



MAK

Press Release

MAK invites to a special, final event of the exhibition *ROBERT LA ROCHE: Personal View*

Exhibition finale features the extraordinary musical and visual presentation
4 HANDS: SOUND-PAINTING

On occasion of the final event of the exhibition *ROBERT LA ROCHE: Personal View* the MAK—with generous support by Steinway in Austria—will invite to the exceptional combination of music and its visual representation *4 HANDS: SOUND-PAINTING*. On September 25, in the MAK Columned Main Hall, the French composer and pianist Flora St. Loup will freely improvise on a Steinway & Sons Grand Piano accompanied by visuals of the German painter and graphic designer Sibylle Schwarz, who will likewise freely draw and paint to St. Loup's music. In conjunction with three live performances of these two artists, Robert La Roche and fashion consultants will offer a non-stop eyewear consultation.

4 HANDS: SOUND-PAINTING is the culmination of one of the most successful MAK exhibitions of 2016. *ROBERT LA ROCHE: Personal View* (MAK DESIGN LAB, 4 May – 25 September 2016), the first museum exhibition of the great Austrian eyewear designer's work, gives an overview of La Roche's unique Œuvre and a focus on the building of his successful, cosmopolitan fashion brand. La Roche's eyewear designs have been worn onscreen by Hollywood stars such as Arnold Schwarzenegger, Kevin Costner, and Meryl Streep, as well as by the artists Yoko Ono and Andy Warhol. His marketing campaigns—in collaboration with advertising executives, artists, and photographers—document a notably creative phase of Viennese design.

The exhibition was produced on the occasion of La Roche's generous gift of a wide selection of eyewear designs from his personal company archive. The French composer, pianist, and singer Flora St. Loup has already dedicated a special composition to the La Roche exhibition. A recording of it plays in the exhibition space. The painter and graphic designer Sibylle Schwarz frequently collaborated with La Roche throughout his most active years.

PROGRAM IN DETAIL:

Exhibition finale

ROBERT LA ROCHE: Personal View

MAK Columned Main Hall, Stubenring 5, 1010 Vienna
Sunday, 25 September 2016, 2–6 p.m.

Live-Performances:

4 Hands: SOUND-PAINTING

2:30, 3:30, 4:30 p.m.

The French composer and pianist **Flora St. Loup** will improvise on a Steinway & Sons Grand Piano to visuals produced by the German painter and graphic designer **Sibylle Schwarz**.

NON-STOP EYEWEAR CONSULTATION

With the designer Robert La Roche and opticians.

2–6 p.m.

A selection of his original vintage glasses may be purchased in the MAK Design Shop.

MAK Admission:

€ 9.90 / Reduced € 7.50 / Family Ticket € 13

Free admission for children and teens under 19

Press photos are available for download at MAK.at/press.

With generous support by Steinway in Austria.

MAK Press and PR

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