

## AUT NOW

### 100 × Austrian Design for the 21st Century

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MAK – Press and PR  
presse@MAK.at

**Press Release**  
Vienna, 17.9.2024

**Press Conference**  
Tuesday, 17.9.2024, 10 am

100 objects, 100 designers, 25 years, 25 categories, 1 country: The MAK exhibition *AUT NOW: 100 × Austrian Design for the 21st Century* provides a varied overview of the diversity and innovation in Austrian product design in the new millennium on the basis of 100 design objects. Each of the 25 thematic categories—from A for “Alpine” to Z for “Zeitgeist”—contains four objects that are representative of the wide range of things designed and produced in Austria from the year 2000 to the present day. They are all particularly remarkable examples of Austrian product design—role models for the 21st century. *AUT NOW* extends an invitation to admire and appreciate the functional, conceptual, and poetic qualities of contemporary design and discover surprising details in familiar things.

“Ideally, contemporary product design should represent a dynamic and holistic approach that revolves around the needs of contemporary society and the environment,” according to MAK Curators Sebastian Hackenschmidt and Marlies Wirth, who developed the exhibition together with Georg Schnitzer and Peter Umgeher, founders of the design studio Vandasye. With their exhibition series *Design Everyday* held during VIENNA DESIGN WEEK since 2017, Vandasye has regularly turned its attention to Austrian product design, identifying ideas that propose ambitious and inspiring but also sensible solutions to improve everyday life.

The 25 categories define the route through the exhibition, while allowing an in-depth response to the question of what characterizes product design today. “Good design” must take into account social challenges and innovative ways of organizing work, as well as new production techniques, distribution channels, and marketing opportunities. Formal, material, typological, and

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technological criteria play just as much of a role as ergonomics, social and environmental considerations, and the preservation of resources. The emotional content of objects, characterized by "maximum rizz"—wit, creativity, and charisma—is also essential.

Using these categories *AUT NOW* creates a "school of seeing" on key aspects of product development and the design process that mostly remain invisible to users. The full spectrum of contemporary products is represented in the exhibition—from furniture, domestic appliances, tools, and lighting to accessories and consumer electronics to design for personal care, health, work, mobility, and much more.

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#### **From A for "Alpine" to Z for "Zeitgeist"**

The categories should be understood as general characteristics of the chosen objects. For instance, "Alpine" subsumes the canon of forms and types that is widespread in the Alps and unmistakable in a wide range of practical objects: a chair, avalanche equipment, and even a bong.

"Material Opportunities" explores the role played by the choice of material and the unexpected possibilities that can arise with the right material—such as unbreakable eyeglass lenses or an edible dog bowl. "Re-Typification" reveals the surprising designs of supposedly unchangeable everyday objects like a ladder or a coat hanger, whereas "Empowerment" contains projects that give their users agency, such as cutlery for children with an age-appropriate design. And the "Invisible" category presents material or functional qualities that remain unseen for the user, in objects like a water bottle or an acoustic panel. Unexpected juxtapositions can be found in almost every category—when it comes to using existing pre-products or intentional Lo-Tek, or when reviewing circular design strategies that make systemic change possible.

With the chosen objects, designers, and manufacturers, the curatorial team sought to represent a range of different approaches, generations, and branches. Self-initiated experiments are presented alongside the production lines of major companies, technological innovations alongside traditional handicraft, and serial products alongside limited editions or pieces that have long been discontinued. Design from the early 2000s is part of the exhibition, as are prototypes that are currently in development, products by established designers and manufacturers, as well as projects by the next generation of designers.

Almost a quarter of the exhibits in the show are from the MAK's own collection; most pieces on display are loans, with the intention to add some of them to the collection on the occasion of the exhibition.



## Exhibition display

The exhibition display developed by Vandasye is a transparent architectural sculpture that provides a 360-degree view revealing the functional, typological, and material wealth of the 100 designs for the 21st century. It is accompanied by detailed descriptions and visualizations on the walls of the MAK Contemporary room that immerse visitors in the 25 thematic categories of *AUT NOW*.

## Accompanying publication

It will also be possible to read the content of the exhibition *AUT NOW: 100 × Austrian Design for the 21st Century* in a publication of the same name—printed in fonts created over the past two and a half decades by designers who are Austrian or who are based in Austria.

## MAK Design Nite

*AUT NOW: 100 × Austrian Design for the 21st Century* is on display during VIENNA DESIGN WEEK (20–29.9.2024). This year's MAK Design Nite, the annual highlight of the MAK's cooperation with VIENNA DESIGN WEEK, will take place on 24.9.2024 and will be inspired by the exhibition.

## Categories

Alpine—Circular—Compact—Concept—Craft—Design parlant—Do-Easy—Empowerment—Human—Machine—Invisible—Joints—Lo-Tek—Luxury—Material Opportunities—Participation—Possible Tools—Pre-Product—Reduction—Re-Typification—Subtle—Super Normal—Tuning—Update—Viennese Postproduction—Zeitgeist.

## Participating designers and manufacturers

Lukas Angst, Robert Vierlinger (KEEGO) / Siepe GmbH  
 ante up (Hauke Unterburg, Benedikt Stonawski)  
 Antenna Design (Masamichi Udagawa, Sigi Moeslinger) / Knoll, Inc.  
 Arge2 (Georg Kaserer, Michael Spindler) / Hussl Sitzmöbel GmbH & Co. KG  
 Clemens Auer / Johann Seidl  
 aws designteam (Adam Wehsely-Swiczsinsky) / Ottobock HealthCare  
 Georg Baldele  
 Lena Beigel  
 Victoria Berger, Lisa-Marie Halwax, Philip Kohlbecher / Erwin Mach Gummitechnik  
 Billo Bikes (Christoph Wimmer)  
 bkm design working group (Stefan Moritsch, Kathrina Dankl, Fritz Pernkopf, Katharina Bruckner)  
 Blue Danube Robotics GmbH (Petra Kaindlstorfer)  
 bonpart / DANIEL édition  
 breadedEscalope (Sascha Mikel, Martin Schnabl, Michael Moser)  
 René Chavanne / JUSTINCASE Trading GmbH  
 Copa (Alfred Burzler, Thomas Exner) / Transparent Design Handels GmbH, schulteswien  
 Kathrina Dankl, Lisa Hampel / Hermann Viehauser



Marco Dessí  
Patrycja Domanska / GOODGOODs  
dottings Industrial Design (Sofia Podreka, Katrin Radanitsch) / RIESS  
KELomat GmbH  
Katharina Eisenköck  
Element Design / Vetropack Austria  
EOOS / LAUFEN  
Thomas Feichtner / HAIDLMAIR GmbH  
Martin Feiersinger / Ing. Franz Plank GmbH  
Andreas Feldinger  
Juliane Fink / Land- und Forstwirtschaftliche Fachhochschule Hatzendorf  
formquadrat GmbH / SWAROVSKI OPTIK AG & Co. KG  
Hannes Frech / Bioblo Spielwaren GmbH  
Joey Fulterer  
gloryfy – unbreakable eyewear  
Gmundner Keramik  
GP designpartners / MAM Babyartikel GmbH  
grafisches Büro / feinedinge porzellanmanufaktur gmbh  
Christoph Gredler / Leica Camera AG  
Alexander Gufler / TON a.s.  
Sandra Holzer / GOODGOODs  
Stephanie Hornig / Hartwig Hornig  
Megumi Ito / Altmann & Kühne  
Dejana Kabiljo / Kabiljo Inc.  
KIM+HEEP / we-make-things  
Benedikt Kirsch, Katarina Schildgen / Tukluk GmbH  
KISKA Brand & Design / KTM Sportmotorcycle GmbH  
Louisa Köber, Marie Mattner / Umbra  
Sofia Kocher / Universität für angewandte Kunst Wien  
Julia Landsiedl x magdas DESIGN / Caritas Werkstätte Lanzendorf  
Wolfgang Lässer / Klaus Häusler  
Tina Lehner / Laszlo Eckhardt (Compwood Products Kft)  
Matthias Leite-Gürtner / woom GmbH  
Ulrike Leitner / Gruber Kartonagen GmbH  
Heinz Lichtenegger / SEV Litovel s.r.o.  
LUCY.D (Barbara Ambrosz, Karin Santorso) / TREWIT  
Nina Mair / Dade Design  
Sebastian Menschhorn / J. & L. Lobmeyr  
Mindful Design and Craft (Petra Wieser) / Hermann Seiser Manufaktur  
mischer'traxler studio (Katharina Mischer, Thomas Traxler) / Vetreria Simone  
Cenedese, Eugenio Panizzi (für Galerie Punta Conterie)  
mo° sound (Ronald Jaklitsch) / mo° sound, AGB Elektro spol. s.r.o.  
Martin Mostböck, AID ArchitectureInteriorsDesign / viabizzuno spa  
Rainer Mutsch / Carl Suchy & Söhne mit Therese Wibmer und J. & L. Lobmeyr  
Bernhard Neuwirth / Brevillier Urban & Sachs GmbH & Co. KG  
Numen / For Use / ClassiCon  
Paris Maderna / MCS.bike | Maderna Cycle Systems



Permanere – Verein zur Erforschung und Entwicklung nachhaltiger Produkte und Lösungen (Peter Knobloch, Billie Rehwald, Daniel Kloboucnik, Bernhard Ranner)

Peschke Design (Matthias Peschke, Peter Kalsberger) / AKG Acoustics GmbH

Horst Philipp / Whisperwool – Tante Lotte Design GmbH

Célia Picard, Hannes Schreckensberger

Johanna Pichlbauer

Natalie Pichler / Grüne Erde GmbH

Karl Emilio Pircher mit Fidel Peugeot / Lomographische Gesellschaft

POLKA (Marie Rahm, Monica Singer) / Vöslauer Mineralwasser GmbH

Ferdinand A. Porsche / CHROMA Messer GmbH & Co. KG, Garwick Industries Ltd.

PPAG architects (Anna Popelka, Georg Poduschka) / Deurotherm

Polyurethan-Isolierungen GmbH

Talia Radford

Patrick Rampelotto, Fritz Pernkopf / Quinze & Milan

Frank Rettenbacher / Philips, TP Vision

Robert Rüf / TREWIT

SALZ Design OG / USound GmbH

Johannes Scherr / Rafael Kubisz

Klemens Schillinger / Andreas Speiser, Becker Guss

Julia Schwarz

Soda Designers (Nada Nasrallah, Christian Horner) / Wittmann Möbelwerkstätten GmbH

Robert Stadler / Bitossi Ceramiche

Philomena Strack

Studio Barbara Gollackner / Studio Barbara Gollackner mit Peter König

studio högl borowski / SelfDelve

studio MARCH GUT (Christoph March und Marek Gut)

studio novo GmbH (Nik Pelzl) / ORTOVOX Sportartikel GmbH

studio RE.D (Kerstin Pfleger, Peter Paulhart, Alexander Liendl) / REDUCE.DESIGN

studiotut (Marie Nemeth, Silvia Stocker) / Tischlerei Bereuter

Ursula Futura GmbH (Kathrin Schaden) / Zdeněk Kunc, Novotný Glass

Valentinitisch Design / base.energy handelsgmbh

Vandasye (Georg Schnitzer, Peter Umgeher)

Vera Wiedermann Keramik / RIESS Emaille

Valentin Vodev / VELLO BIKE

Georg Wanker / PIEPS GmbH

WERKKARTE / Adnan und Andrea Nakičević

Christoph Wimmer-Ruelland / Christoph Wimmer-Ruelland, Hermes Novak

Nadja Zerunian, Sarah-Linda Forrer / Wodek Przyggoda

zeug Design GmbH / ruwido austria gmbh

Anna Zimmermann / Bakalowits Licht Design GmbH

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



The exhibition *AUT NOW* is a project of the MAK in context of the Vienna Design Week 2024.

**SIGN WEEK VIENNA**  
20–29 Sept, 2024

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**Press conference**

Tuesday, 17.9.2024, 10 am

**Opening**

Tuesday, 17.9.2024, 7 pm

Free admission to the opening of the exhibition

**Exhibition venue**

MAK Contemporary

MAK, Stubenring 5, 1010 Vienna

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**Exhibition dates**

18.9.2024–18.5.2025

**Opening hours**

Tue 10 am–9 pm, Wed to Sun 10 am–6 pm

**Curatorial team:**

Vandasye (Georg Schnitzer, Peter Umgeher)

Sebastian Hackenschmidt, Curator, MAK Furniture and Woodwork Collection

Marlies Wirth, Curator, Digital Culture and MAK Design Collection

Assistance: Felix Kofler, MAK Design Collection

**Exhibition design and graphic design**

Vandasye

**Publication**

*AUT NOW: 100 × Austrian Design for the 21st Century*, edited by Lilli Hollein, Sebastian Hackenschmidt, Marlies Wirth, and Vandasye (Georg Schnitzer, Peter Umgeher), with texts by Lilli Hollein, Sebastian Hackenschmidt, Marlies Wirth, and Felix Kofler. German/English, 192 pages with numerous color illustrations. MAK, Vienna/Birkhäuser Verlag, Basel 2024. Available at the MAK Design Shop and online at [MAKdesignshop.at](http://MAKdesignshop.at) for € 35.

**Supporting program**

MAK Design Nite as part of VIENNA DESIGN WEEK

Tue, 24.9.2024, 6.30–11 pm

Panel, Drinks, Music – Free admission

Details and continuous updates about the supporting program can be found at [MAK.at/en](http://MAK.at/en).

**MAK admission**

€ 16.50/15.50\*

reduced € 13.50/12.50\*

every Tuesday 6–9 pm: admission € 8/7.50\*

Free admission for children and teens under 19

\* Online ticket price



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