



EUROPÄISCHE UNION



Press Release

15 YEARS OF THE JOSEF HOFFMANN MUSEUM

Opening	Sunday, 12 June 2022, 11:30 a.m.
Exhibition Venue	Josef Hoffmann Museum, Brtnice* náměstí Svobody 263, 588 32 Brtnice, CZ *A joint branch of the Moravian Gallery in Brno and the MAK, Vienna
Exhibition Dates	14 June – 30 October 2022
Opening Hours	May–September: Tue–Sun 10 am–6 pm October: Thu–Sun 10 am–6 pm and by appointment (please call)

Since 2006 the MAK and the Moravian Gallery in Brno have run the house where Josef Hoffmann was born in Brtnice, Czechia, as a joint branch. The pioneer of Viennese Modernism always maintained a close connection to his family home, which served as a source of inspiration throughout his life. The exhibition *15 YEARS OF THE JOSEF HOFFMANN MUSEUM* reviews the new use of his birthplace and revisits the exhibitions of recent years. All of them were dedicated to the impact of Hoffmann's oeuvre on his contemporaries as well as contemporary artists and architects. The annual special exhibitions in Brtnice on this important Austrian architect and designer of classical modernism will continue to keep his work alive in the public consciousness and in his hometown.

Originally, the exhibition in Brtnice—like the most comprehensive retrospective of his complete works to date (*JOSEF HOFFMANN: Progress through Beauty*, MAK Exhibition Hall, 15 December 2021 – 19 June 2022)—was planned for Hoffmann's anniversary year: he would have celebrated his 150th birthday on 15 December 2020. However, both projects had to be postponed due to the pandemic.

The MAK's efforts concerning the house where Josef Hoffmann was born in Brtnice go back some 30 years: The MAK realized its first exhibition there in 1992 with *THE BAROQUE HOFFMANN*. It was dedicated to the roots of Hoffmann's creative work as an architect and designer and prompted a rediscovery of the town as well as the process that led to the building's restoration. In 2003 there was a restoration drive by Brno's historical

monuments office that received EU funds and conceptual support from the MAK. This succeeded in returning the Hoffmann family's former living quarters to their original condition and in reviving the unique atmosphere of the house, whose design bears the signature of the legendary architect.

As the cofounder of the Union of Austrian Artists Secession, the Wiener Werkstätte, and the Austrian Werkbund, Josef Hoffmann went on to become one of the central figures of the emerging Viennese Modernism movement. From 1907, after the death of his parents, he redecorated the Baroque bourgeois house on the town square of Brtnice as a summer residence for himself and his sisters. Hoffmann rearranged his parents' existing late-Biedermeier household effects, combining them with wall decorations using a stenciling technique, as well as wood decor and furniture after his own designs for the Wiener Werkstätte. For Hoffmann his parents' house was a source of creative power that he largely shielded from the public. Today it is owned by the community of Brtnice.

Since 2009 the permanent exhibition *JOSEF HOFFMANN: Inspirations* has provided an insight into Hoffmann's artistic inspirations in his birthplace. Furthermore, an annual temporary exhibition realized by the MAK regularly shines a spotlight on a new aspect of his oeuvre in relation to his colleagues and contemporary artistic approaches. The anniversary exhibition features every show yet realized in the Josef Hoffmann Museum in the form of select references: *JOSEF HOFFMANN: A Continuous Process* (2005), *JOSEF HOFFMANN—CARLO SCARPA: On the Sublime in Architecture* (2006), *JOSEF HOFFMANN—ADOLF LOOS: Ornament and Tradition* (2007), *JOSEF HOFFMANN—DONALD JUDD: Hypothesis* (2008), the permanent exhibition *JOSEF HOFFMANN: Inspirations* (2009), *REWRITING THE SPACE: Dorit Margreiter/Josef Hoffmann* (2010), *JOSEF HOFFMANN—OSWALD OBERHUBER: Total Design and Drafts* (2011), *JOSEF HOFFMANN/STANISLAV KOLÍBAL: Planes—Lines—Spaces* (2012), *JOSEF HOFFMANN—FRIEDRICH KIESLER: Contemporary Art Applied* (2013), *COLLEGIALITY AND CONTROVERSY: Josef Hoffmann and the Moravian Modernist Architects of Otto Wagner's Viennese School* (2014), *THE PRIVATE JOSEF HOFFMANN: Apartment Tours* (2015), *JOSEF HOFFMANN—JOSEF FRANK: From "Endless Trimmings" to an Open System* (2016), *JOSEF HOFFMANN—OTTO WAGNER: On the Use and Effect of Architecture* (2017), *JOSEF HOFFMANN—KOLOMAN MOSER* (2018), and *JOSEF HOFFMANN—OTTO PRUTSCHER* (2019/2021).

In the context of the INTERREG project "Bilateral design networks: Design innovations from the Modern Age around 1900 to the Digital Modern Age," which was completed in late 2019, the concept for a design camp at the Josef Hoffmann Museum was developed. The results of the MAK Design Camp (2018/19) will be presented in Brtnice in September 2022. The aim was to establish a new gateway to the cultural heritage that Josef

Hoffmann left behind in Brtnice via an artists-in-residence program for select Austrian and Czech students and to make his birthplace once again a site of creativity. The result was concepts for outreach programs, seating that reflects Hoffmann's approach to design, plans for redesigning the garden, and ideas for restyling the museum's forecourt. The nine realized projects presented at the MAK in October 2019 will remain at the house where Josef Hoffmann was born as part of the museum's collection.

The anniversary exhibition will be accompanied by a folder with an overview of the activities that have taken place at the museum in Josef Hoffmann's birthplace since 2005.

Artwork for the exhibition is available for download at [MAK.at/en/press](https://mak.at/en/press).

This exhibition is part of the project *JH Neu digital / JH Nově digitální / JH New Digital* and is cofinanced by the European Union and the European Regional Development Fund (ERDF) (INTERREG V-A Austria – Czech Republic program) as well as the Czech government.

**JOSEF
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