

Press Release

## City of Temperaments

A project of designers Johanna Pichlbauer and Mia Meusburger in collaboration with Wien 3420 and the MAK

Venue Flederhaus in **aspersn** Seestadt  
Seestadtpromenade, 1220 Vienna  
Dates 5 and 6 July 2019, 8 p.m.  
(in case of bad weather: 12 and 13 July 2019)  
Free admission

The *City of Temperaments*, a project of Wien 3420 and the MAK in the Seestadt, takes a performative approach to the themes of the VIENNA BIENNALE FOR CHANGE 2019. Freely based on Nestroy's farce *The House of Temperaments*, in which four families with different temperaments inhabit an apartment building, it is an experimental stage play worked out by the designers Johanna Pichlbauer and Mia Meusburger: Four residents of Smart Homes in the Seestadt get into conflicts as a result of their different habits and energy-consumption patterns.

This amusing play raises various questions on the subject of the Smart City: What happens when buildings become autonomous agents on the energy market? What goals do they pursue, and how do they negotiate with one another? And how does the behavior of their occupants change as the city increasingly becomes networked, listening to, and joining in on the conversation?

At **aspersn** Seestadt, people are already tinkering with the city of the future. Wien 3420 **aspersn** Development AG is responsible for development and places great emphasis on innovation and vision: a connected city—one that utilizes the full potential of new technologies in order to fulfill social and ecological standards. The buildings become independent agents: they harvest energy from the summer sun or distribute the waste heat generated by a sweaty football game at the school gym. When CO<sub>2</sub> levels in the students' dorms are rising, the building knows about the party on the third floor. The city monitors us, it learns from our behavior, interprets, listens to us. The residents communicate with their houses not only through the buildings' sensor systems but also more actively through a smart home app.

In *City of Temperaments*, Johanna Pichlbauer and Mia Meusburger adopt methods from "Animistic Design," which attributes intentions and

personalities to inanimate things. The play tells how four smart buildings with different value systems handle energy, how they interact with their residents, and what conflicts and synergies emerge.

The play will be performed on 5 and 6 July 2019 (in case of bad weather: 12 and 13 July) in the Flederhaus (U2 Station: Seestadt, exit: Seestadtpromenade, Vienna 1220).

### Seestadt

“Rethinking the city” is the focus of the idea of this innovative urban development area of Vienna. With events and the support of projects in the field of urban planning, Wien 3420 **asperm** Development AG, which is the company developing the Seestadt, is encouraging public discourse. The Seestadt was already present at the VIENNA BIENNALE in 2015 in the *asperm INTERNATIONAL* competition—a cooperation of Wien 3420 and the Architekturzentrum Wien. In June 2018, groundbreaking was held for the result of that idea competition: the visionary *sirius* multipurpose building complex.

[www.asperm-seestadt.at](http://www.asperm-seestadt.at)

### The Designers

Johanna Pichlbauer is active as a designer in Vienna and does research and teaches in the field of Human Computer Interaction at the Technical University of Vienna. She writes futurist stories, and her works explore the relationship of human beings and machines. In 2019, she was named by Forbes in the Art/Culture category of *30 under 30 Europe*. In addition to this project for the VIENNA BIENNALE, Johanna Pichlbauer is supporting the City of Nuremberg this year as a curator for its application as a European Capital of Culture in 2025.

Mia Meusburger, an industrial designer und critical optimist, lives and works in Vienna as a freelance designer and art director. Her works have been exhibited, among other places, in the Austrian Pavilion at the Design Biennale in London and at the VIENNA BIENNALE in 2015 and 2017. The Fulbright scholar will soon begin further studies at the Parsons School of Design in New York City.

Curator: Marlies Wirth, Curator, Digital Culture and MAK Design Collection

Image material on the exhibition at [MAK.at/press](http://MAK.at/press) and [viennabiennale.org](http://viennabiennale.org)

Press Contacts

MAK Press & Public Relations  
Judith Anna Schwarz-Jungmann (Head)  
Cécilia Barani, Sandra Hell-Ghignone, Veronika Träger  
MAK, Stubenring 5, 1010 Vienna  
T +43 1 711 36-233, -212, -229  
presse@MAK.at, MAK.at  
press@viennabiennale.org, viennabiennale.org

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For Change

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viennabiennale.org