

BIG IN JAPAN

The MAK Brings Felice Rix-Ueno to Expo 2025

1

MAK – Press and PR

presse@MAK.at

Press Release

Vienna, 10.4.2025

On the initiative of the MAK, the distinctive, fascinating designs of Felice Rix-Ueno (1893–1967)—one of the most extraordinary artists of the Wiener Werkstätte (WW)—are being featured at Expo 2025 in Osaka, Japan. The world exhibition takes place from 13 April to 13 October 2025 and, under the motto *Designing Future Society for Our Lives*, presents contributions from more than 160 participating countries. Motifs by the artist are displayed at several locations in the Austrian pavilion, designed by BWM Designers & Architects, offering a unique opportunity to introduce Felice Rix-Ueno, who lived and worked for many years in Japan, to an international public.

Felice Rix-Ueno created hundreds of design drawings for the WW, above all for textiles but also for wallpapers, embroideries, works in enamel, fashion and domestic accessories, toys, and commercial art. In her second home Japan, she pursued successful careers as university professor and founder of her own design institute. Living and working on two continents and in a range of cultures, she embodies one of the central subthemes of Expo 2025: *Connecting Lives*.

Felice Rix-Ueno's unique designs greet Expo visitors on wallpapers in the Austrian Pavilion's VIP lounge and as a curtain in the Austria Lounge—as well as on information and sales kiosks in front of the pavilion and on merchandising articles and gifts.

Born in Vienna, Felice Rix-Ueno grew up in an upper middle-class, liberal Jewish milieu, in which creative entrepreneurship coexisted with artistic endeavor. Around 1914 she designed her first works for the famous Wiener Werkstätte. At the time she was studying at the School of Arts and Crafts under WW cofounder Josef Hoffmann, who frequently invited his students to cooperate on his projects. Inspired by the Japanese language of forms, that was taught at the School of Arts and Crafts using color stencils (Katagami), Rix evolved her own inimitable style. In 1925 she married the Japanese architect Isaburo Ueno, an assistant of Hoffmann's, and moved with him to Kyoto.

M

A

K

She returned regularly to Vienna to continue her design work at the WW. Thus in 1928 she created a fantastic wallpaper collection featuring four patterns in a range of sometimes unusual color combinations, on which the designs used at the Expo are based. The wallpapers are currently being reissued by the Japanese firm of Linden and produced on a 150-year-old printing press in England.

Besides designs by Felice Rix-Ueno, at Expo 2025 the MAK is presenting selected objects from the MAK collection in an interactive 3D-Holobox developed by VDL vienna digital lab, to include David Roentgen's marvellous cabinet (made by Peter Kinzing, Neuwied am Rhein, 1775/76) and Josef Hoffmann's elegant ballroom dress (made in the Wiener Werrkstätte, Vienna, ca. 1910). Special 3D visualizations and supplementary image and video material allow these masterpieces to be explored in fascinating detail.

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

Further information on Expo 2025 in Osaka can be found at the following link <https://www.expoaustria.at/en>.

MAK Press and PR

Judith Anna Schwarz-Jungmann (Head)

T +43 1 71136-213, judith.schwarz-jungmann@MAK.at

Sandra Hell-Ghignone

T +43 1 71136-212, sandra.hell-ghignone@MAK.at

Yasmin Yazdian

T +43 1 71136-210, yasmin.yazdian@MAK.at

