

MAK Menu **An Installation by “Design in Gesellschaft“** in the context of the VIENNA DESIGN WEEK

1

MAK – Presse und
Öffentlichkeitsarbeit

Press Release
Vienna, 14.9.2022

presse@MAK.at

Visit a museum the way fast food is consumed? On the occasion of the VIENNA DESIGN WEEK 2022, the MAK is focusing on the topic of information consumption at museums with the collection-spanning installation *MAK Menu* by the studio collective “Design in Gesellschaft.” In the center of the MAK Columned Main Hall, designers will serve a *Big MAK Menu*: On a red tray, replicas of design icons from the MAK Collection wrapped in paper will be on offer, oversized and extremely striking. An educational concept with 11 audio files developed especially for the MAK will complete the *MAK Menu* as an exquisite side dish that can be consumed from 13. to 23.9.2022.

In the context of the MAK Design Nite (20.9.2022, 7–11 pm), which is an annual special event by the MAK for the VIENNA DESIGN WEEK and free of admission, the designers will personally be present and accompany tours. Directly in front of the main entrance of the museum on the Stubenring, a further installation will also be set up on this evening: Artful French fries will be served at a French fries stand (*MAK Drive*) designed and built by “Design in Gesellschaft.”

For the *Big MAK Menu*, “Design in Gesellschaft“ created silhouetted and oversized replica of three Collection objects—a little flower basket by Koloman Moser (1906), a toaster by Jesse Howard (2012), and a plug made of ruby glass (anonymous, Germany, 18th century)—and printed the MAK Logo all over them. Like wrapped burgers or maybe more like objects for the archive?

For the audio tours that guide visitors through the historical MAK Permanent Collection and the contemporary MAK Design Lab and sometimes even through the online archives, the designers curated objects as menus according to their liking. They include the “I could have made this, too-Menu,” the “Detox-Menu” as an inspiration for life offline, or the “Ups-Menu” that looks into seemingly flawed or broken objects. The combination of different

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Collection objects—independent of era, medium, or concept—gives rise to unexpected stories and oftentimes intuitive cross-references.

The Menus can be accessed on a screen in the MAK Columned Main Hall that works like an order terminal at a fast food restaurant: The different MAK Menus exist in digital form and run on the screen. At the push of a button, the MAK Menus are also printed on sales slip paper—the selection is random. The Menus are “consumed” via the MAK Guide as audio tours, which are personally recorded by the designers with individual stories that cast an unusual and different glance at the objects of the MAK Collection. The visitors can keep the printed sales slips as a *MAK Menu to go* and then consume the tours anytime and as often as they wish or also give them away as presents.

2

The 11 Menus that will be launched on the occasion of the VIENNA DESIGN WEEK are the beginning of an expandable series of individual audio tours through the Collection that will be compiled by artists and designers in the future on invitation by the MAK.

The installation *MAK Menu* alludes to the museum as a place of “fast-culture-consumption” while at the same time whetting visitors’ appetite for contemporary museum culture and its special artefacts with stories we normally wouldn’t take time for.

Design in Gesellschaft

11 designers—studio re.d. / Kerstin Pflieger and Peter Paulhart, Johanna Pichlbauer, Mia Meus, Stephanie Kneissl, Julia Schwarz, Christoph Wimmer-Ruelland, Isabel Prade, Sophie Falkeis, Franz Ehn, and Philipp Loidolt-Shen—got together after their studies at the University of Applied Arts Vienna to still be able to work in good company on design aimed at helping us as a society advance. The association experiments with different kinds of collaboration in the form of exhibitions, residency formats, and workshops. As a laboratory for sustainable cooperation, “Design in Gesellschaft” shows what design is able to achieve when it is given the space to unfold, when collectives form spontaneously and disintegrate again, when the neighborhood is given the chance to participate. (designingesellschaft.at)

Curators: Marlies Wirth, Curator, Digital Culture and MAK Design Collection;
Janina Falkner, Head, Education and Outreach

Concept and execution: Design in Gesellschaft

VIENNA DESIGN WEEK 2022: 16.–25.9.2022
viennadesignweek.at



MAK Menu

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in the context of the VIENNA DESIGN WEEK

13.–23.9.2022

MAK Design Nite

Tuesday, 20.9.2022

7–11 pm

Free admission and Special Event

3

Exhibition Venue

MAK Columned Main Hall

MAK, Stubenring 5, 1010 Vienna

Opening Hours

Tue 10 am–9 pm, Wed to Sun 10 am–6 pm

Curators

Marlies Wirth, Curator, Digital Culture and MAK Design Collection;

Janina Falkner, Head, Education and Outreach

Concept and Execution

Stephanie Kneissl, Mia Meus, Isabel Prade, Christoph Wimmer-Ruelland

MAK Admission

€ 15, reduced € 12, every Tuesday 6–9 pm: Admission € 7

Free admission for children and teens under 19

MAK Design Nite: Free admission

VIENNA DESIGN WEEK

16.–25.9.2022

viennadesignweek.at

MAK Press and PR

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