

“Ich MAK angewandte Kunst” DMB. develops a campaign for the MAK

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MAK – Press and PR
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Press Release
Vienna, 18.10.2022

“Ich MAK angewandte Kunst”
[“I like the applied arts”]
“Ich MAK lieber gute Kunst als schlechte Nachrichten”
[“I like good art better than bad news”]
“Jugend, ich MAK deinen Stil”
[“Young folks, I like your style”—with a play on “Jugendstil” = “youth style”]
“Helmut, ich MAK dich schon lang”
[“Helmut I have long liked you”—with a play on the name “Helmut Lang”]
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In the new MAK campaign by Demner, Merlicek & Bergmann / DMB., a simple pun—based on “MAK”, pronounced “mag”, meaning “like”—creates space in which to present the MAK – Museum of Applied Arts’ richly diverse content. “Ich MAK angewandte Kunst” [see above], “Ich MAK hingehen, mitgehen, abgehen, nie wieder heimgehen” [I like to go there, go with friends, go off, and never go home again] and “Helmut, ich MAK dich schon lang” [see above] are just some of the slogans on a whole range of subjects, that have recently appeared in print, online, and out-of-home (OOH) publications in Vienna.

DMB. was commissioned to develop a concept and campaign aimed at supporting and promoting the MAK’s reorientation under General Director Lilli Hollein. Since September 2021 she has been working intensively on making the museum even more accessible to visitors, on communicating the MAK’s many offerings—to include its collection and contents—more effectively to the general public, and on maximizing the museum’s presence and diversity. A special concern of Lilli Hollein’s is to position the MAK more visibly and accessibly within the city of Vienna.

With its focus on the applied arts, architecture, and design, the MAK is connected to people’s everyday activities. Many objects occupying a familiar

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place in people's lives are reflected in the MAK's outstanding collection of exhibits, under categories such as handicrafts, art, design, graphic art, architecture, and fashion—as well as in the museum's multifaceted program.

The MAK is also a very special location. Built by Heinrich von Ferstel, the museum building is an architectural masterpiece of Historicism—a manifesto in stone that unites under its roof a collection of objects spanning the centuries from the Middle Ages to the present, and onwards into the future.

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DMB. has developed a program that is as multifaceted, accessible, and inspiring as the museum on the Stubenring itself.

“In the creative process of designing the campaign, our priority was clearly to persuade the Viennese to drop their reluctance towards engaging with art in general and museums in particular. We therefore decided on a low-threshold presentation using colloquial expressions. The tongue-in-cheek inclusion of the MAK logo in the messages not only increases their retentiveness but also makes the MAK logo itself into an icon,” explains Marcello Demner, DMB.'s Managing Director und Creative Producer.

With its focus on art and design, the MAK is a source of creative ideas for all those searching for inspiration in these fields. The new MAK campaign makes one thing clear: such inspiration is just a museum's visit away.

“I like [MAK/mag] the DMB. campaign. It shows people what the MAK and the applied arts stand for. It humorously communicates a positive attitude towards the museum and its collections, without calling into question the MAK's by all means earnest self-image. The MAK stands for exceptional design and creativity, and the campaign clearly also had to meet certain expectations in this respect,” says Lilli Hollein, General Director of the MAK.

Photo material on the new MAK campaign is available for download at MAK.at/en/press



Press Conference

Tuesday, 18.10.2022, 5 pm

MAK Forum, Stubenring 5, 1010 Vienna

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