

Press Release

**VIENNA DESIGN WEEK 2018 in the MAK  
with DESIGN NITE & MASTERCLASS  
Martí Guixé: Design as Tool for Empowerment**

On the occasion of the VIENNA DESIGN WEEK 2018 (28 Sept – 7 Oct 2018), the MAK, the Vienna Business Agency, and the *CityFactory* are extending an invitation to a master class (workshop) *Designing a socio-political movement for change* and presentation *Design as Tool for Empowerment* by the Catalan designer Martí Guixé. In projects such as “Social Movement Design Book” and “Food Design,” Guixé proposes a contemporary, sustainable role for designers and their work—for instance in redesigning ideological, ecological, and sociocultural practices. His revolutionary design philosophy encourages us to consciously observe and to alter our own behavior and activity. Within the framework of the DESIGN NITE, creative minds and city dwellers are invited to become a part of this process themselves while considering the question: “Can communal and sociopolitical movements be (co)designed?”

Design as Tool for Empowerment is the first step to positively change existing behavior patterns, a topic that is also of central significance in the context of *CityFactory 2018*.

Together with the *CityFactory* team and the designers of the Viennese design and animation studio LWZ, in his five-hour master class Martí Guixé creates an opportunity to test and discuss future scenarios and new design challenges. In a public presentation, the designer provides insight into his wide-ranging ideas, publications, and projects. [www.guixe.com](http://www.guixe.com)

**MAK Program on the occasion of VIENNA DESIGN WEEK 2018**

**Martí Guixé: Design as Tool for Empowerment**

Within the framework of *CityFactory 2018*. A cooperation of the MAK and the Vienna Business Agency with the IDRV – Institute of Design Research Vienna

Tuesday, 2 October 2018, 12 noon–5 p.m.

**Masterclass: Designing a socio-political movement for change—  
a workshop with Martí Guixé**

MAK Lounge, registration required at [MAK.at/vdw2018](http://MAK.at/vdw2018)

Tuesday, 2 October 2018, 7 p.m.

**Presentation by Martí Guixé**

MAK Columned Main Hall, admission free

**CityFactory 2018 #wiegehtveränderung**

The *CityFactory* is a real-time research lab for new fields of work in the creative economy, which focuses on discovering and visualizing future urban opportunities in Vienna. In cooperation with the IDRV– Institute of Design Research Vienna and the Vienna Business Agency, under the hashtag #wiegehtveränderung [How does change work], it aims to identify sustainably proactive pioneers for positive change and give them a voice. The format foregrounds networking and activating Vienna's creative scene, as well as fostering interdisciplinary exchange. [www.mak.at/stadtfabrik](http://www.mak.at/stadtfabrik)

More information on VIENNA DESIGN WEEK at [www.viennadesignweek.at](http://www.viennadesignweek.at)

Press photos are available for download at [MAK.at/en/press](http://MAK.at/en/press).

Press Data Sheet

**VIENNA DESIGN WEEK 2018 in the MAK  
with DESIGN NITE & MASTERCLASS**

**Martí Guixé: Design as Tool for Empowerment**

|                                   |  |
|-----------------------------------|--|
| DESIGN NITE                       | Tuesday, 2 October 2018  |
| Master Class                      | Tuesday, 2 October 2018, 12 noon–5 p.m.<br>MAK Lounge, registration required at <a href="http://MAK.at/vdw2018">MAK.at/vdw2018</a>   |
| Presentation                      | Tuesday, 2 October 2018, 7 p.m.<br>MAK Columned Main Hall, admission free  |
| Project Content<br>Management     | IDRV – Institute of Design Research Vienna:<br>Harald Gruendl, Viktoria Heinrich<br>MAK:<br>Marlies Wirth, Curator, Digital Culture and MAK Design Col-<br>lection<br>Janina Falkner, New Concepts for Learning<br>Vienna Business Agency:<br>Elisabeth Noever-Ginthör, Head, creative center departure<br>Alice Jacobasch, Project Management |
| MAK Press and<br>Public Relations | Judith Anna Schwarz-Jungmann (Head)<br>Sandra Hell-Ghignone<br>Lara Steinhäuser<br>Veronika Träger<br>T +43 1 711 36-233, -212, -229<br><a href="mailto:presse@MAK.at">presse@MAK.at</a><br><a href="http://www.MAK.at">www.MAK.at</a>   |

Vienna, 14 September 2018