



Wiener Werkstätte Salesroom 1904 – A Virtual Experience

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MAK – Press and PR

presse@MAK.at

Press Release

Vienna, 11.4.2023

Opening

Sunday, 30.4.2023

Participation after registration at presse@MAK.at

Starting 30 April 2023, the Josef Hoffmann Museum, Brtnice, Czech Republic, invites visitors to an extraordinary virtual reality experience. A VR reconstruction of the first salesroom of the Wiener Werkstätte, which was developed in collaboration between the MAK and FILMBÄCKEREI FASOLT-BAKER KG and was already showcased at the MAK, allows visitors an immersive travel through time to an early interior design of Viennese Modernism. In the meticulously recreated virtual salesroom, objects based on designs by Josef Hoffmann and the Wiener Werkstätte can be viewed at close hand.

As of 1904, the room, designed by Josef Hoffmann and Koloman Moser, was located in the commercial building at Neustiftgasse 32–34 in Vienna's 7th district, the first production site of the Wiener Werkstätte, and was used until the company's bankruptcy in 1932. The building simultaneously also served as the headquarters of this legendary arts and crafts association. Numerous photos and objects from its time have been preserved and are now stored as part of the Wiener Werkstätte Archive at the MAK, serving as models for the virtual reconstruction of the room.

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Since 2006, Josef Hoffmann's birth house in Brtnice has been run as a joint branch by the MAK and the Moravian Gallery in Brno. A temporal exhibition organized annually by the MAK continuously explores new aspects of Hoffmann's work in relation to his colleagues and contemporary designers.

Since December 2022, the new permanent exhibition *A MESSENGER OF BEAUTY* has been presenting the life and work of the influential architect and designer of classical modernism, as well as his impact on present-day designers. For the first time, the exhibition is located both in the birth house and the garden and barn, which now serve as a cultural meeting point for local residents and cultural tourists. Already in the passageway, visitors are greeted by a geometric spatial intervention by artist Esther Stocker, referencing Hoffmann's affinity for squares. In the museum rooms on the first floor, newly crafted models of Hoffmann's buildings and objects based on his design are presented in a formal dialogue with works by contemporary designers. The exhibits are sourced from the collections of the Brtnice municipality, the Moravian Gallery in Brno, the MAK, and private collections in Vienna.

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In the context of the permanent exhibition, the online presentation *Digital Experience about Josef Hoffmann's Life and Work* offers visitors the opportunity to further deepen their knowledge.

The VR reconstruction of the Wiener Werkstätte salesroom, the *Digital Experience about Josef Hoffmann's Life and Work*, as well as the new permanent exhibition was financed with funds from the European Union (*INTERREG V-A Austria – Czech Republic* program) and are part of the *ATCZ264 – JH Neu digital/Nově digitální* project.

Until 29 October 2023, the anniversary exhibition *15 YEARS OF THE JOSEF HOFFMANN MUSEUM* (since 14.6.2022) will still be on show at the Josef Hoffmann Museum.

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



Opening

Sunday, 30.4.2023, noon

Exhibition Venue

Josef Hoffmann Museum, Brtnice*

náměstí Svobody 263, 588 32 Brtnice, CZ

* A joint branch of the Moravian Gallery in Brno and the MAK, Vienna

Exhibition Dates

2.5.–29.10.2023

Opening Hours

May to September: Tue to Sun 10 am–6 pm

October: Thu to Sun 10 am–6 pm

as well as after arrangement by phone

Curators

Rainald Franz, Curator, MAK Glass and Ceramics Collection

Rostislav Koryčánek, Curator of Architecture and Design, Moravian Gallery, Brno

MAK on Tour

invites visitors to Brtnice on Sunday, 30. April 2023:
Shuttle bus Vienna–Brtnice and back, departure from MAK at 8.30 am, return to MAK at around 6 pm
Price regular € 59, reduced € 53 (includes trip, exhibition opening, and guided tour of the Josef Hoffmann Museum, Brtnice)
Information and registration at
[MAK.at/brtnice/makontour23](https://mak.at/brtnice/makontour23)

MAK Press and PR

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