

## VIENNA ART WEEK 2024 at the MAK

Talk with Gerald Matt, Erwin Wurm, Caroline Wohlgemuth, and Bärbel Vischer on Collecting Design Objects

MAK – Press and PR  
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**Press Release**  
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On the occasion of VIENNA ART WEEK 2024, on Tuesday, 12.11.2024, at 7 pm the MAK extends an invitation to a Talk moderated by Cultural Manager Gerald Matt and featuring prominent guests. Inspired by the current exhibition *ICONIC AUBÖCK: A Workshop Shapes Austria's Concept of Design*, artist Erwin Wurm, author Caroline Wohlgemuth, and MAK Curator Bärbel Vischer will discuss collecting iconic design objects, trends in the current market, and beyond that, what makes an object iconic. Beforehand, at 6 pm, visitors are invited on a guided tour of the exhibition. On Thursday 14.11.2024 at 3 pm, the MAK also extends an invitation to a guided tour of the current exhibition *AUT NOW: 100 × Austrian Design for the 21st Century*.

### VIENNA ART WEEK at the MAK

Tuesday, 12.11.2024, 6 pm

**Curator-guided tour of *ICONIC AUBÖCK: a Workshop Shapes Austria's Concept of Design*** with Bärbel Vischer, Curator, MAK Contemporary Art Collection, and Curator of the exhibition

Tuesday, 12.11.2024, 7 pm

### COLLECTING ICONIC DESIGN

Talk in the MAK Columned Main Hall

Erwin Wurm, Artist

Caroline Wohlgemuth, Author and Curator

Bärbel Vischer, Curator, *ICONIC AUBÖCK*, and Curator of the MAK Contemporary Art Collection

Moderation: Gerald Matt, Cultural Manager

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On the occasion of the exhibition *ICONIC AUBÖCK: A Workshop Shapes Austria's Concept of Design*, the podium discussion examines the world of design and opportunities for collectors of design objects. For such objects not only have a functional value; they also tell stories of creativity, innovation, cultural development, and networking.

The Carl Auböck workshop's iconic objects have been leaving their mark on Austrian design for over 100 years. The MAK is devoting a comprehensive exhibition to this legendary manufactory, focusing on works from the interwar and postwar years and the 1980s, and presenting an image of home interiors as testing grounds for Auböck designs.

The experts will discuss what makes a design object iconic, what influences have marked the Carl Auböck workshop over the generations, and what trends characterize the market for design objects.

Thursday, 14.11.2024, 3 pm

**Guided tour in simple German of  
*AUT NOW: 100 x Austrian Design for the 21st Century***

Discover the inventive world of Austrian product design of the past quarter century. The exhibition presents a selection of 100 very different objects—including furniture, household gadgets, tools, lighting, consumer electronics, and health products—whereby supposedly familiar objects may reveal some fascinating surprises.

Participation in all program events free of charge, registration required.  
Please register at [MAK.at/vaw2024](http://MAK.at/vaw2024)



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