

Press Release

From Biedermeier to Historism to Art Nouveau: World Guide Day online at the MAK

This year, the already traditional “World Guide Day” is dedicated to the MAK and will take place in the virtual space for the first time in its history. Since 1989, the Viennese guides have been inviting visitors to free tours and talks at selected institutions around 21 February. Although the MAK reopened on 9 February, guided group tours are sadly still not possible for the time being. Therefore, the event has been transferred to the virtual space and offers video tours by Viennese guides on selected objects from the MAK Collection in line with the motto of this year’s world day “From Biedermeier to Historism to Art Nouveau.”

Starting Sunday, 21 February 2021, the fifteen online videos will be available at MAK.at/welttag. In them, the Viennese guides explore selected objects from the MAK Permanent Collection in depth including highlights of the collection such as work drawings preserved in nine parts by Gustav Klimt for the mosaic frieze in the dining room of the Stoclet House in Brussels (1910/11) or Margarete Schütte-Lihotzky’s living-cum-bedroom for Ms. C. Neubacher (1925).

The MAK is a center of competence for Viennese Modernism and has a strong focus on the topics of this year’s World Guide Day in its collection and permanent collection, in numerous temporary exhibitions, and in its research. Furthermore, the MAK is also part of the EU project *ARTNOUVEAU 2 – Strengthening the cultural identity of the Danube region by building on common heritage of ART NOUVEAU*. Nine partner institutions in six different countries collaborate in order to increase the general public’s knowledge of Art Nouveau. The MAK’s main task is conceptualizing educational and touristic activities as well as scientifically analyzing and digitalizing contemporary sources regarding the project’s topic.

The culture magazine by the Viennese guides published in the context of the world day is also dedicated to the topic “Biedermeier—Historism—Art Nouveau” and is now available for free at the MAK as well as at further distribution points.

The digital tours in the context of the World Guide Day enrich the MAK's digital program which includes the audio series *Reflections*, online tours of current exhibitions, the MAK Blog, podcasts on the topic of CREATIVE CLIMATE CARE, or the MAK LAB APP on designing the future in times of the Digital Modernity and climate change (all available at MAK.at).

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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

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