



EUROPEAN UNION



Press Release

JOSEF HOFFMANN – OTTO PRUTSCHER

Opening Sunday, 30 June 2019, 12 p.m.
 Venue Josef Hoffmann Museum, Brtnice*
 náměstí Svobody 263, 588 32 Brtnice, CZ
 *A joint exhibition of the Moravian Gallery, Brno, and the MAK, Vienna

Exhibition dates 1 July – 27 October 2019
 Opening times July–August: daily 10 a.m.–5 p.m.
 September–October: Tue–Sun 10 a.m.–5 p.m.
 To arrange visits outside these times, please telephone
 Last admission 4 p.m.

The 2019 annual exhibition in the Josef Hoffmann Museum in Brtnice, a joint exhibition of the Moravian Gallery, Brno, and the MAK, Vienna, is dedicated to Josef Hoffmann’s (1870–1956) association with Otto Prutscher (1880–1949). Like Hoffmann an architect and designer, Prutscher was master of all materials used in the applied arts. He was an exhibition designer, a teacher, and a member of the most important reform movements in art from the Secession to the Wiener Werkstätte and the Werkbund. On the occasion of the 70th anniversary of Otto Prutscher’s death this year, the exhibition highlights the importance of his work for the development of Viennese Modernism.

Starting in the 1980s—together with the protagonists of the “Vienna Style” around 1900—Otto Prutscher started to gain wider recognition. Similar to Josef Hoffmann, the first comprehensive studies of whose works appeared in Italy after the Second World War, in Otto Prutscher’s case it was the Italian architectural journal *Metamorfosi* that, in 1994, issued his “Unpublished works from archives in Como and Vienna”.

Ten years younger than Josef Hoffmann and Adolf Loos, Otto Prutscher belonged to the first generation of Vienna Arts and Crafts School students to benefit from the curricular reforms directed by Felician von Mayrbach and from the teaching of young professors such as Josef Hoffmann and Koloman Moser. Prutscher mastered a range of materials in his father’s cabinetmaking workshop, as well as as in bricklaying and carpentry apprenticeships, completed in the summer vacations.

After his acceptance at the the Vienna Arts and Crafts School in 1897, Prutscher took a course with Willibald Schulmeister in ornamental drawing, and later for two semesters a specialist class in architecture with Josef Hoffmann. The training he received from the secessionist architect Hoffmann and the premodern painter Matsch was to leave its mark on Prutscher’s designs and completed works—in terms of both the graphic quality of his de-

signs and his orientation towards current trends in architecture. From 1907 Prutscher began to work for the Wiener Werkstätte, and from 1909 he taught, like Hoffmann, at the Arts and Crafts School.

Hoffmann worked with Prutscher for decades on projects such as the Vienna Kunstschau of 1908 and the Cologne Werkbund exhibition of 1914, sharing with him an unbounded creative drive. Today Prutscher's recorded oeuvre includes over 50 buildings (villas, apartment houses, and portals), nearly 50 exhibitions organized and designed alone or with others, some 170 installations, over 300 designs for installations, and over 200 suites and individual pieces of furniture.

Prutscher's designs were implemented by more than 200 enterprises, principally the Wiener Werkstätte but also important manufactories such as Backhausen, Klinkosch, Augarten, Meyr's Neffe, Schappel and Melzer & Neuhardt, and the Deutsche Werkstätten in Dresden. In addition he was artistic advisor to Thonet, Loetz Witwe, and Wienerberger.

Twenty years after the first monograph on and exhibition of his work (*Otto Prutscher. 1880–1949. Architektur, Interieur, Design* [Otto Prutscher, 1880–1949: Architecture, Interior, Design], University of Applied Arts Vienna, 1997), the exhibition *JOSEF HOFFMANN – OTTO PRUTSCHER* discusses Prutscher's complex achievement against the background of Hoffmann's oeuvre. Both spatially and thematically, it is a continuation of the permanent exhibition *JOSEF HOFFMANN: Inspirations*, that since 2009 has been tracing the roots Hoffmann's artistic inspiration in his birthplace Brtnice. Starting on 20 November 2019, the MAK will be presenting a comprehensive solo exhibition: *OTTO PRUTSCHER. Allgestalter der Wiener Moderne* [Otto Prutscher: Universal Designer of Viennese Modernism].

Josef Hoffmann Museum, Brtnice

In 1907 Josef Hoffmann renovated the Baroque house where he was born in Brtnice according to the principles of the Wiener Werkstätte. As early as 1992, the MAK presented the exhibition *Der barocke Hoffmann* [The Baroque Hoffmann] in Brtnice. Since 2006, the house has been jointly run by the MAK and the Moravian Gallery in Brno as the Josef Hoffmann Museum. Within the framework of this cooperation, a new exhibition is presented each year.

Photo material on the exhibition may be downloaded from MAK.at/presse

The exhibition was realized through financial support from the European Regional Development Fund and is part of the project "Bilaterale Designnetzwerke," within the context of the INTERREG V-A Austria-Czech Republic program..

**JOSEF
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MUSEUM

**MORAVSKÁ
GALERIE**

Press data

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Curators Rainald Franz, Curator, MAK Glass and Ceramics Collection
Rostislav Koryčánek, Curator, Architecture and Design, Moravian Gallery, Brno

MAK on TOUR MAK on TOUR extends an invitation on Sunday, 30 June 2019, to a visitors' outing to Brtnice:
Shuttlebus Vienna–Brtnice and back, departure MAK 8:30 a.m. Uhr, return to MAK ca. 6 p.m., price € 40 (includes bus fare, admission to museum, exhibition opening, and a guided tour of the Josef Hoffmann Museum, Brtnice)
For information, call +43 1 711 36-231 or email marketing@MAK.at Online registration required

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Vienna, 8. May 2019