

Press Release

FUTURE FACTORY Rethinking Urban Production

A joint project between the Vienna Business Agency and the MAK and in cooperation with the Ottakringer Brewery

Exhibition Venue

MAK GALLERY
MAK, Stubenring 5, 1010 Vienna

Exhibition Dates

29 May – 6 October 2019

Opening Hours

Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m.

The project *FUTURE FACTORY* will present new ideas on how production in the city can be rethought.

More and more people are flocking to city centers in search of jobs and future prospects: cities are therefore faced with the challenge of providing residents with living space, work, and recreation facilities.

In cooperation with the Ottakringer Brewery, the Vienna Business Agency came up with the challenge for the *FUTURE FACTORY*: Creative individuals were called upon to develop their solutions to facilitate a range of uses, from brewing through open production, gastronomy and new entrepreneurial initiatives to livable accommodation.

"For us, it is important to think ahead when it comes to the role of production with all its so far untapped capacities in the neighborhood. The core question we and cities around the world have to ask is this: What will constitute the future factory in a future city?" questions Gerhard Hirczi, Managing Director of the Vienna Business Agency.

First results have emerged from the *FUTURE FACTORY* challenge. The projects, which were awarded €4,000, can be viewed at the MAK GALLERY as part of a teaser installation from 29 May 2019. In fall they can then be seen live at the Ottakringer Brewery (11 September – 6 October 2019).

The award-winning projects (in alphabetical order):

Masha Dabelka: *TurnTablista*

Daryna Eder: *Daryn Chook*

Polycular: *Escape AR*

vertical farm institute: *Urban Food Hub Ottakring*

wechselstrom: *Habitat für Physarium Polycephalum*

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Curator: Erwin K. Bauer

Curatorial Team: Katharina Hödl, Michael Herzog, Miriam Koller, Rainer Stadlbauer (buero bauer); Elisabeth Noever-Ginthör, Alice Jacubasch (Vienna Business Agency)

Press Contacts

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