

Austrian Airlines and the MAK Launch New Business Class Amenity Kits

Beginning of a long-term cooperation between the national
airline and the Museum of Applied Arts, Vienna

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MAK – Press and PR
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Thanks to a cooperation between Austrian Airlines and the MAK, from October 2025 Business Class guests on the airline's long-distance flights can look forward to receiving new amenity kits inspired by Wiener Werkstätte designs. The MAK has made available textile designs by three of the Wiener Werkstätte's leading artists—Koloman Moser, Dagobert Peche, and Mathilde Flögl—to create a set of elegant toiletry bags. Each design is manufactured in two color variants, so that the same artist may accompany passengers on their outward and return flights. The new Business Class amenity kits are the beginning of a long-term cooperation between the national airline and the Museum of Applied Arts; in a few months new amenity kits for Premium Economy guests will follow.

“We very much look forward to this cooperation with the MAK, one of the leading museums of its kind in the world. Using the textile designs made available by the MAK, the Austrian Design Team has created six versions of the new amenity kits, that will make traveling for our Business Class guests even more pleasant—and above all more visually appealing,” stated Austrian Airlines CEO Annette Mann, emphasizing the significance of this cooperation for Austria's traditional airline.

MAK General Director Lilli Hollein: “Through this partnership with Austrian Airlines, these Wiener Werkstätte designs from the MAK's outstanding collection will spread throughout the world. We are delighted to have this opportunity of highlighting Austria's cultural heritage through these amenity kits on board Austrian Airlines.”

Remarkable designers

Since 1955 the Wiener Werkstätte archives have been in the possession of the MAK. Founded in 1903, the Werkstätte's creations enjoy worldwide fame to this day. Its aesthetic standards have left their mark in all areas of life and still significantly influence contemporary design. The artists selected for the

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cooperation with Austrian Airlines are among the most influential and remarkable personalities of the Wiener Werkstätte:

Dagobert Peche (1887–1923) is considered one of the most eccentric designers of Viennese Modernism. Although his design career spanned a mere ten years, he created an impressive oeuvre, creating masterly contrasts, pattern games, and metamorphoses.

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Koloman Moser (1868–1918) was a cofounder of the Wiener Werkstätte. A universal artist, he was a consummate painter, graphic artist, commercial artist, and interior designer, as well as fashion designer and set designer, impressively championing the total work of art propagated by the Wiener Secession. He is considered one of the most important pioneers of Viennese Modernism.

Mathilde Flögl (1893–1958) represented the Wiener Werkstätte in almost all handicraft fields. Her fantastic, expressive creations, including ceramics, glass decorations, toys, and jewelry—as well as fashion, textile, and wallpaper designs—significantly shaped the Wiener Werkstätte style.

Handy content packed in an aesthetically pleasing design

The new amenity kits for Business Class guests on Austrian Airlines' long-distance flights contain a sleep mask—based on designs by Wiener Werkstätte artists—a toothbrush, toothpaste tablets, earplugs, and socks. The items are packed in Skysupply paper packaging. A sleeve round the amenity kit supplies background information on the MAK and the artists whose patterns served as templates for each kit's design. A nice touch—of interest not only to collectors: since each design exists in two colors, passengers can look forward to finding the same artist in different color combinations on their outward and return flights.

Long-term cooperation

This cooperation on a new design for Business Class amenity kits marks the beginning of a long-term cooperation between Austrian Airlines and the MAK. Work is currently in progress on a new design for Premium Economy amenity kits, that will be launched on board the national airline's long-distance flights in a few months.

Image material is available for download at [MAK.at/en/press](https://www.mak.at/en/press)



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