



**MAK**

Press Release

## **MAK Specials for the VIENNA DESIGN WEEK 2020**

The MAK DESIGN NITE *ZERO WASTE—CIRCULAR DESIGN* takes the importance of design for climate care as its subject

As a program partner of the VIENNA DESIGN WEEK, which takes place from 25 September to 4 October 2020, the MAK is also offering a multifaceted program this year. In keeping with the motto of *ZERO WASTE—CIRCULAR DESIGN*, the already traditional MAK DESIGN NITE (29 September 2020, 6–10 p.m.) is completely defined by the theme of climate care. To start, a high-quality panel will discuss the chances for circular waste management with the help of new technologies and artificial intelligence. Following this, the Austrian start-up Plasticpreneur demonstrates how new products made of old plastic originate from its novel machines. Tours through the current *CREATIVE CLIMATE CARE: Chien-hua Huang. Reform Standard* (29 September 2020, 6 p.m.) and *BAKELITE: The Georg Kargl Collection* (1 October 2020, 4:30 p.m.) exhibitions show the transformation of societal dealings with plastics and waste in past decades.

### **MAK PROGRAM for the VIENNA DESIGN WEEK 2020:**

#### **MAK DESIGN NITE**

#### **ZERO WASTE—CIRCULAR DESIGN**

**Tuesday, 29 September 2020, 7–10 p.m.**

**Free admission**

#### **7 P.M. PANEL**

What are the possibilities of using new technologies such as machine learning and artificial intelligence to move waste management towards recyclable cycles? How can innovative projects be created from plastic waste through smart recycling and new design strategies? What is the future of waste avoidance and what are the tasks facing non-profit associations, large companies, and each and every one of us?

Chien-hua Huang, Architect and Designer

Raphaela Egger and Florian Mikl, Plasticpreneur

Helene Pattermann, Founder/CEO, Zero Waste Austria

Florian Amon and Raphael Volkmer, Precious Plastic Vienna, Verein zur Förderung des Bewusstseins für Kunststoffrecycling

Moderator: Marlies Wirth, Curator, Digital Culture and MAK Design Collection

The panel is partly held in English.  
Registration necessary under MAK.at

### **8 P.M. DEMONSTRATION**

#### **Plasticpreneur by doing circular**

900 000 tons of plastic waste are generated each year in Austria, more than half of it in private households. 71 percent of this waste is incinerated. Trash becomes valuable with the machines of the Austrian start-up. Plastic is collected, separated by type, and washed. The plastic is then run through a shredder, after which it is reused in an injection molding machine. A “Plasticpreneur” is an entrepreneur who produces new things from old plastic—a recyclable design that contributes to avoiding waste and protecting the environment.

#### **#BYOP: Bring Your Own Plastic!**

Become a “Plasticpreneur” yourself—collect and clean plastic and let it be processed into new objects at the MAK DESIGN NITE.

Please bring the following with you:  
Only plastic bottle caps or plugs  
Cleaned and washed at home in advance (washed and dried)

### **TOURS IN THE CONTEXT OF THE VIENNA DESIGN WEEK**

#### **Tuesday, 29 September 2020, 6 p.m.**

Tour with the architect/designer Chien-hua Huang through his exhibition *Reform Standard* in the context of the exhibition series *CREATIVE CLIMATE CARE*. The tour takes place in English.

Registration necessary under MAK.at

#### **Thursday, 1 October 2020, 4:30 p.m.**

Dialogue Tour through the exhibition *BAKELITE: The Georg Kargl Collection* with curator Rainald Franz (Curator of the exhibition and the MAK Glass and Ceramics Collection), Mladen Bizumic (artistic exhibition design) and Maroš Schmidt (Slovak Design Center, Bratislava).

Registration necessary under MAK.at

More information at MAK.at and viennadesignweek.at



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