

MAK presents the special plate edition *MAK × Gmundner Keramik × Markus Schinwald* and its first special tablecloth edition

These artist's editions by Markus Schinwald were created especially for the MAK Artists' Dinner

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MAK – Press and PR

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Together with Markus Schinwald, the MAK presents two unusual artist's editions: The special plate edition *MAK × Gmundner Keramik × Markus Schinwald*, with which the artist directly references a saucer by Josef Hoffmann from the MAK Collection, was created in cooperation with Gmundner Keramik. For the first time, an exquisite edition is also being released comprising a tablecloth and serviettes, for which Markus Schinwald was inspired by the Wiener Werkstätte. All the proceeds from these two high-quality editions will go to the MAK.

Both editions were created for the MAK Artists' Dinner that took place on 13 November 2025 and was a prelude to a significant MAK project that will launch on 24 February 2026: With the new Permanent Collection Vienna 1900, conceived by Markus Schinwald, the MAK is continuing with its globally admired practice of collaborating with artists on the displays for its permanent collections.

The special plate edition *MAK × Gmundner Keramik × Markus Schinwald*, comprising six different charger and dessert plates, adopts all the original elements of Josef Hoffmann's historical design but rearranges them into an entirely new composition. This dinnerware set marks the third time that the MAK has cooperated with Gmundner Keramik, following on from the special plate editions with Jakob Lena Knebl and Vivienne Westwood.

For the special edition consisting of a tablecloth and serviettes, Markus Schinwald made direct reference to historical graphic art by the Wiener Werkstätte. The waves of the border are borrowed from an invitation card by Koloman Moser, the square fields from a book design by Josef Hoffmann.

Schinwald's intensive study of Viennese Modernism—which began even before his involvement in the redisplay of the MAK Permanent Collection Vienna 1900—means that he is well acquainted with Hoffmann's oeuvre and the Wiener Werkstätte's designs. With these two new editions, he has certainly achieved his aim of creating new connections with the present and affording a new perspective on this exceptional period in the history of design.

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In recent years Markus Schinwald's artistic practice has been dedicated to the ever-changing conditions surrounding historical narratives, authorship, and the culture of remembrance. His approach is tied not so much to certain media but rather to speculative historiographic methods. Whether in his painting, work for the stage, or curation, his approach aims at the acquisition of insights, with him understanding insights to be the result of knowledge and experience.

Markus Schinwald (* 1973 in Salzburg) studied art and culture in Linz and Berlin. He represented Austria at the 54th Venice Biennale (2011) and has had solo exhibitions around the world, including at the SF MoMA (San Francisco), Kunsthaus Bregenz, Palais de Tokyo (Paris), Migros Museum (Zurich), Milan Triennial, Aspen Art Museum, and Musée d'art contemporain (Bordeaux). His current exhibition *Interiors Inc.* is on display at the Galerie Ropac, Salzburg (until 23.12.). His works are held in international collections, including Tate Modern (London), MoMA (New York), Musée d'Art Moderne (Paris), and the Kunsthaus Zürich. Schinwald has taught at Yale University and the State Academy of Fine Arts in Karlsruhe, among others; he lives and works in Vienna.

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MAK General Director Lilli Hollein: "The MAK Artists' Dinners are a fitting fundraising format for our museum that we organize together with the MARS [MAK Art Society]: a high concentration of artists and many creative details with which we give our guests at table a unique evening. Markus Schinwald, who worked with us on the concept for and realization of the redisplay of our Permanent Collection Vienna 1900—which is what provided the occasion for this dinner—also kindly added the crucial creative aspect to the evening. We have been cooperating with Gmundner Keramik for several years now—it was them who made the editions with Jakob Lena Knebl and Andreas Kronthaler for Vivienne Westwood possible—and this time around Markus Schinwald was the artist who designed the plates for the dinner. And because textiles also play an important part in our museum, thanks to Markus Schinwald there is now also a tablecloth edition!"

Alexander Köck, authorized representative of Gmundner Keramik: "We are delighted by what is already our third special edition in collaboration with the MAK. Markus Schinwald puts forward new viewpoints and demonstrates the versatile and contemporary ways in which Gmundner Keramik can be interpreted. We truly value this special collaboration and the impressive way in which it underlines the multifaceted nature of our manufactory."

Both editions are available at the MAK Design Shop and at [MAKdesignshop.at/en](https://www.makdesignshop.at/en): *MAK × Gmundner Keramik × Markus Schinwald* is priced at € 1,000, the edition comprising a tablecloth and serviettes is priced at € 970.



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