



**MAK**

Press Release

**MAK Lecture**

**STEFAN SAGMEISTER: Why Beauty Matters**

Event Venue	MAK Exhibition Hall, 1st floor Weiskirchnerstraße 3, 1010 Vienna
Date & Time	Sunday, 18 September 2016, 4 p.m.
Admission	Advance purchase tickets available now for € 15 at the MAK Ticket Desk. Limited number of tickets. Free seating. The ticket also entitles the holder to visit all MAK exhibitions on the day of the lecture. The lecture will be held in German.

The design icon Stefan Sagmeister is once again a guest at the MAK with his lecture *Why Beauty Matters* on 18 September 2016. After the great success of the exhibition *STEFAN SAGMEISTER: The Happy Show*, which invited visitors on a captivating search for happiness throughout the MAK from 28 October 2015 to 28 March 2016, the graphic designer has dedicated his latest lecture to the subject of beauty. In the 20th and 21st centuries beauty has had an almost exclusively negative reputation: renowned designers have paid it little attention, the contemporary art world has almost entirely dismissed it, and in most lectures about architecture the term is not even used once. Stefan Sagmeister explains why this antipathy is so unjustified and what can be done to counteract it. This lecture is part of the build-up to the exhibition *SAGMEISTER & WALSH: The Beauty Show*, planned by the MAK for fall 2018.

The graphic designer Stefan Sagmeister (born in Bregenz, Austria, in 1962; lives and works in New York) blends typography and imagery in striking, fresh, challenging, and at times unsettling ways. In 1993 Sagmeister moved to New York, where he briefly worked for the influential designer Tibor Kalman at M&Co. before founding his own agency, Sagmeister Inc. Since then he has had a profound influence on design culture. His album covers for Talking Heads, Lou Reed, OK Go, and The Rolling Stones as well as innovative campaigns for companies such as HBO and Levi's have left their mark on the public consciousness. Sagmeister has won numerous awards, including two Grammys for album designs, the Lucky Strike Designer Award, and the Communications Award from the Cooper-Hewitt National Design Museum, New York. Jessica Walsh has been a partner of

the joint Sagmeister & Walsh studio since 2012.

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

Exclusive sponsor



MAK Press and PR

Judith Anna Schwarz-Jungmann (Head)  
Sandra Hell-Ghignone  
Veronika Träger  
Lara Steinhäuber  
T +43 1 711 36-233, -229, -212  
[presse@MAK.at](mailto:presse@MAK.at)  
[www.MAK.at](http://www.MAK.at)

Vienna, 8 September 2016