

## **MAK 2024: A broad program spectrum from *PROTEST/ARCHITECTURE* to *PECHE POP***

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MAK – Press and PR

### **MAK Annual Press Conference**

Thursday, 18 January 2024, 10 am

presse@MAK.at

After a dynamic year in 2023, with 17 exhibitions in the main building at the Stubenring alone, significant activities to open up and align the museum in real and digital space, and a series of awards for the MAK Campaign, the MAK has chosen to remain consistent by continuing the programming of recent years with a program that reflects the broad range offered in its collections in 2024. The major exhibition *HARD/SOFT: Textiles and Ceramics in Contemporary Art*, which opened in December and can be seen until 20 May, is followed by *PROTEST/ARCHITECTURE: Barricades, Camps, Superglue*, a pointedly curated overview of the vast spectrum of construction strategies surrounding international protest events. The 2024 program also focuses on the Austrian design avant-garde, to which the MAK is dedicating three exhibitions—*ICONIC AUBÖCK: A Workshop Forges Austria's Concept of Design*, *AUT NOW: 100 x Austrian Design for the 21st Century* and *PECHE POP: Tracing Dagobert Peche in the 21st Century*.

“With a broad spectrum of programs and content that does justice to the diversity of the MAK’s collections, in 2023 we have succeeded in addressing and attracting different audience groups and in expanding ourselves in terms of diversity. This is reflected in a pleasing increase in visitor numbers, a trend towards younger and more international audiences, and a high level of interest in our educational programs. Another dense exhibition program and projects such as the implementation of a spacious education room in the center of the MAK or the public launch of the MAK DAO project are further creative building blocks and intensify our exchange with the audience,” says Lilli Hollein, General Director of the MAK.

In 2023, the MAK was further developed into a place with great openness and a special museum experience. Under the motto KUNSTRASEN, the MAK Garden, also an important structural link to the neighboring University of Applied Arts Vienna, is freely accessible during museum opening hours between spring and late fall. The relocation of the MAK cloakroom to the

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basement creates a new spaciousness and a direct experience of the historic building at the main entrance to the MAK at the Stubenring. A new, partly digital signage system implemented at the end of the year creates a visible contrast and intuitive orientation through the MAK.

Openness, Diversity, Visitor Proximity, and Change of Perspective—Qualities that Lilli Hollein defines as essential parameters of an institution with social relevance—will continue to characterize the MAK in 2024. One of the plans is to convert the former MAK Direktion, which was handed over from Lilli Hollein for events and exhibitions, into a communicative space for interactive mediation. This is another important step in terms of mediation and outreach, which has been rethought on many levels. With great success: After a record number in 2022, the MAK had 15,746 mediation participants in 2023, which corresponds to a further increase of around 75 %.

“This visit quality and the endeavor to look after our visitors on various levels, combined with the everyday relevance of this unique museum, are two of the museum’s special assets. Fortunately, this is also recognized and rewarded very directly by the public. The MAK Vienna, including the MAK Geymüllerschloß, recorded 18 % more visitors than in the previous year, 40 % more international guests, and—what I am particularly pleased about—a significant decrease in the average visitor age, with 43 % more visitors under the age of 19. In addition to the exhibition program, events ranging from discursive to interactive, and initiatives such as (young)MAK ensure an audience that is as diverse as the MAK collection,” says Lilli Hollein.

The MAK’s digital agenda was also successfully continued. 454,797 object records are now managed in the museum database, meaning that around 60 % of the collection holdings are online. 65,140 visitors from 131 countries used the MAK Collection Online in 2023.

The MAK DAO project, with which the MAK is the first Austrian museum to take an experimental step towards active participation by the public on the basis of blockchain technology, will be launched in 2024. The project was submitted in the 2-stage idea competition “Culture & Technology: Focus Museum” organized by the Vienna Business Agency. All technical requirements and a landing page have been set up. The MAK DAO will be launched already in mid-February.

The digitization project “MAK 3D – Digitalizations, Data, Display”, funded by the BMKÖS [Federal Ministry for Arts, Culture, Civil Service and Sport], affects almost all of the museum’s departments. Within the framework of this project, parts of the “Video Archive” and objects from almost all areas of the collection have been digitized. High-resolution 3D models—for example of 20 exquisite carpets—will be available “down to the last knot” during digital visits to the MAK Collection Online.



### **MAK Exhibition Program 2024**

The MAK exhibition year starts in mid-February 2024 with *PROTEST/ARCHITECTURE: Barricades, Camps, Superglue*. The joint exhibition of the MAK and the Deutsches Architekturmuseum (DAM) explores the architecture and design objects, some of which are identity-forming created with a willingness to take risks, which have manifested themselves in public space as part of political movements.

In collaboration with the Städtische Wessenberg-Galerie Konstanz [Municipal Wessenberg Gallery in Constance], the MAK continues its focus on outstanding artistic approaches and thus the appreciation of artists from different generations with *MY ULLMANN. Living Kineticism: Pictures, Performance, Art in Architecture* (MAK Works on Paper Room, 17.4.–1.9.2024). It is the first solo exhibition in Austria dedicated to My Ullmann (1905–1995), one of the co-founders of kineticism.

As a leading institution in the debate on climate change and sustainability, the MAK is showing an immersive spatial installation conceived for the MAK by the artist collective Troika (Eva Rucki, Conny Freyer, and Sebastien Noel). The exhibition *TROIKA*, with which the MAK is participating in the Vienna Climate Biennale 2024, focuses on the multi-layered forms of non-human intelligence and a possible (mis)adaptation of living organisms to climate change.

With three exhibitions on central Austrian design approaches, the MAK is strengthening its function as a hub for designers. *ICONIC AUBÖCK: A Workshop Forges Austria's Concept of Design* (Central Space MAK Design Lab, 15.5.–13.10.2024) is dedicated to special aspects of the Werkstätte Auböck, now in its fourth generation in Vienna, which has shaped Austrian design across generations. *AUT NOW: 100 × Austrian Design for the 21st Century* (MAK Contemporary, 18.9.2024–18.5.2025) shows 100 selected objects that represent the diversity and innovative power of Austrian product design from 2000 to 2025. As one of the highlights of the year, the exhibition *PECHE POP: Tracing Dagobert Peche in the 21st Century* (MAK Exhibition Hall, 11.12.2024–11.5.2025) is dedicated to the incredibly imaginative and fascinating work of Dagobert Peche (1887–1923) and also explores his impact on the art and design of the 20th and 21st centuries.

For years, the MAK has made a name for itself with a focus on art and digitality. With the participatory exhibition *BLOCKCHAIN UNCHAINED: DAO & The Museum* (MAK Gallery, 9.10.2024–14.9.2025), the MAK invites visitors to playfully immerse themselves in the world of blockchain and decentralized autonomous organizations (DAOs) and their impact and possibilities for art production and community.



### **Focus on Fashion**

The *(CON)TEMPORARY FASHION SHOWCASE*, launched in 2022, is entering its third season. In the historical ambience of the MAK Geymüllerschloß, exhibitions combine the two areas of fashion design and art.

With the exhibition *FASHION & PHOTOGRAPHY* (Central Space MAK Design Lab, 6.11.2024–16.3.2025), the MAK is also focusing on fashion in the main building at the Stubenring, taking a look at current trends in the contemporary genre of fashion photography.

### **New Formats**

New formats revitalize the MAK with collection presentations in addition to the classical exhibition spaces. The surrounding walls of the MAK Design Lab will be adapted to become the MAK Poster Forum, offering 160 m<sup>2</sup> of wall space for presentations on current and controversial subjects.

It will start with *NOTHING HAS BEEN DONE! Posters for Environmental Protection by Klaus Staeck since 1973* (20.3.–26.5.2024), followed by *PROUD TO BE PRIDE* (5.6.–1.9.2024) during Pride Month, where posters send a visible signal of acceptance and tolerance.

The MAK Forum will become a venue for cinematic works and, as the MAK Film Forum, will show works by Nilbar Güreş (*Soyunma / Undressing*, 2006), Marko Lulić (*The Moderns (Vienna)*, 2005), and Amie Siegel (*Provenance*, 2013).

### **Networked and Cooperative**

National and international networking and cooperation with museum institutions, festivals, and other cultural and academic players will continue to contribute to the program and further development in 2024. The MAK is emphasizing its ties with the University of Applied Arts Vienna with *TRANSMEDIA 1900*, an intervention by students of the Transmedia Art class in the MAK Permanent Collection.

With the presentation of the competition *100 BEST POSTERS 23: Germany Austria Switzerland* (30.10.2024–16.3.2025), which has already become a tradition, the MAK, in cooperation with the association 100 Beste Plakate e. V., is once again showcasing outstanding poster design from the D-A-CH region. In cooperation with Wien Modern, the MAK is presenting an interactive sound installation by the internationally award-winning Swiss artist duo Cod.Act (André and Michel Décosterd) at the MAK Forum (30.10.–1.12.2024). For the first time, there will be a cooperation with ImPulsTanz – Vienna International Dance Festival. The focus will be on the exhibition of several works by the world-famous choreographer and artist William Forsythe in the MAK Exhibition Hall (11.7.–11.8.2024).

### **MAK Center for Art and Architecture, Los Angeles and Josef Hoffmann Museum, Brtnice**

In 2024, the MAK Center will continue to strengthen its position as a hotspot for the exploration of contemporary art and architecture.



With *VALIE EXPORT* (28.2.–7.4.2024) and *HELMUT LANG* (17.10.2024–12.1.2025) two outstanding Austrian artists will be honored with a solo exhibition at the MAK Center.

The MAK Center also presents *Entourage* (Schindler House, 8.6.–3.9.2024), an exhibition about the scale figures accompanying contemporary art and architecture today, and in two *Final Projects* exhibitions new works by MAK Schindler scholarship holders Anna-Sophie Berger, Bianca Gamser, and Evan Ifekoya (Mackey Apartments and Garage Top, 7.–10.3.2024) as well as Uwe Brunner, Dominic Schwab, Karl Holmqvist, Michèle Pagel, and Kris Lemsalu (29.8.–1.9.2024).

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The *GARAGE EXCHANGE VIENNA – LOS ANGELES* series continues with positions by Kathi Hofer and Katrin Hornek. Every year, in two exhibitions, former Austrian Schindler scholarship holders collaborate with Los Angeles-based artists and architects on the Garage Top of the Mackey Apartments. The exhibition series is made possible by the Federal Ministry for Arts, Culture, Civil Service and Sport.

In the Josef Hoffmann Museum, Brtnice, the extraordinary VR reconstruction of the first salesroom of the Wiener Werkstätte entitled *Wiener Werkstätte Salesroom 1904 – A Virtual Experience*, created in collaboration with FILMBÄCKEREI FASOLT-BAKER KG can also be experienced in 2024.

The MAK is also present beyond national borders with the MAK Center and with national and international cooperation projects. The MAK is a cooperation partner of the exhibition *WIENER WERKSTÄTTE: Art/Craft 1903–1932* at the Millesgården Museum in Stockholm and the exhibition *JOSEF HOFFMANN: Falling for Beauty*, which is currently being shown in the Art & History Museum in Brussels. The particularly successful MAK exhibition *CRITICAL CONSUMPTION* will subsequently be shown at the Frauenmuseum Hittisau.

“We look forward to experiencing a variety of different positions with our audience at the MAK again in 2024, ones which will also connect the historical and the contemporary throughout the museum. It is a pleasure when someone visits us because of our outstanding collections and also discovers contemporary positions for themselves, and vice versa. Such experiences are some of the most wonderful moments at the MAK.

2024 will also be a year of intensive preparations for the MAK team. In 2025, we will reopen the MAK Permanent Collection Carpets in the space currently used for temporary exhibitions above the MAK Permanent Collection Vienna 1900, where we will be able to draw on a world-renowned collection. The holdings with which we are planning the new installation of the MAK Permanent Collection Vienna 1900 are of equally high caliber,” concludes Lilli Hollein.



## **MAK Exhibitions 2024**

### **MAK at the Stubenring**

#### **HARD/SOFT**

##### **Textiles and Ceramics in Contemporary Art**

MAK Exhibition Hall, 13.12.2023–20.5.2024

#### **PROTEST/ARCHITECTURE**

##### **Barricades, Camps, Superglue**

MAK Exhibition Hall, 14.2.–25.8.2024

#### **TRANSMEDIA 1900**

##### **An Intervention by the University of Applied Arts in the MAK's Permanent Collection**

MAK Permanent Collection Vienna 1900, 13.3.–20.10.2024

#### **MAK Poster Forum:**

##### **NOTHING HAS BEEN DONE! Posters for Environmental Protection by Klaus Staeck since 1973**

MAK Poster Forum, 20.3.–26.5.2024

#### **MAK Film Forum**

MAK Forum, 1.4.–20.10.2024

#### **MY ULLMANN**

##### **Living Kineticism: Pictures, Performance, Art in Architecture**

MAK Works on Paper Room, 17.4.–1.9.2024

#### **TROIKA**

A project by the MAK in the context of the Vienna Climate Biennale 2024

MAK Contemporary, 1.5.–11.8.2024

#### **ICONIC AUBÖCK**

##### **A Workshop Forges Austria's Concept of Design**

Central Space MAK Design Lab, 15.5.–13.10.2024

#### **William Forsythe**

in cooperation with ImPulsTanz – Vienna International Dance Festival

MAK Exhibition Hall, 11.7.–11.8.2024

#### **MAK Poster Forum:**

##### **PROUD TO BE PRIDE**

MAK Poster Forum, 5.6.–1.9.2024

#### **AUT NOW**

**100 × Austrian Design for the 21st Century**



MAK Contemporary, 18.9.2024–18.5.2025

**BLOCKCHAIN UNCHAINED**

**DAO & The Museum**

MAK Gallery, 9.10.2024–14.9.2025

**Cod.Act**

in cooperation with Wien Modern

MAK Forum, 30.10.–1.12.2024

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**MAK Poster Forum:**

**100 BEST POSTERS 23**

**Germany Austria Switzerland**

MAK Poster Forum, 30.10.2024–16.3.2025

**FASHION & PHOTOGRAPHY**

Central Space MAK Design Lab, 6.11.2024–16.3.2025

**PECHE POP**

**Tracing Dagobert Peche in the 21st Century**

MAK Exhibition Hall, 11.12.2024–11.5.2025

**MAK Geymüllerschlüssel**

**(CON)TEMPORARY FASHION SHOWCASE**

11.5.–10.11.2024

**Josef Hoffmann Museum, Brtnice**

**A joint branch of the Moravian Gallery in Brno and the MAK, Vienna**

Wiener Werkstätte Salesroom 1904 – A Virtual Experience

3.5.2023–31.3.2024

**MAK Center for Art and Architecture, Los Angeles**

**VALIE EXPORT**

Schindler House, 28.2.–7.4.2024

**Final Projects LIV**

Mackey Apartments and Garage Top, 7.–10.3.2024

**GARAGE EXCHANGE:**

**Kathi Hofer and Tressa Prisbrey**

Mackey Garage Top, 18.4.–16.6.2024



**Entourage**

Schindler House, 8.6.–3.9.2024

**Final Projects LV**

Mackey Apartments and Garage Top, 29.8.–1.9.2024

**HELMUT LANG**

Schindler House, 17.10.2024–12.1.2025

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**GARAGE EXCHANGE:**

**Katrin Hornek and Brody Albert**

Mackey Garage Top, 12.9.–7.12.2024

**International Exhibitions****JOSEF HOFFMANN: Falling for Beauty**

Royal Museums of Art and History, Brussels, 6.10.2023–14.4.2024

**WIENER WERKSTÄTTE****Art/Craft 1903–1932**

in cooperation with the MAK

Millesgården Museum, Stockholm, 28.9.2024–26.1.2025

**CRITICAL CONSUMPTION**

Frauenmuseum Hittisau, Vorarlberg

November 2024–October 2025

The detailed MAK annual program and the press release for the MAK annual press conference are available for download at [MAK.at/en/presse](https://www.mak.at/en/presse).

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