



**MAK**

Press Release

## **StadtFabrik [City factory]**

The MAK opens a real-time research laboratory for new fields of work in the creative industries

Kick-off, presentation of work, and  
get-together

Tuesday, 21 June 2016, 6 p.m.  
MAK Columned Main Hall and MAK DESIGN  
SPACE  
MAK, Stubenring 5, 1010 Vienna  
Free admission

How can design contribute to integration? Where do the potentialities for sustainable production lie? How can the practitioners of co-creation, co-production, and co-utilization open up new fields of endeavors? The efforts, philosophy, and networking of the *StadtFabrik*, a real-time research laboratory in the MAK DESIGN SPACE, is focused on the topics related to new fields of work in the creative industries. Curated by the IDRV – Institute of Design Research Vienna, the *StadtFabrik* brings together renowned design experts with people working in the creative fields in Vienna to examine urban potentialities with regard to Digital Modernity. The official kick-off on 21 June 2016 will feature a get-together following presentations of work to convey the first results of the project, which was realized in the framework of the cooperation between the MAK's *design> new strategies* and the Vienna Business Agency with its creative center departure.

Against a backdrop of urbanization and societal transformation, the *StadtFabrik*—in three thematic blocks: COMMONING, INCLUSION, and FUTURE PRODUCTION—explores new strategies for Vienna as a space for living, working, and production. Alternative production scenarios are made tangible and negotiable via “changemakers,” already existing initiatives serving as exemplary models. So-called “demonstrators,” exhibition satellites around greater Vienna, link to the approaches that arose in the context of the VIENNA BIENNALE 2015 project *2051: Smart Life in the City* and show prototypical venues for future production. These experimental arrangements will be developed gradually and targeted towards the following areas: the common good, inclusion, and innovative production methods.

### **#1 COMMONING (May – June 2016)**

Commoning is the first point on the *StadtFabrik* agenda. The commons only become usable through creative social processes. The *StadtFabrik* team delves intensively into methods of co-creation, co-production, and co-utilization that spawn new business and

creative fields. With a view to positive societal transformation, design with social impact is associated with humanitarian and economic aspects.

**#1 COMMONING: CHANGEMAKER: Werksalon**

The change maker nominated for the area COMMONING, *Werksalon*, a cooperative workshop utilization concept by Antoinette Rhomberg and Martin Papouschek, invites DIY craftspeople, designers, and artists to share the usage of its woodworking machinery and studio floor space. A comprehensive training and workshop program, along with the opportunity to become part of a community, round out the offering. WERKSALON, Stadlauer Straße 41 A (Hof 4), 1220 Vienna, [www.werksalon.at](http://www.werksalon.at)  
Every Thursday, 6:30 p.m., Take a Tour! Register at: [info@werksalon.at](mailto:info@werksalon.at)

**#1 COMMONING: PRESENTATION OF WORK**

21 Jun 2016, 6 p.m., MAK DESIGN SPACE and MAK Columned Main Hall  
In the context of *COMMONING: PRESENTATION OF WORK*, the results emerging from the real-time research laboratory since the beginning of May 2016 will be presented by means of various visualizations and models.

**#2 INCLUSION (June – October 2016)**

The second point on the *StadtFabrik* agenda, INCLUSION, concerns the topic of integration within the larger theme of refugees. People who immigrate bring along knowledge, new perspectives, cultural capital, professional skills, high motivation, and a willingness to learn. The discussion focus on what contribution design can make to moderating in the area of employment and integration of refugees.

**# 2 INCLUSION: CHANGEMAKER: A Wiener, halal!**

The changemaker nominated for the area INCLUSION, *A Wiener, halal!*, for the first time makes the typical Austrian “Wiener” hotdog stand accessible to a broader audience by adapting it to Islamic dietary restrictions (“halal”). This artistic intervention merges stereotypes and culinary traditions and inspires encounters, dialog, and mutual respect through common mealtimes. *A Wiener, halal!* is a project of the Brunnenpassage with the Františeks Praktikanten association in cooperation with SOHO in Ottakring. Long-term operation is planned.  
For more on the program, please visit: [www.brunnenpassage.at/awienerhalal](http://www.brunnenpassage.at/awienerhalal)

**# 2 INCLUSION: THE DISCUSSION**

28 Jun 2016, 6:30 p.m., MAK FORUM  
Among the resources of a city with an increasing number of inhabitants are also the people who have found refuge in Europe over the past months and years. How can the advantages of successful integration into our society be identified and cultivated?

Clemens Foschi (Caritas Service GmbH), Emanuel Gollob & Georg Sampl (design collective “Františeks Praktikanten,” Vienna), Karin Harather (“Displaced,” Institute of Art and Design, Vienna University of Technology), and Kai Themel (Public Employment Service Austria (AMS)) discuss possible contributions and new task areas for people in the design and creative fields.

Moderator: Harald Gründl, design theorist; director, IDRVI – Institute of Design Research Vienna; designer (EOOS), Vienna

### # 2 INCLUSION: THE WORKSHOP

29 Jun 2016, 12 noon–6 p.m., MAK FORUM

Access to the occupational realm is the most important factor (besides education) for successful integration of foreigners. In this intercultural workshop, designers, architects, and artisans who recently immigrated to Austria, together with local changemakers and people from the creative fields, will take up the question of how design can contribute to maximizing the refugees’ potential with regard to integration and work. An open-ended pilot project.

### # 2 INCLUSION: PRESENTATION OF WORK in the framework of VIENNA DESIGN WEEK 2016

4 Oct 2016, 7 p.m., MAK DESIGN SPACE and MAK Columned Main Hall

In the context of *INCLUSION: PRESENTATION OF WORK*, the results emerging from the *StadtFabrik* since the end of June 2016 will be presented by means of samples of work and models.

### #3 FUTURE PRODUCTION (October 2016 – January 2017)

As a counterpoint to the prevailing “throw-away” economic model, under the “circular economy” rubric the entire life cycle of a product is designed. After use, all components are fed back into their respective natural or technological loops. The *StadtFabrik* agenda item FUTURE PRODUCTION concerns the issue of loops that—especially in a city—can be closed by exploiting available resources and short routes. Further topics include the possibilities of automated manufacturing for the creative industries in Vienna and the influence of high tech on craftsmanship.

### #3 FUTURE PRODUCTION: CHANGEMAKER: Hut & Stiel

The two cofounders of Hut & Stiel, Manuel Barnbaum and Florian Hofer, are pursuing a circular economy strategy. They collect coffee grounds from Viennese gastronomy enterprises and eldercare facilities and use it as substrate for their urban mushroom farm. The harvested mushrooms are delivered by cargo bike, used for cooking in the kitchens of the delivery staff, or sold at farmer’s markets. Once the coffee grounds are used up, they are composted and returned to the soil, thus completing the cycle. A

regional, zero waste production undertaking middle in the city, serving as an example.  
Hut & Stiel, Innstraße 5, Top 1, 1200 Vienna, [www.hutundstiel.at](http://www.hutundstiel.at)  
Opening hours: Mon and Wed–Fri, 9 a.m.–5 p.m.

### #3 FUTURE PRODUCTION: **THE DISCUSSION**

18 Oct 2016, 6 p.m., MAK Columned Main Hall

In an expert panel on the topic of FUTURE PRODUCTION, questions about the opportunities for and limits of recyclable production in the city will be up for discussion and methods for recycling or cascading thematized.

Keynote speech: Miquel Ballester (product and innovation manager, Fairphone)

### #3 FUTURE PRODUCTION: **THE WORKSHOP**

19 Oct 2016, 12 noon–6 p.m., MAK Columned Main Hall

How to design your future (fair) phone?

This workshop is based on the idea of the Fairphone design bootcamps with Miquel Ballester (product and innovation manager, Fairphone). Cooperation with T-Mobile.  
<https://www.fairphone.com/2013/06/12/design-bootcamp-results/>

### #3 FUTURE PRODUCTION: **PRESENTATION OF WORK**

10 Jan 2017, MAK DESIGN SPACE

In the context of *FUTURE PRODUCTION: PRESENTATION OF WORK*, the results gleaned since the end of October 2016 will be presented by means of exemplary production methods.

### **StadtFabrik in interaction with the general public**

Peripheral to the key points of the *StadtFabrik* agenda, the *VIENNA BIENNALE APP: IDEAS FOR CHANGE* developed together with digital content partner T-Mobile for the VIENNA BIENNALE 2015 will be carried forward and augmented with the *StadtFabrik* topics—commoning, inclusion, and future production. Changemakers may be nominated on an ongoing basis, thus adding to the densifying network of established creative industrial production in the city. The goal is to discover which people or institutions are changing the world for the better with their work and ideas. Anyone who downloads the free *VIENNA BIENNALE APP: IDEAS FOR CHANGE* for iOS or Android will receive two tickets to the MAK for the price of one.

Office hours (open to the public) to discuss where things stand with the *StadtFabrik*—with spontaneous determination of topics and opportunities for participation—will be held every Tuesday from 6–7 p.m. (MAK DESIGN SPACE, Stubenring 5, 1010 Vienna).

Curated by: IDRV – Institute of Design Research Vienna, Harald Gründl, Ulrike Haele  
Project coordination: Thomas Geisler, Curator, MAK Design Collection; Miriam Kathrein, Vienna Business Agency, creative center departure

Press images for *StadtFabrik* are available for download at [MAK.at/press](http://MAK.at/press).

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