

Press Release

JOSEF HOFFMANN – JOSEF FRANK
From “Endless Trimmings” to an Open System

Press Conference	Sunday, 19 June 2016, 12 noon
Opening	Sunday, 19 June 2016, 2 p.m.
Exhibition Venue	Josef Hoffmann Museum, Brtnice* náměstí Svobody 263, 588 32 Brtnice, CZ * A joint branch of the Moravian Gallery in Brno and the MAK, Vienna
Exhibition Dates	22 June – 30 October 2016
Opening Hours	June: Tue–Sun 10 a.m.–5 p.m. July/August: daily from 10 a.m.–5 p.m. September/October: Tue–Sun 10 a.m.–5 p.m. and by prior arrangement Last entrance: 4 p.m.

With the exhibition *JOSEF HOFFMANN – JOSEF FRANK: From “Endless Trimmings” to an Open System*, the Josef Hoffmann Museum Brtnice, a joint branch of the Moravian Gallery in Brno and the MAK, contrasts the design positions of Josef Frank and Josef Hoffmann for the first time. Drawings, photos, publications, and plans provide insight into the relations between these two key figures of Austrian architecture in the first half of the 20th century. Hoffmann’s idea of the total artwork, his so-called “trimmings thinking,” and Frank’s free and individual, open system of design encounter one another as heterogeneous interpretations of interior design in a concentrated presentation in Hoffmann’s birthplace.

Thematically, the exhibition is linked to the solo exhibition *JOSEF FRANK: Against Design* (MAK Exhibition Hall, 16 December 2015 – 12 June 2016) and shows works of Josef Frank for the first time in the Czech Republic. The eleventh temporary exhibition curated by the MAK in Brtnice revolving around the impact and environment of the universal designer Josef Hoffmann once more makes clear his formative stylistic influence for subsequent architects who ultimately internationalized the “Vienna style”.

The exhibits shown trace an arc from the 1910s into the 1930s and concentrate on the most important encounters of Frank and Hoffmann. Their collegial understanding expresses itself in Hoffmann’s support for the young Frank and in several episodes of cooperation. Frank was, for example, a founding member of the *Bund Österreichischer Künstler* [Association of Austrian Artists], the so-called *Kunstschau* [Art Show], in

which Josef Hoffmann assumed the lead role, and he frequently worked on projects of Josef Hoffmann and the Wiener Werkstätte until 1920. His work was linked in a variety of ways to that of Josef Hoffmann until Josef Frank's emigration to Sweden in 1933.

Photos and designs by Hoffmann and his fellow campaigner Frank from the years 1913 and 1914 for the Skywa-Primavesi lodge in the 13th municipal district of Vienna can be seen, as can plans for the construction of the Vienna Werkbundsiedlung from the year 1932. Hoffmann and Frank had already worked together two years prior to this cooperation for the *German Werkbund Exhibition*. There were other encounters at the Vienna School of Arts and Crafts, where they taught at the same time. While Hoffmann was active as of 1899 as professor for architecture, Frank taught the subject of structural design until 1926 as the successor of Heinrich Tessenow.

The older Josef Hoffmann also remained committed to the "trimmings thinking" propagated by himself and the Wiener Werkstätte after 1920. Frank, on the other hand, alongside other teachers at institutions like the Vienna School of Arts and Crafts, the Academy of Fine Arts Vienna and the Vienna University of Technology, became a pronounced pioneer. Following the end of the First World War, this young generation was able to develop a new approach and effect the dissolution of Hoffmann's severe style.

Characterized by a general spirit of optimism, these ambitious architects approached their designing tasks more freely and allowed themselves to be inspired to eclectic compositions by elements of the Arts and Crafts Movement, the Italian Renaissance, and folkloric ornaments. In contrast to their predecessors, they no longer subordinated their influences to a guiding style, but instead coordinated these as a team and in accordance with shared maxims of design. White walls, seemingly light furniture forms, and a pleasure in ornamental detail were among their design principles. With these liberal approaches, the architecture avant garde oriented itself toward the "democratic" way of living and design of Adolf Loos, who had already said in 1898 that one had to "live in" a room the way one had to play in a precious instrument.

The exhibits of the exhibition *JOSEF HOFFMANN – JOSEF FRANK: From "Endless Trimmings" to an Open System* flow both spatially and thematically into the permanent exhibition *JOSEF HOFFMANN: Inspirations*, which has been tracing the artistic inspirations of Hoffmann at his place of birth in Brtnice with objects and designs since 2009.

Josef Hoffmann Museum, Brtnice

Josef Hoffmann redesigned his Baroque childhood home in Brtnice in 1907 in accordance with the principles of the Wiener Werkstätte. The MAK was already present in Brtnice in 1992 with the exhibition *The Baroque Hoffmann*. Since 2006, the house has been jointly run by the MAK and the Moravian Gallery in Brno as the Josef Hoffmann Museum. The following exhibitions have been realized to date in the context of this cooperation: *JOSEF HOFFMANN. An Endless Process* (2005), *JOSEF HOFFMANN – CARLO SCARPA: On the Sublime in Architecture* (2006), *JOSEF HOFFMANN – ADOLF LOOS: Ornament and Tradition* (2007), *JOSEF HOFFMANN – DONALD JUDD: Hypothesis* (2008), the permanent exhibition *JOSEF HOFFMANN: Inspirations* (2009), *REWRITING THE SPACE: Dorit Margreiter/Josef Hoffmann* (2010), *JOSEF HOFFMANN – OSWALD OBERHUBER: Total Design and Drafts* (2011), *JOSEF HOFFMANN/STANISLAV KOLÍBAL: Plane – Line – Space* (2012), *JOSEF HOFFMANN – FREDERICK KIESLER: Contemporary Art Applied* (2013), and most recently *COLLEGIALITY AND CONTROVERSY. Josef Hoffmann and the Architects of Moravian Modernism from the Wagner School in Vienna* (2014), and finally *THE PRIVATE JOSEF HOFFMANN: Apartment Tours* (2015).

Press documents and photos for the exhibition are available for download at MAK.at/en/press.

**JOSEF
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MUSEUM

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GALERIE**

Press Data Sheet

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Curators	Rainald Franz, Curator, MAK Glass and Ceramics Collection
MAK on TOUR	Rostislav Koryčánek, Curator, Moravian Gallery Brno MAK on TOUR invites you to a visitor excursion to Brtnice on Sunday, 19 June 2016: Shuttle bus Vienna–Brtnice and back, departure from MAK 8:30 a.m., return to MAK approx. 6 p.m., price € 40 (including travel, exhibition opening and guided tour through the Josef Hoffmann Museum, Brtnice) Information and registration at T +43 1 711 36-231 or marketing@MAK.at , Details at MAK.at/MAKonTOUR

The Moravian Gallery in Brno invites you to a visit to Brtnice on Sunday, 19 June 2016: shuttle bus Brno–Brtnice and return, departure at 12 p.m. from the Museum of Applied Arts, Brno, Husova-Str. 14, return to the Museum of Applied Arts at ca. 5:30 p.m., price:

100 CZK/50 CZK (including transportation, exhibition opening, and guided tour through the Josef Hoffmann Museum, Brtnice). Reservation and payment at the cashier of the Moravian Gallery in the Pražák Villa, Brno, Husova-Str. 18. Information at T +420 532 129 or edukace@moravska-galerie.cz

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Vienna, 19 June 2016