

Press Release

**LIBRARY FOR SOCIAL DESIGN**

In cooperation with AG Gesellschaftsdesign der Hochschule für bildende Künste  
Hamburg

Opening	Tuesday, 25 April 2017, 7 p.m.
Presentation Venue	MAK FORUM
	MAK, Stubenring 5, 1010 Vienna
Presentation Dates	26 April – 14 May 2017
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays from 6–10 p.m.

The *LIBRARY FOR SOCIAL DESIGN* is a temporary, mobile institution that makes appearances in a range of different places and contexts. The project focuses on the question of whether, and if so how, design can bring about social change. For the premiere of the *LIBRARY FOR SOCIAL DESIGN*—from 26 April to 14 May 2017 in the MAK FORUM—60 designers and social theorists each recommended a book on this topic. The collection of 60 books is thereby subject to a process of constant transformation: at each of the library's stopping-off points, additional books are recommended and presented.

The publications—selected by, amongst others, Harald Gruendl, Van Bo Le-Mentzel, Fiona Raby, Andreas Reckwitz, Claudia Mareis, and Ezio Manzini—include the *Koran*, Henry Thoreau's *Walden* (1854), and Ivan Illich's *Tools for Conviviality* (1973), not to mention Spike Lee's *Design for Obama* (2009) and Horst Rittel's *Thinking Design* (2013). Each publication is accompanied by a short biography of the person who recommended it, as well as an explanation of why it was recommended for the library.

The *LIBRARY FOR SOCIAL DESIGN* was developed by the AG Gesellschaftsdesign [Social Design Work Group] of the University of Fine Arts Hamburg, the idea being that students and teachers should reflect on the political relevance and social responsibility of design and generate input for developing new methodologies and research initiatives. In the pilot project at the university, students were encouraged to tackle a book a month during their degree course.

An integral part of the concept is an ongoing debate on the publications. In the MAK, three panel discussions will be held featuring outstanding representatives from the fields of research, art and culture. Thus not only is the library's inventory subject to a permanent process of change; the debate over social design is also constantly being updated and enriched with new ideas. Starting with the presentation in the MAK, these exchange processes and discussions will be documented on a website.

The creation of the library is made possible by the Leinemann Foundation for Education and the Arts, Hamburg.

**Panel discussions on the LIBRARY FOR SOCIAL DESIGN  
in the MAK FORUM:**

**Tuesday, 25 Apr 2017, 7 p.m.**

Friedrich von Borries (HfBK Hamburg) in conversation with cultural manager Heidemarie Dobner (Globart Academy, Vienna), economist Wolfgang Spiess-Knafl (Next Generation Impact, Vienna), and lawyer and foundation chairman Ralf Leinemann (Leinemann Foundation for Education and the Arts, Hamburg)

**Tuesday, 2 May 2017, 7 p.m.**

Friedrich von Borries (HfBK Hamburg) in conversation with writer Ilija Trojanow (Vienna) and designer Thomas Feichtner (Vienna)

**Tuesday, 9 May 2017, 7 p.m.**

Sebastian Hackenschmidt (MAK) in conversation with exhibition curator Brigitte Felderer (University of Applied Arts Vienna) and folklorist Klara Löffler (Department of European Ethnology, University of Vienna)

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

## Press Data Sheet

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Curator	Sebastian Hackenschmidt, Curator, MAK Furniture and Woodwork Collection
MAK Admission	€ 9,90 / Reduced € 7,50 / Family Ticket € 13 Free admission for children and teens under 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (head) Sandra Hell-Ghignone Lara Steinhäußer Agnes Wyskitensky T +43 1 711 36-233, -229, -212 F +43 1 711 36-227 presse@MAK.at www.MAK.at

Vienna, 30 March 2017