



MAK

Press Release

BREATHE EARTH COLLECTIVE: Climate Culture

Opening Tuesday, 4 May 2021, 10 a.m.–6 p.m.
Venue CREATIVE CLIMATE CARE GALLERY
 MAK, Stubenring 5, 1010 Vienna
Exhibition Dates 4 May – 16 May 2021

The exhibition *BREATHE EARTH COLLECTIVE: Climate Culture* in the MAK's CREATIVE CLIMATE CARE GALLERY introduces the principles of a new climate culture developed by the transdisciplinary Breathe Earth Collective. Visionary drawings, atmospheric video recordings, and photo material of the collective's projects to date help us to imagine a climate-positive existence. The MAK project is directly linked to the Graz Cultural Year, for which the Breathe Earth Collective created its Climate Culture Pavilion (29 April – 15 August 2021), a prototype cooling system for the city of Graz. The forest pavilion creates a multisensory experience and functions as agora for a wide-ranging discourse on climate related topics. Via a live video link, the woodland setting and activities taking place there will be directly visible in the MAK as an active component of the exhibition.

The Breathe Earth Collective has already developed a range of prototypical climate and air installations intended to serve as inspirations and full-scale models for extensively transforming our cities. Within the framework of the MAK exhibition, for the first time visions of such concrete transformations in the urban context of Vienna will be presented—visions that network structural and systemic changes to the urban area with the city's everyday life. These visions are thus much more than utopias set in a remote future. They begin in the present, with each decision to devote space and time to climate culture and to practice it in our everyday lives.

According to the Breathe Earth Collective, "There's no point in continually just talking about the future. We must create it right now if we are to get anywhere near achieving our climate goals by 2030! In doing so, forthcoming changes to legal frameworks or limited planetary resources play a role, as do the many initiatives, institutions, and individuals already actively striving with all their might to transform our climate culture."

The exhibition *BREATHE EARTH COLLECTIVE: Climate Culture* invites everybody to play an active part in these forthcoming transformations. Accompanying the exhibition a climate culture discussion series is being initiated in the MAK and will be continued in the Climate Culture Pavilion in Graz. Links to the climate culture discussion series, that

will take place within the framework of the *MAK Dialogues*, and all other program items can be directly accessed at [MAK.at/en/breatheearthcollective](https://mak.at/en/breatheearthcollective).

The Breathe Earth Collective (Karlheinz Boiger, Lisa Maria Enzenhofer, Andreas Goritschnig, Markus Jeschaunig, and Bernhard König) sees itself as an interdisciplinary do-and-think-tank for topics relating to air and climate. The transdisciplinary team is active on the interface between architecture, art, and urbanism in non-hierarchical networks. Its vision is to create breathing cities—climate-positive places in which more oxygen, warmth, and energy is generated than their inhabitants require—and to empower people to act within their local environment. Since 2013 the collective has been working internationally on projects such as *Breathe.Austria*, the 2015 Austrian Expo pavilion in Milan, as well as the *Airship* series, and also, mostly recently, on a Coolspot network for the city of Vienna. It has received a number of awards for its work, to include the Shenzhen Grand Design Award for Young Talents and the Outstanding Artist Award 2018 in the category “Experimental Tendencies in Architecture.”

CREATIVE CLIMATE CARE GALLERY

The MAK’s newly named CREATIVE CLIMATE CARE GALLERY presents exhibitions that address topics such as climate, environment, and sustainability and thereby highlight the key role played by design, architecture, and art in changing our society for the better. The MAK encourages artists and creative minds to contribute to overcoming the global crisis threatening our climate and ecology and to participate in shaping ecosocial living conditions in the Digital Age.

Press photos are available for download at [MAK.at/en/press](https://mak.at/en/press).

Press Data

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Venue	CREATIVE CLIMATE CARE GALLERY MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	4 May– 16 May 2021
Opening Hours	Tue 10 a.m.–6 p.m. (until further notice) Wed–Sun 10 a.m.–6 p.m.
Curator	Christoph Thun-Hohenstein, General Director, MAK
Project Coordination	Marion Schimetits
Supporting Program	see MAK.at/en/breatheearthcollective
MAK Admission	€ 14 / reduced € 11 / family ticket € 15 Free admission for children and teens under 19
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