

Press Release

For Change

## **MAK DESIGN LAB Reinstallation in the context of the VIENNA BIENNALE FOR CHANGE 2019**

A project of the MAK in cooperation with the Austrian Federal Ministry of Education, Science and Research

Exhibition Venue	MAK DESIGN LAB MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	permanent as of 29 May 2019
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m.

With the reinstallation of the MAK DESIGN LAB in the context of the VIENNA BIENNALE FOR CHANGE 2019, topics and approaches of a biennale will, for the first time, be reflected in the concept of a permanent museum presentation. Taking a multi-faceted approach, the newly conceived MAK DESIGN LAB will present selected positions and projects proving that design is increasingly acting as a motor of change. The role of design at the interface between everyday life, society, digitalization, and climate change will take center stage. The MAK DESIGN LAB will address topics, values, and ideals relevant to all of us in order to shape the way we live together, the way we handle resources, the way we work, and the relationship to our planet.

Digital technologies and artificial intelligence increasingly accompany and influence our daily lives and work, challenging and overwhelming us, changing our social fabric and our social togetherness. At the same time, natural living space is becoming scarcer, resources are being depleted, and global warming is increasing. Design alternates between preservation and innovation—of the human body, of the ecological balance of planet earth, and of society in general. In the reinstalled exhibition space with approximately 2 000 square meters, the MAK DESIGN LAB will demonstrate the many ways design can contribute to positive rethinking.

Design can be much more than creating “things”: Design is an attitude, a way to initiate change, conceive possible new solutions and make them tangible. The dialogue between contemporary and historical positions shows how design has changed and how everyday objects already influenced continuous change in previous centuries.

29.5. – 6.10.2019

The goal of the MAK DESIGN LAB is not only to convey this content but also to inspire and motivate us to jointly shape our—increasingly digital—world as a valuable and resonant living environment for all species. The possibilities available to us in the digital age change our type of relationship to the world. Digital innovation provides new, fascinating, and also frightening ways of shaping the future. In this context, the focus should not only be on feasibility but also on the values we want these potentials to be oriented towards.

These possibilities and values concern a multitude of questions defining our future: How and what do we want to produce in a post-growth society? How can we succeed in cooperating in a fair, sustainable, and meaningful way? What can a welfare economics imply for the market economy? What role will digital education play for work in the future? How will we have to change our habits and consumption patterns to restore functioning cycles? And what can a good life look like after the current overabundance?

Creativity, especially art and design, plays an important role for the sustainable transition of our production processes, ways of life, habits, and systems. The MAK DESIGN LAB will present these potentials in a total of eight rooms, structured in the twelve topic areas "Design for Change," "Shaping Our (Digital) World," "Input—Output," "Sharing Work," "After Abundance," "Nartificial—Natural Artificial," "Cabinet of Consequences," "Design Dilemma," "Role Models," "In/Visible," "Resonance," and "Global/Local." Here contemporary projects by designers, artists, architects, programmers, activists, and idealists, who consider alternatives or provide solutions, will meet historical positions from the MAK Collection.

The newly installed MAK DESIGN LAB continues to dedicate an individual room to fashion designer and artist Helmut Lang. Under the motto "Transparency," a theme fashion in the 1990s worked with intensively, 15 designs from eight collections by Helmut Lang are presented. In the MAK Helmut Lang archive, additionally, documents on shop design, advertisement campaigns, videos of fashion shows, and lookbooks, as well as material on the corporate identity of the brand from 1986 to 2004, donated in its entirety to the MAK in 2004, can be found. The museum is the only institution in the world to house material of this kind on the development of the Helmut Lang brand.

Visitors will be presented with approximately 500 objects but also with tools, scientific research, and technologies making alternative ways possible. Using imagination, creativity, playful experiments, and a holistic view, the MAK DESIGN LAB will draw attention to the consequences of our current lifestyle but also to what innovative solutions could imply for the individual. Design can also be a crafting tool to shape and optimize the hu-

man body, as selected exhibits will show. The invisible aspects of the digital world will also be revealed, such as virtual communication, personal and biological data, or surveillance.

Visualizations, interactive points, and, last but not least, the MAK Education App (starting at the end of the year) will connect projects and objects from the MAK Collection in a way that the priority of actively shaping the future will become very distinct and a better understanding of the far-reaching role of design in Digital Modernity will be generated.

The innovative method of Citizen Science, in which students, scientific experts, curators, artists, and designers are creatively involved in research, plays a central role for the concept of the MAK DESIGN LAB. Among other things, regular Citizen Science workshops with students will flow into a G8–13 (a summit of 8- to 13-year-olds) where experts from participating classes together with an architect will design the school of the future. The results will be incorporated into the new presentation and the MAK Education App that will complement the permanent exhibition from the end of the year.

The MAK Education App:

On a digital level, the MAK Education App will be developed as a medium of the MAK DESIGN LAB especially intended for students, teachers, and educators. The completion of the MAK Education App, which will be built in a modular way and will be expandable, is planned for December 2019.

Curators:

mischer'traxler studio (Katharina Mischer, Thomas Traxler)

Janina Falkner, New Concepts for Learning, MAK

Marlies Wirth, Curator, Digital Culture and MAK Design Collection  
in dialogue with the heads of the MAK Collection

Assistance: Viktoria Heinrich, MAK Design Collection

Graphic Design and Interaction Design: LWZ

Photo material on the exhibition available at [MAK.at/presse](http://MAK.at/presse) and [viennabiennale.org](http://viennabiennale.org)

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 **Federal Ministry**  
**Republic of Austria**  
Education, Science  
and Research

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