



MAK

Press Release

**BOOK LAUNCH AT THE MAK:
Rudolf Eitelberger von Edelberg. Netzwerker der Kunstwelt**

Book Launch Tuesday, 22 October 2019, 7 p.m.
Venue MAK Reading Room
 MAK, Stubenring 5, 1010 Vienna
 MAK admission every Tuesday, 6–10 p.m.: € 5

As the initiator and founder of the MAK, the University of Applied Arts Vienna, and the subject of art history at the University of Vienna, Rudolf von Eitelberger (1817–1885) had a formative influence on the cultural life of Vienna at the time that the city’s famous Ringstraße was being built. Just released by the Böhlau Verlag, the publication *Rudolf Eitelberger von Edelberg. Netzwerker der Kunstwelt*, which will be launched in the MAK Reading Room at 7 p.m. on 22 October 2019, spotlights his widespread impact—on art history, art theory, and decorative art, and on the ideology of urban expansion and the architecture of the Ringstraße, supra-regional art and cultural policy, and the education system for emerging artists—as well as his connections with the bourgeois feminist movement. This book is the result of an international conference at the MAK in 2017 that was organized by the Department of Art History, the MAK, and the University of Applied Arts Vienna to mark Eitelberger’s 200th birthday.

Research into Eitelberger’s key role as a networker, productive “doer,” art theorist and critic, conservationist, collector, and cultural politician had only been piecemeal until now. Beyond his contribution to establishing the scientific discipline of art history, Eitelberger was also the founder and editor of the *Quellenschriften für Kunstgeschichte und Kunsttechnik des Mittelalters und der Neuzeit* (1871). He indulged his passion for the nascent field of heritage conservation in the Danube Monarchy as a member of the Imperial Royal Central Commission for the Research and Maintenance of Heritage Buildings. In the age of World’s Fairs he found his niche as an enthusiastic patron of art and arts and crafts in the Habsburg Empire, and as an influential cultural politician and lobbyist he was involved in large urban planning projects in the Danube Monarchy.

In *Rudolf Eitelberger von Edelberg. Netzwerker der Kunstwelt*, 19 essays by prestigious international authors contribute to the scientific reappraisal of his profound impact. In addition, the volume features the first exhaustive catalog of his writings comprising some 600 titles, as well as a list of the books owned by Eitelberger and preserved in the MAK Library.

Publication:

Rudolf Eitelberger von Edelberg. Netzwerker der Kunstwelt, edited by Eva Kernbauer, Kathrin Pokorny-Nagel, Raphael Rosenberg, Julia Rüdiger, Patrick Werkner, and Tanja

Jenni; copy editing: Andreas Winkel and Franz Peter Wanek; Böhlau Verlag, 562 pages. Available at the MAK Design Shop and via MAKdesignshop.at for € 75.

This publication was sponsored by FWF Austrian Science Fund.

Book launch

Rudolf Eitelberger von Edelberg. Netzwerker der Kunstwelt

Tuesday, 22 October 2019, 7 p.m.

MAK Reading Room, Stubenring 5, 1010 Vienna

MAK admission every Tuesday, 6–10 p.m.: € 5

The ticket entitles the holder to visit all MAK exhibitions in the same evening.

Introduction:

Christoph Thun-Hohenstein, General Director, MAK

Gerald Bast, President, University of Applied Arts Vienna

Michael Viktor Schwarz, Chairperson, Senate of the University of Vienna

Talk in English:

Kitty Zijlmans, Leiden University Centre for the Arts in Society, Universitat Leiden

Against mediocrity. Lessons to be learned from Eitelberger: weaving theory, practice and presentation into the cultural and political fabric of society.

Kitty Zijlmans on Eitelberger's visionary notions of the roles of art, art theory, and art education in theory and in practice, his cultural policy vision, and what has become of art history 150 years later: do we still dream of establishing a discipline that can make a difference to the world? In our unchecked neoliberal societies we need the humanities and art history now more than ever.



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