



MAK

Press Release

MAK Program 2019 THE MAK AS A LAB FOR THE FUTURE

MAK Annual Press Conference Thursday, 29 November 2018, 10:30 a.m.
Venue MAK Directors' Office, Stubenring 5, 1010 Vienna

In 2019, the MAK will position itself as a sustainable lab for the future. With an innovative program it will draw attention to the creative energy and potentials of applied arts when it comes to helping to shape our life in the future. As the key project, the reinstallation of the MAK DESIGN LAB will increase awareness of the need for positive change and position design as a socio-politically relevant power of change. The third VIENNA BIENNALE initiated by the MAK will revolve around new values in the digital future. As one of its centerpieces, the MAK exhibition *UNCANNY VALUES. Artificial Intelligence & You* will open up new heterogeneous perspectives on artificial intelligence. The MAK's immanent focus on intercultural and esthetic relationships is underlined by the exhibitions *CHINESE WHISPERS. Recent Art from the Sigg Collection* and *BENTWOOD AND BEYOND. Thonet and Modern Furniture Design*.

MAK DESIGN LAB

As the core project of the MAK anniversary year 2014 (150th anniversary), the basement of the MAK at Stubenring was, in cooperation with EOOS, converted into the MAK DESIGN LAB, which focuses on every-day life. On the occasion of the VIENNA BIENNALE FOR CHANGE 2019, it will be redesigned based on new scientific findings and resultant design and teaching approaches, including innovative methods such as Citizen Science (citizens, especially pupils, as researchers). In close collaboration with the design studio mischer'traxler a worldwide unique place is being created connecting cultural heritage, reflection on the present, and design for the future. The reinstallation of the MAK DESIGN LAB, permanently open to the public starting 29 May 2019, will show design potential and cooperation potential of design and other art disciplines for a humane digital modernity.

“The MAK DESIGN LAB considers itself to be an attractive design compass and a multifaceted source of inspiration for sustainable quality of life,” Christoph Thun-Hohenstein, General Director and Artistic Director of the MAK, states. Complemented by the first MAK Education App *WE ARE FUTURISTS*, the reinstallation will provide the visitor with a forum for fundamental questions on shaping one's way of living between the conflicting priorities of digital innovation and socio-political positions. Additionally, the new concept will sharpen the critical view

and empower people with creative agency for a positive change. In this context, the question of a new canon of values in the digital age also arises. With the reopening of the MAK DESIGN LAB as part of the VIENNA BIENNALE FOR CHANGE 2019, the topics of a Biennale can, for the first time, be experienced in the concept of a permanent museum presentation.

VIENNA BIENNALE FOR CHANGE 2019

For the third time realized by the MAK, the University of Applied Arts Vienna, the Kunsthalle Wien, the Architekturzentrum Wien, the Vienna Business Agency, the AIT Austrian Institute of Technology as a non-university research partner, as well as, for the first time, the Slovak Design Center as an associate partner, the **VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES. Shaping Our Digital World** (29 May – 6 October 2019) will initiate a debate on values for the digital age based on an interdisciplinary, pluralistic perception of visual arts, design, and architecture. In addition to the MAK DESIGN LAB, the MAK will be realizing a number of further exhibition projects as part of the VIENNA BIENNALE:

The major exhibition **UNCANNY VALUES. Artificial Intelligence & You** (MAK Exhibition Hall, 29 May – 6 October 2019) will be the key contribution of the MAK to the VIENNA BIENNALE. Especially artificial intelligence as one of the greatest revolutions of the digital world brings about a re-evaluation. Current new productions by international artists and designers as well as historical positions will open up heterogeneous perspectives on questions regarding culture and technology, human existence, power, control, and orientation in the field of artificial intelligence.

The exhibition **CHANGE! From Mass Consumption to a Sustainable Quality Society** (MAK DESIGN LAB, 29 May – 6 October 2019) will illustrate, based on four projects by the design studio EOOS, how a transition from mass consumption to a quality society can be achieved with Social Design.

The exhibition **SPACE AND EXPERIENCE: Architecture for a Better Living** (MAK Works on Paper Room and MAK Columned Main Hall, Gallery, 29 May – 6 October 2019) will discuss sustainable architectural strategies.

Alternatives to conventional production will be addressed in **URBAN PRODUCTION: Cycles of a City**, a project of the Vienna Business Agency in cooperation with the MAK.

Further information on the Biennale expositions, cooperation partners, and sponsors at MAK.at/en/press and viennabiennale.org

Focus on Asia

A further major project of the MAK will open up valuable perspectives of the future. China has become a new super power of the 21st century, which has also set itself ambitious goals with regard to technology. The exhibition **CHINESE WHISPERS: Recent Art from the Sigg Collection** (MAK Exhibition Hall, 30 January – 26 May 2019), conceived in close collaboration with Uli Sigg (* 1946), a Swiss collector, pioneer, and expert on China, will provide a comprehensive analysis of Chinese contemporary art and trace its significance for Chinese society. The exhibition will give fascinating insights into a country, the dynamic development of which will crucially codetermine the future of our planet. Cultural and sociopolitical values form the frame of reference of the MAK exhibition, which aims at challenging the Western perspective with more than 100 works from the Sigg Collection. These works will enter into a dialog with historical objects from China from the MAK Asia Collection, one of the most important collections of Asian art in Europe.

The exhibition **KUNIYOSHI: Banter and Battle in Japanese Colored Woodblock Prints** (MAK DESIGN LAB, 27 October 2019 – 16 February 2020) will be dedicated to the great Japanese artist Ichiyusai Kuniyoshi (1798–1861) and his influence on pop culture in the 20th century. Manga and anime are barely conceivable without his imagery.

Center of Competence on Viennese Modernism

In 2019, the MAK, as a center of competence on Viennese Modernism, will again expand on viewing extraordinary artistic achievements in Vienna around 1900 in a new contemporary light. The exhibition **OTTO PRUTSCHER: Universal Designer of Viennese Modernism** (MAK Collection Contemporary Art, 20 November 2019 – 17 May 2020) will pay tribute to the manifold roles Prutscher played as an architect and designer, exhibition designer, teacher, and member of all important arts reform movements for the development of Viennese Modernism.

On the occasion of the 200-year anniversary of the company Thonet, the exhibition **BENTWOOD AND BEYOND: Thonet and Modern Furniture Design** (MAK Exhibition Hall, 18 December 2019 – 13 April 2020) will show the fundamental importance of the company Thonet for the design of Modern furniture. In Vienna, the German cabinetmaker Michael Thonet perfected his own invention of bentwood furniture and built the greatest furniture empire of the 19th century. World-famous pieces of Thonet furniture will be placed into the context of technological and esthetic developments.

In the MAK Permanent Collection Historicism Art Nouveau **'SITZEN 69' [SITTING 69] REVISITED** (13 November 2019 – 13 April 2020) will offer a retrospective of the 1960s, years that were crucial for the development of design. In 1969, the MAK exhibition *Sitzen 69* presented solidly constructed so-called carpenter's chairs from Scandinavia, Italy, Germany, and Austria. It did not contain any exhibits that nowadays seem so characteristic of that era. 50 years later, the exhibition will now be completed with objects that were to become so emblematic of the utopian home living concepts of the 1960s.

MAK in Cooperation

Also in 2019, the MAK will continue the cooperation with the Verein 100 Beste Plakate e. V. and will once again present the winner of the competition **100 BEST POSTERS 18: Germany Austria Switzerland** (MAK Works on Paper Room, 6 November 2019 – 1 March 2020). In cooperation with the Traklhaus from Salzburg, the exhibition **ELIGIUS AWARD 2019: Jewelry in Austria** (MAK FORUM, 6 – 24 March 2019), for the fourth time, will provide the opportunity to see the submissions for the Eligius Prize, offered by the federal state of Salzburg, in Vienna.

MAK Branches

The exhibition of the year **JOSEF HOFFMANN – OTTO PRUTSCHER** (20 May – 27 October 2019) at the **Josef Hoffmann Museum, Brtnice**, a joint branch of the Moravian Gallery in Brno and the MAK, will explore the reciprocal influence of these two architects and designers who were connected by their common work as designers for the Wiener Werkstätte and as teachers at the Vienna School of Arts and Crafts.

The **MAK Center for Art and Architecture**, Los Angeles, will also in 2019 contribute to the cultural exchange between Austria and Los Angeles. Inspired by the "Vienna Model", the exhibition **Floor Planning: The Vienna Model** (Schindler House, 8 June – 15 September 2019) will address the question what housing construction can look like in the modern metropolis Los Angeles. The MAK Center will furthermore show the exhibitions **The House of Dust** (Schindler House, 9 February – 12 May 2019) and **Soft Schindler** (Schindler House, 18 October 2019 – 27 January 2020).

The series **GARAGE EXCHANGE VIENNA – LOS ANGELES** will be continued with artistic stances by Constanze Schweiger and N.N. as well as Christoph Kumpusch and N.N. In two annual exhibitions, former Austrian Schindler scholars in cooperation with artists and architects from Los Angeles perform in the new exhibition room built on the garage roof of the Mackey Apartments. The exhibition



series is made possible by the Austrian Federal Chancellery.

Press photos on the MAK Program 2019 are available for download at MAK.at/en/press

Continuously updated information at MAK.at.

Detailed information on the MAK Center Program at MAKcenter.org.

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