



MAK

Press Release

CityFactory 2018: #wiegehtveränderung

The MAK in cooperation with the Vienna Business Agency invites to the book presentation of the *Notebook for Change*

Date Tuesday, 27 November 2018, 7 p.m.
Venue MAK FORUM
 MAK, Stubenring 5, 1010 Vienna

“Would you rather have things right or make the right things?” “Do you look for economic turnover or ecological overturn?” These and many other questions are asked by the *Notebook for Change*, which will be presented on 27 November 2018, 7 p.m. at the MAK FORUM. The unusual notebook for change came into being in the framework of the *CityFactory*, a cooperation between the MAK and the Vienna Business Agency in cooperation with the IDRVI – Institute of Design Research Vienna, which is focused on future urban opportunities in Vienna. Based on the results of the *CityFactory 2018: #wiegehtveränderung*, the *Notebook for Change* functions as a tool which aims at motivating as many people as possible to participate in positive changes in the city in the interest of the common good.

Design and realization of the publication, which is supposed to be used, passed on, and shared, were developed by the Viennese graphic art team LWZ, short for “Linke Wienzeile”—a street in Vienna. The simultaneously developed app ARTIVIVE expands on the *Notebook for Change* with partly surprising content. Like in a mutual learning process the book and the app inspire readers and users to think and implement own new ideas for a sustainable city worth living in. On the basis of participation and interaction well-trodden paths and pre-existing structures are to be left behind.

The *Notebook for Change* is preceded by an intensive theoretical analysis in the context of a workshop with resilientologist Harald Katzmair. Using algorithmic questionnaires and participants from design, the creative economy, fashion, culture, and science, points of leverage, i.e. key areas of the city, were identified at which it would make most sense for sustainable change to be applied.

The intertwined challenges of a large city—such as openness paired with security, social and economic justice, or work and digitalization against the background of the role of creatives—were interconnected and analyzed. The focus was placed on participative strategies, commons with regard to production and consumption, as well as social-political activism. The *CityFactory 2018: #wiegehtveränderung* and the *Notebook for Change* provide plenty of stimulating ideas but no final answers. The goal is to raise awareness and initiate the process.

The *Notebook for Change* is available in the MAK Design Shop and at MAKdesignshop.at.

CityFactory

The research lab for new fields in the creative economy—the *CityFactory*—is a cooperation project between the Vienna Business Agency and the MAK, curated by the IDRV – Institute of Design Research Vienna. The aim of the *CityFactory*, established in 2016, is the discovery and visualization of future urban opportunities. In 2017, the topics NEW CREATIVE WORK, NEW SOCIAL WORK, and NEW SUSTAINABLE WORK were studied.

Press photos are available for download at MAK.at/en/press.

Press Data

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Date	Tuesday, 27 November 2018, 7 p.m.
Venue	MAK FORUM MAK, Stubenring 5, 1010 Vienna
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m.
Project Management of Content	IDRV – Institute of Design Research Vienna: Harald Gruendl, Viktoria Heinrich MAK: Marlies Wirth, Curator, Digital Culture and MAK Design Collection, Janina Falkner, New Concepts for Learning Vienna Business Agency: Elisabeth Noever-Ginthör, Head of the creative center departure, Alice Jacobasch, Project Management
Graphic Implementation	LWZ, Sebastian Pataki
<i>Notebook for Change</i>	Available in the MAK Design Shop € 10 ISBN of the German edition 978-3-903269-41-5 ISBN of the English edition 978-3-903269-42-2
MAK Admission	€ 12 / Reduced € 9 / Family Ticket € 15 Tuesdays from 6–10 p.m.: Admission € 5 Free admission for children and teens under 19



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