

Press Release

**VISION APPLIED:
The MAK Presents Its Annual Program 2018**

MAK Annual Press Conference Tuesday, 16 January 2018, 10:30 a.m.
Venue MAK Directors' Office, Stubenring 5, 1010 Vienna

The MAK Program 2018 foregrounds the unique role that applied art can play as a creative force for designing our living spaces. The major exhibitions *POST OTTO WAGNER: From the Postal Savings Bank to Post-Modernism* and *KOLOMAN MOSER: Universal Artist between Gustav Klimt and Josef Hoffmann* as well as a virtual reality experiment with Gustav Klimt's design drawings for the *Stoclet Frieze* take a closer look at these three visionaries of Viennese Modernism by focusing on their inspirational force, which can still be felt now in the digital age. But what is it about universal and timeless design that makes us perceive it as beautiful? A holistic answer is offered by the graphic design icon Stefan Sagmeister with his agency partner Jessica Walsh in their exhibition *Beauty*. The elegant quality of its products and above all its aesthetic legacy are the focus of the jubilee exhibition *300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY*. At the MAK, "applied" always means visionary, too—as can be seen in the MAK FUTURE LAB series, for example.

"In Vienna, applied art—one of the most exciting artistic disciplines there is—can only be experienced in this abundance at the MAK. Like no other museum, the MAK highlights the relationship between art and life. In 2018, too, we want to spark public interest in applied art with a top-quality program," say Christoph Thun-Hohenstein, General Director and Artistic Director, and Teresa Mitterlehner-Marchesani, Chief Financial Officer.

Competence Center for Viennese Modernism

The focus on Otto Wagner, Koloman Moser, and Gustav Klimt forms part of the MAK's intensive efforts to trigger a contemporary review of the outstanding artistic achievements accomplished in Vienna around 1900. As an international competence center for Viennese Modernism, the MAK intensively explores its impact on contemporary design as well as on the comparably wide-reaching effects of industrialization then and of digitalization today.

A century after the legendary architect's death, ***POST-OTTO WAGNER: From the Postal Savings Bank to Post-Modernism*** (MAK Exhibition Hall, 30 May – 30 September 2018) calls attention to the long-lasting influence of his epochal work on subsequent generations of architects and designers. Beyond presenting his pioneering oeuvre, post-modern and modern-day architectural icons will also be discussed in whose work Wagner's legacy is unmistakable.

With ***KLIMT'S MAGIC GARDEN: A Virtual Reality Experience by Frederick Baker*** (MAK FORUM, 7 February – 22 April 2018), the MAK is launching a fantastic virtual exhibition experiment to mark the centenary of Gustav Klimt's death (6 February 2018). Inspired by Gustav Klimt's surviving nine-part design drawings for the mosaic frieze in the dining room of the Stoclet House in Brussels (1910/1911), the virtual reality artist and filmmaker Frederick Baker has used high-resolution digital photographic material to create a virtual world in which visitors can embark on an interactive filmic journey.

To commemorate the centenary of his death, the large solo exhibition ***KOLOMAN MOSER: Universal Artist between Gustav Klimt and Josef Hoffmann*** (MAK Exhibition Hall, 19 December 2018 – 22 April 2019) contextualizes the multifaceted work of this exceptional artist against the backdrop of his search for a modern language of form from 1895. This will be the first time that many of the roughly 400 objects—mainly from the MAK Collection—will be on public display. Structured chronologically, the show delves into every stage of his unusual career: from painter to all-round designer and finally back to painter.

Masterful Design

The MAK inspires people to redesign the world in this digital age. More clearly than other comparable museums, the MAK repeatedly highlights the relationships between the cultural achievements of the past and those of the present and future. To celebrate his 90th birthday, the solo exhibition ***GUSTAV PEICHL: 15 Buildings for His 90th*** (MAK Works on Paper Room and MAK Columned Main Hall, 21 March – 19 August 2018) provides an insight into the architect's diverse creative work with fifteen exemplary projects selected by Peichl himself. In 2013 he donated to the MAK his complete architectural sketches, designs, and plans for Austrian construction projects. Taken exclusively for the MAK Exhibition, new photographs by the contemporary German artist Pola Sieverding offer a new perspective on his oeuvre.

In the wide-ranging jubilee exhibition ***300 YEARS OF THE VIENNA PORCELAIN MANUFACTORY*** (MAK Exhibition Hall, 16 May – 23 September 2018), some 1 000 objects from the holdings of the MAK as well as national and international collections

provide an impressive overview of the vast spectrum of ceramics produced by Europe's second-oldest porcelain manufactory as well as of Viennese developments in the context of Asian precursors and European competitors. The creative legacy of these fascinating Viennese products would set new aesthetic standards.

“What is beautiful?” There is no single answer to this question when it comes to design. Spread across almost the entire MAK, the exhibition **SAGMEISTER & WALSH: Beauty** (MAK, 24 October 2018 – 31 March 2019) is a visually impressive multimedia opportunity for Stefan Sagmeister and his agency partner Jessica Walsh to arouse visitors' interest in beauty. Virtually throughout the 20th and 21st centuries, beauty (has) had rather negative connotations in the world of design. Sagmeister & Walsh bring convincing arguments, supported by the latest findings from psychological aesthetics, to counter this antipathy. Examples from product design, architecture, and graphic design show that beautifully designed works stimulate human senses and thoughts and are hence more effective.

Multifariously Applied

In 2014 the MAK invited the artist Adriana Czernin to find inspiration for a work of art in the rosette of the minbar from the Mosque of Ibn Tulun in Cairo. Her artistic work has since been strongly influenced by this rosette, fragments of which are part of the MAK Collection. Under the title **ADRIANA CZERNIN: Fragment** (MAK GALLERY, 18 April – 30 September 2018), the MAK unites the works produced by the artist over recent years with the original.

The show **EARTH AND FIRE: Asian Ceramics from the Slunecko Collection** (MAK DESIGN LAB, 25 April – 10 June 2018) provides an insight into little-known and rarely displayed ceramics from Vietnam, Thailand, Cambodia, Korea, and Japan with the aid of some 120 ceramics.

MAK Network

Collaboration with other institutions and initiatives in the cultural sector continues to be encouraged. In 2018 the MAK is keeping up its tradition of cooperating with the association 100 Beste Plakate e. V. by once again presenting the winners of the competition **100 BEST POSTERS 17: Germany Austria Switzerland** (MAK DESIGN LAB, 27 June – 23 September 2018).

With the **CityFactory 2018**, the MAK and the Vienna Business Agency are proceeding with their cooperation. In collaboration with the IDRV – Institute of Design Research Vienna, the **Design Future Map Vienna** is being created within the framework of the **CityFactory**. This map will identify the potential for alternative forms of work, produc-

tion, and consumption for a sustainable and future-proof lifestyle in Vienna. For details go to www.MAK.at/cityfactory2018.

MAK FUTURE LAB

The MAK FUTURE LAB offers a broader view of the role of design, architecture, and fine art as the driving force behind market economy models that are socially, ecologically, culturally, and economically sustainable. Founded by the MAK, this creative laboratory develops interdisciplinary contributions to the humane design and application of Digital Modernity. The 2018 program starts with *GLOBAL SUBSTANCE* (MAK Columned Main Hall, 30 January 2018, 8 p.m.), a presentation of the seating installation *Le Baron Noir* by the artist Martin Walde followed by a fishbowl discussion on the potential of real and fictitious materials.

The complete program is available at www.MAK.at/en/mak_future_lab.

MAK Branches

With branches in Vienna, Los Angeles, and Brtnice (Czech Republic), the MAK is not only interdisciplinary, but also geographically and culturally transgressive. This year the Josef Hoffmann Museum in Brtnice, a joint branch of the Moravian Gallery in Brno and the MAK, is turning its attention to the relationship between the two designers and artist friends **JOSEF HOFFMANN—KOLOMAN MOSER** (30 May – 28 October 2018). While Hoffmann always remained an architectonic and strict designer, Koloman Moser championed the painterly and decorative element in all his projects. His work is the artistic antithesis of the architecture-oriented design practice of Josef Hoffmann.

The MAK Center for Art and Architecture in Los Angeles (MAKcenter.org), an established cultural hotspot on the West Coast of the US, contributes to the intercultural exchange between Austria and Los Angeles with its diverse program. On display in the Schindler House this year are the group exhibition **Public Fiction: Conscientious Objector** (3 February – 15 April 2018), **SOM: The Art of Engineering** (9 June – 26 August 2018), and a site-specific installation by **Edmund de Waal** (15 September 2018 – 6 January 2019), while the Mackey Garage Top will present the sculptural project **Fiona Connor: We Went There One Night** (11 May – 12 August 2018).

The exhibition series **GARAGE EXCHANGE VIENNA—LOS ANGELES** will also continue with approaches by **Alfredo Barsuglia and Alice Könitz** (10 March – 29 May 2018) as well as **Matias del Campo and Sandra Manninger & N.N.** (18 October – 16 December 2018). Former Austrian Schindler scholars stage two exhibitions every year in collaboration with Los Angeles-based artists and architects on the garage roof—now converted into an exhibition space—of the Mackey Apartments. This series of exhibitions is made possible by the support of the Austrian Federal Chancellery.

The complete program is available at MAKcenter.org.

Strong Balance Sheet / New Admission Prices

The MAK can look back on a good financial year with considerably increased proceeds from sponsoring in 2017. To further consolidate its financial base, the MAK is slightly increasing its traditionally moderate admission prices. The new admission prices are: regular € 12 (instead of € 9.90), reduced € 9 (instead of € 7.50), family ticket € 15 (instead of € 13). There will no longer be free admission on Tuesday evenings: the so-called MAK Nite (every Tuesday, 6–10 p.m.) will cost € 5 for all visitors from 2018. The annual tickets will be reduced to: regular € 34, reduced (ages 19–25 and 65+) € 20, and family € 44.

Photo material on the MAK Program is available for download at MAK.at/en/press.

Information about the MAK Program 2018 is continuously updated at MAK.at/en.

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