



MAK

Press Release

MAK DAY 2018

SAGMEISTER & WALSH: Beauty at the MAK
plus Biedermeier Idyll and James Turrell at the Geymüllerschloß

MAK DAY 2018
Venues

Friday, 26 October 2018
MAK – Austrian Museum of Applied Arts /
Contemporary Art
Stubenring 5, 1010 Vienna
10 a.m.–6 p.m.

MAK Branch Geymüllerschloß
Pötzleinsdorferstraße 102, 1180 Vienna
11 a.m.–6 p.m.

Admission

€ 5 (valid for the MAK and for the MAK Branch
Geymüllerschloß)

At a reduced entrance fee, the MAK DAY 2018 offers a full program centered on the exhibition *SAGMEISTER & WALSH: Beauty*. This includes hourly guided tours of the exhibition, an Artist's Talk with French artist Thierry Jeannot, a contributor to the *Beauty* exhibition, and a workshop for the whole family (ages 4+) with the theme *There's more beauty than you'd think!*. In addition, the MAK DAY 2018 offers comprehensive information on the MAK Permanent Collections via the MAK app for smartphone and tablet, plus a presentation of the EU project *ART NOUVEAU*, focusing on promoting and preserving the architectural Art Nouveau heritage of the Danube region.

The reduced entrance fee also includes admission to the MAK Branch Geymüllerschloß. Short guided tours and walks through the Geymüllerschloß and park complete the program, affording an insight into diverse aspects of Biedermeier life and contemporary art stances represented in the park, to include James Turrell's skyspace work *The other Horizon* (1998/2004).

PROGRAM ON MAK DAY 2018 AT THE MAK ON STUBENRING

Overview Tours

through the exhibition *SAGMEISTER & WALSH: Beauty*

11 a.m. / 12 noon / 2 p.m. / 3 p.m. / 4 p.m. / 5 p.m.

Meeting point for all tours: MAK Columned Main Hall

Duration: approx. 50 min. each

No registration required: First come, first served!

3 p.m.

**Artist's Talk/Video Projection/Panel Discussion
with Thierry Jeannot, participating artist, *SAGMEISTER & WALSH:
Beauty***

(in English)

The French artist Thierry Jeannot, who has been living and working in Mexico City since 2005, combines recycled materials and sophisticated manufacturing processes to create new, unique works of art. Cut to size and formed by fire and heat, the PET bottle replaces crystal glass. As with the chandelier he designed for the exhibition *SAGMEISTER & WALSH: Beauty*, Jeannot's work always reveals a social aspect. Kindly supported by the Mexican Cultural Institute Vienna

10 a.m.–6 p.m.

**Project Presentation *ART NOUVEAU. Sustainable protection and pro-
motion of the Art Nouveau Heritage in the Danube Region***

With its partner countries Austria, Hungary, Slovenia, Croatia, Serbia, Bulgaria, and Romania, the EU project *ART NOUVEAU* focuses on a region that has hitherto received little attention from international Art Nouveau reception. Joined together by a common history, the partnership's goal is to sustainably promote and preserve the architectural Art Nouveau heritage of the Danube region through research and targeted PR work.



MAK4FAMILY

There's more beauty than you'd think!

2–4 p.m.

Workshop for the whole family (ages 4+)

Sounds, scents, colors, clouds of mist—beauty is often hidden in the details, though not always. Come and gaze at a stunningly beautiful exhibition—and afterwards create something truly ugly.

Workshop free of charge. No registration necessary.

MAK App

Download now! For smartphone or tablet! (iOS and Android)

For the first overview at home, for a short visit, or for an intensive discussion:

MAK Permanent Collection *VIENNA 1900: Design / Arts and Crafts 1890–1938*

MAK Permanent Collection *ASIA: China—Japan—Korea*

MAK Permanent Collection *CARPETS*

PROGRAM ON MAK DAY 2018 AT THE GEYMÜLLERSCHLÖSSEL

MAK Branch Geymüllerschloß
Pötzleinsdorferstraße 102, 1180 Vienna
11 a.m.–6 p.m.

Meeting point for all tours: foyer of the Geymüllerschloß
Duration: approx. 60 min. each
No registration required: First come, first served!

11 a.m.–6 p.m.
Information service and short guided tours

11 a.m.
Tour through the Geymüllerschloß & the Park

3 p.m.
Tour through the Geymüllerschloß & the Park

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Vienna, 12 October 2018