

Press Release

MAK Publication *EPHEMERA* Secures EDA European Design Award in Gold

Extraordinary design by studio 3007 wins over the jury

Designed by the studio 3007, the MAK publication *EPHEMERA: The Graphic Design of the MAK Library and Works on Paper Collection* (MAK, Vienna/Verlag für moderne Kunst 2017) won gold at the EDA European Design Award 2018 in the category Publications / Artistic Catalogue. Eva Dranaz and Jochen Fill, founders of 3007 (www.3007wien.at), succeeded in creating an original, aesthetically sophisticated design, which subtly embeds the book's contents in the history of archiving ephemera. Launched in 2007 and awarded this year in the context of European Design Festival in Oslo (1 – 3 June 2018), the EDA European Design Award is one of the most significant and prestigious awards for communication design in Europe.

EPHEMERA: The Graphic Design of the MAK Library and Works on Paper Collection was released in 2017 as the essence and culmination of a long-term research project. The publication provides an overview of ephemera—artistically designed works of graphic design with temporary practical value such as advertising brochures, postcards, greeting cards, dust jackets, bookmarks, letter paper, stamps, and labels—from the 18th century to the present day, thereby offering an insight into a veritable treasure trove of cultural history. The MAK Library and Works on Paper Collection houses one of the most significant collections in this field.

Developed by 3007, the cover is reminiscent of a wooden box and hence the historical storage of commercial graphic design in wooden drawers. The book title is designed to resemble an index card, borrowing from the common cataloging method prior to the advent of digitization. Inside, photographs at the beginning of each chapter show the room, furniture, and a box or portfolio in which the objects are stored. These are followed by texts and images that elaborate on the objects themselves.

The publication *EPHEMERA: The Graphic Design of the MAK Library and Works on Paper Collection* (MAK Studies 24, German/English, 464 pages, 600 color illustrations, MAK, Vienna/Verlag für moderne Kunst 2017) was edited by Christoph Thun-Hohenstein and Kathrin Pokorny-Nagel and features contributions by Thorsten

Baensch, Heinz Decker, Bernhard Denscher, Yasmin Doosry, Brigitte Felderer, Ingrid Haslinger, Claudia Karolyi, Annette Köger, Anita Kühnel, Kathrin Pokorny-Nagel, Teresa Präauer, Raphael Rosenberg, Anne-Katrin Rossberg, Stefan Sagmeister, Thomas Schäfer-Elmayer, Frieder Schmidt, Raja Schwahn-Reichmann, Elfie Semotan, Dieter Strehl, and Christoph Thun-Hohenstein.

Editing: Kathrin Pokorny-Nagel, Anne-Katrin Rossberg

Graphic design: Eva Dranaz, Jochen Fill (3007, Vienna, www.3007wien.at)

Available at the MAK Design Shop and via MAKdesignshop.at for € 58.

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Vienna, 4 June 2018