150 Year “Ferstelval” on the Stubenring On 4 November the MAK building is celebrating its birthday**

150 Year “Ferstelval”	Thu, 4 November 2021, 2–10 p.m. MAK Permanent Collection, MAK DESIGN LAB, temporary exhibitions, and MAK Design Shop open until 9 p.m. FFP2-masks mandatory, from 7 p.m. participation only with 2.5 G proof
Venue	MAK – Museum of Applied Arts Stubenring 5, 1010 Vienna
Admission	Admission free

The MAK building located at Stubenring 5, the so-called “Ferstel Wing,” is celebrating its 150th birthday on 4 November, and for this reason it is opening its doors free of charge. The new digital MAK Guide is being launched and used for the first time. It tells the stories of 100 selected collection highlights and provides information on their background: on historical and socio-political contexts, questions of typology, materials and collecting passions, artistic interventions and concepts. Under the motto *Friendly Takeover: Entry Requested*, the MAK invites you to roundtable discussions about the MAK and future expectations of this place—with designers, museum experts, and MAK General Director Lilli Hollein.

Art and the digital can be used on this day and some collection objects, such as the *11 Traveling Chairs* by the artist Marina Faust, can even be used to “drive” closer to the history of the museum. Special guided tours under the title *No entry—except on its birthday* provide insights into rooms that were previously hidden from the public. At the end there will be music with a DJ line-up by (young)MAK & Friends until 10 p.m.

### **PROGRAM**

#### **Presents for everyone!**

The MAK gives us the new digital MAK Guide! We invite you to join us for a celebratory launch! 150 special birthday surprises await everyone who comes to the MAK and opens the MAK Guide. Available from 4 November at [guide.MAK.at](http://guide.MAK.at).

#### **Friendly Takeover: Entry requested**

**5–7 p.m.: Creative discussions for everyone**

**Starting from 7 p.m.: in a large round with Lilli Hollein**, General Director, MAK

Where is the MAK heading, while it remains where it is on the Stubenring? What should remain as it is, what can be experimented with, what has to change?—For everyone who is interested in the history of the MAK, would like to talk to us, and would like to participate in a creative discussion about the future.

Discussion partners: Janina Falkner, MAK; Julia Landsiedl, designer; Luise Reitstätter, Department of Art History, University of Vienna; Martin Schnabl, designer, breadedEscalope; Anna Schwarz, artist; Sofia Widmann, Museum Booster (Vienna-based research & consultancy company)

### **Birthday Gifts: A constant give and take**

**2–5 p.m.**

For our young guests: Together we will build a large tower of packages with small, selected items and wrapping paper from the MAK Design Shop collection. Give away what you create and take what others give you in return.

Starting from age 5

### **No entry, except on its birthday!**

**Every hour on the hour from 5–7 p.m.**

Our guided birthday menu:

Hidden insights into MAK Restoration

Intellectual flair: Marvel at the MAK Library

The hour of open doors and drawers

And finally, one last secret escape: Under the roof & the MAK's escape routes

Meeting point: MAK Columned Main Hall

Duration: 30 minutes

Limited number of participants: 10–12 persons per tour, first come first served!

### **How about some music**

**7–10 p.m.**

DJ line-up by (young)MAK & Friends

### **Birthday greetings from the MAK Design Shop**

Exclusively on 4 November there are selected products at reduced prices in the MAK Design Shop. It's worth stopping by!



MAK Press and PR

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