



MAK

Press Release

**MAK DAY 2020 under the Motto
LUXURY YESTERDAY—TODAY—TOMORROW**

MAK DAY 2020	Monday, 26 October 2020, 10 a.m.–6 p.m.
Venue	MAK – Museum of Applied Arts Stubenring 5, 1010 Vienna
Admission	€ 6

Under the motto “LUXURY YESTERDAY—TODAY—TOMORROW,” MAK DAY 2020 offers a varied program for the whole family at reduced admission. Our notion of luxury with its social entitlements, opportunities, and requirements is subject to constant change and development. What was yesterday taken for granted will perhaps tomorrow be a luxury, and vice versa. Guided tours through the MAK Permanent Collection and the MAK DESIGN LAB provide an insight into society’s changing notions of entitlement—from the Baroque, to Viennese Modernism, to the Corona crisis. With its workshop *MAKdeluxe*, MAK4FAMILY extends an invitation to the whole family to brainstorm creatively on the meaning of luxury. A curator-guided tour through the exhibition *BAKELITE: The Georg Kargl Collection* provides an insight into the once revolutionary “Material of 1 000 Possibilities” that today has fallen into disuse.

PROGRAM

Guided Tours

Duration ca. 45 min.

Limited number of participants. Registration required under www.mak.at/makday2020

Meeting place: MAK Columned Main Hall

11 a.m., The Luxury Tour through the MAK

12 noon, HIERARCHY AND STATUS: Of Armchairs, Stools, and Toilets

1 p.m., The Luxury Tour through the MAK

3 p.m., Curator-guided tour of *BAKELITE: The Georg Kargl Collection* with Rainald Franz

4 p.m., BEFORE AND AFTER ABUNDANCE: Handicrafts, Industrial Design, and Futurology

Program for Children

MAK4FAMILY

2–4 p.m.

MAKdeluxe

What does luxury mean today, what did it look like earlier, what do we have too much of, and what in future must by no means be considered a luxury? Together we will assemble ideas on paper and cardboard and show you what's worth fighting for.

Limited number of participants. Registration required under
www.mak.at/makday2020
MAK Columned Main Hall

MAK Press and PR

Judith Anna Schwarz-Jungmann (Head)
Cäcilia Barani
Sandra Hell-Ghignone
T +43 1 711 36-233, -229, -212
presse@MAK.at, www.MAK.at

Vienna, 15 October 2020