

Press Release

VIENNA BIENNALE FOR CHANGE 2019 BRAVE NEW VIRTUES. Shaping Our Digital World

Opening Press Conference 28 May 2019, 9:30 a.m.
Venue MAK Lecture Hall, Stubenring 5, 1010 Vienna

Which values will we need for a (digital) future we really want? A future in which the utopia of social and economic justice and ecological sustainability can become reality? The *VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES. Shaping Our Digital World* (29 May – 6 October), opening today on 28 May 2019, brings art, design, and architecture into play concerning the question of a future based on values. Nine exhibitions, one comprehensive conference, and numerous projects and events will open the door to a new world of artificial intelligence, new technologies, innovative lifestyles, (urban) working models, and responsible consumption.

"We dared to approach a sensitive topic with our search for new values for a digital world. The result is a *VIENNA BIENNALE FOR CHANGE 2019* inspiring in manifold ways with reflexive and provoking but also feasible approaches. Within the artistic realm of the Biennale, an eco-social Digital Modernity begins to take shape," Christoph Thun-Hohenstein, General Director of the MAK as well as initiator and head of the *VIENNA BIENNALE* states.

For the third time, the *VIENNA BIENNALE*, which assumes a special role among the biennales with its combination of art, design, and architecture, is organized by the MAK, the University of Applied Arts Vienna, Kunsthalle Wien, the Architekturzentrum Wien, and the Vienna Business Agency, as well as the Slovak Design Center as associate partner and the AIT Austrian Institute of Technology as non-university research partner.

The **projects of the *VIENNA BIENNALE FOR CHANGE 2019***.

In the exhibition *UNCANNY VALUES: Artificial Intelligence & You* (An exhibition of the MAK), the MAK explores one of the most important topics of coming decades, one that has a momentous effect on all aspects of our lives: artificial intelligence (AI). In order to understand, shape, and make meaningful use of AI's and related technologies' full potential, we need to develop the kind of new cultural sensibility that this exhibition aims to cultivate. In a generously designed parcours, installations in various media by 18 international artists and designers

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enter into dialogue with examples and scenarios from current AI applications.

The exhibition ***HYSTERICAL MINING*** (An exhibition of the Kunsthalle Wien) analyses the material worlds we are creating through technology and technology's role in shaping local and global configurations of power, forms of identity, and ways of living. It draws on radical feminist and techno-feminist theories from the 1970s until now that criticized and revised the nexus tying new technologies and techno-science to patriarchal ideas. Its agenda is both intellectual and political. The works of the artists included in the show go beyond critique to think and enact other kinds of knowledge, skills, and bodily practices regarding the use as well as production of (new) technologies.

The artist collective Time's Up in cooperation with the Angewandte created the eponymous installation ***CHANGE WAS OUR ONLY CHANCE*** (An exhibition of the University of Applied Arts Vienna) set in 2047. This experiential and accessible world tells of a possible future: Which paths did humanity take since the 2020s? How can we meet these developments in the present with positive impulses? Furthermore, the interactive installation *Noise Aquarium* shows the changes in our ecosystem and creates an audio-visual experience in which plankton is brought to life and noise as a threat to marine life is made audible.

In the reinstallation of the **MAK DESIGN LAB** (A project of the MAK in cooperation with the Austrian Federal Ministry of Education, Science and Research), topics and approaches of a biennale are, for the first time, reflected in the concept of a permanent museum presentation. The reconceptualized MAK DESIGN LAB presents selected exhibits and projects on topics and values relevant to all of us: the way we live together, the way we handle resources, or the relationship to our planet. The new presentation of the MAK DESIGN LAB is financially supported by the EU program INTERREG V-A Slovakia-Austria (Project "Design & Innovation") and is realized in cooperation with the Austrian Federal Ministry of Education, Science and Research.

With the exhibition project ***CLIMATE CHANGE! From Mass Consumption to a Sustainable Quality Society*** (A cooperation between the MAK and the Federal Ministry for Sustainability and Tourism), the well-known Viennese design studio EOOS (Martin Bergmann, Gernot Bohmann, and Harald Gruendl) revolves around the contribution transformation design can have towards the necessary turnaround of climate change. Mobility, energy, food, and a circular economy are the fields relevant for the creation of innovations for a sustainable lifestyle. EOOS developed four concrete utopias: a car, a fridge, a solar roof, and a public charging station for electrical vehicles. Two additional works present speculative design projects on the topic of energy.

More and more people are moving into urban centers in search of jobs and future prospects. Cities are thus faced with the challenge of providing for an increasing number of residents by offering housing, work, and recreation. ***FUTURE FACTORY: Rethinking Urban Production*** (A project of the Vienna Business Agency in collaboration with the MAK and in cooperation with the Ottakringer Brewery) addresses the question: What will the future factory of a future city look like? "It is important for us to think beyond the role of production in the neighborhood—with all its untapped capacities—, which is why we are opening up room for experiments on this topic together with the Ottakringer Brewery," said Gerhard Hirczi, managing director of the Vienna Business Agency.

SPACE AND EXPERIENCE: Architecture for Better Living (An exhibition of the MAK in cooperation with Wienerberger) gives insight into a wide range of approaches of current architecture. The exhibition centers around the question how architecture will want to perceive its role in the future and what constitutes this "better living"— specifically with regard to materiality, ecology, design of atmospheres, participation, hospitality, design of communities, and perspective. 23 architectural contributions and projects that highlight space and experience as design tasks and offer more inclusion, more accessibility, and more uniqueness are presented.

In **aspersn** Seestadt, the ***City of Temperaments*** (A project of designers Johanna Pichlbauer and Mia Meusburger in collaboration with Wien 3420 and the MAK) chooses a performative approach towards the topics of the VIENNA BIENNALE. Inspired by Nestroy's farce *The House Of Temperaments*, an experimental play develops in which the four users of a smart home get entangled in conflicts.

As associate partner of the VIENNA BIENNALE, the Slovak Design Center in Bratislava presents the exhibition ***Human by Design*** (An exhibition of the Slovak Design Center). It shows the concepts, methods, model situations, case studies, and innovative solutions which express the urgent desire for change and sustainability. It introduces critical voices, gives examples of solutions from practice, and shows how the young generation of designers and theoreticians thinks. The exhibition is part of the project "Design & Innovation," supported by the EU program INTERREG V-A Slovakia–Austria.

Part of this program is also the student presentation ***Human by Machine*** at the MAK FORUM. Students and graduates of the University of Applied Arts Vienna develop approaches towards the question of how we humans can best make use of the digital revolution.

The international conference *Changing Values* (A conference of the MAK and the Slovak Design Center together with the Architekturzentrum Wien and Kunsthalle Wien in the context of the program INTERREG V-A Slovakia–Austria) offers the opportunity to consider alternative ecological and economic approaches as reflected in the key content of the VIENNA BIENNALE. Based on the topics “valuable data,” “innovative materials,” and “transformation design,” architects, designers, artists, and entrepreneurs enter into a discussion.

Please find **detailed press releases on all projects of the VIENNA BIENNALE FOR CHANGE 2019** as well as press images and **the curators’ biographies** in the press section at viennabiennale.org as well as at MAK.at/en/press.

Continuously updated information on further projects and on the supporting program at viennabiennale.org.

Curators of the

VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES.

Shaping Our Digital World

Erwin K. Bauer, Designer, buero bauer
Janina Falkner, New Concepts for Learning, MAK
Anne Faucheret, Curator, Kunsthalle Wien
Paul Feigelfeld, Media Theorist
mischer'traxler studio (Katharina Mischer and Thomas Traxler,
Designers)
Vanessa Joan Müller, Curator, Kunsthalle Wien,
Nicole Stoecklmayr, Scenes of Architecture
Marlies Wirth, Curator Digital Culture and MAK Design Collection

OVERVIEW EXHIBITIONS AND PROJECTS

VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES.

Shaping Our Digital World

UNCANNY VALUES: Artificial Intelligence & You

An exhibition of the MAK

Curators: Paul Feigelfeld, Media Theorist, and Marlies Wirth,
Curator Digital Culture and MAK Design Collection
MAK Exhibition Hall, MAK, Stubenring 5, 1010 Vienna
29 May – 6 October 2019

HYSTERICAL MINING

An exhibition of the Kunsthalle Wien

Curators: Anne Faucheret, Vanessa Joan Müller
Kunsthalle Wien Museumsquartier & Karlsplatz
Museumsplatz 1, 1070 Vienna & Treitlstraße 2, 1040 Vienna
29 May – 6 October 2019

CHANGE WAS OUR ONLY CHANCE

An exhibition of the University of Applied Arts Vienna

AIL – Angewandte Innovation Laboratory, Franz-Josefs-Kai 3,
1010 Vienna
29 May – 27 September 2019, closed in August

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

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

MAK DESIGN LAB, MAK, Stubenring 5, 1010 Vienna
Permanent as of 29 May

CLIMATE CHANGE! From Mass Consumption to a Sustainable Quality Society

A cooperation between the MAK and the Federal Ministry for Sustainability and Tourism

Design: EOOS

Content coordination: Christoph Thun-Hohenstein, General Director, MAK
MAK DESIGN LAB, MAK, Stubenring 5, 1010 Vienna
29 May – 6 October 2019

FUTURE FACTORY: Rethinking Urban Production

A project of the Vienna Business Agency in collaboration with the MAK and in cooperation with the Ottakringer Brewery

Curator: Erwin K. Bauer

MAK GALLERY, MAK, Stubenring 5, 1010 Vienna
29 May – 6 October 2019

SPACE AND EXPERIENCE: Architecture for Better Living

An exhibition of the MAK in cooperation with Wienerberger

Curator: Nicole Stoecklmayr, Scenes of Architecture

MAK Works on Paper Room and MAK Columned Main Hall (1st floor),
MAK, Stubenring 5, 1010 Vienna
29 May – 6 October 2019

City of Temperaments

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

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

Flederhaus in **aspersn** Seestadt, Seestadtpromenade, 1220 Vienna
5 and 6 July 2019 (in case of bad weather: 12 und 13 July 2019)
Free admission

Human by Design. Probing Social and Methodological Innovation in Design

An exhibition of the Slovak Design Center

Design gallery SATELIT (exhibition space of the Slovak Design Center),

Hurbanove kasárne, Kollárovo nám. 10, Bratislava, Slovakia
5 September – 30 October 2019

Changing Values

A conference of the MAK and the Slovak Design Center together with the Architekturzentrum Wien and Kunsthalle Wien in the context of the program INTERREG V-A Slovakia–Austria

Architekturzentrum Wien, Museumsplatz 1, 1070 Vienna
6 und 7 September 2019 (conference in English)

Timetable Public Opening Night

VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES.

Shaping Our Digital World

5:30 p.m., Doors open at the MAK

6 p.m., VIENNA BIENNALE opening speeches at the **MAK**

Exhibitions open until 10 p.m.

7:30 p.m., Opening speeches at the **AIL – Angewandte Innovation
Laboratory**

Franz-Josefs-Kai 3, 1010 Vienna

Exhibition open until 10 p.m.

8:30 p.m., Opening speeches at the **Kunsthalle Wien Museumsquartier**
Museumsplatz 1, 1070 Vienna

Exhibitions at the Museumsquartier and Karlsplatz open until 10 p.m.

OPENING PARTY at the MAK until 11 p.m.

DJ lineup with Tonica Hunter and DJ FOR BOOKING CALL

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The *VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES. Shaping Our Digital World*
is organized by

MAK – Museum of Applied Arts

University of Applied Arts Vienna – Angewandte Innovation
Laboratory

Kunsthalle Wien

Az W – Architekturzentrum Wien

Vienna Business Agency

Associate partner:
Slovak Design Center

Research partner:
AIT Austrian Institute of Technology

For Change

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The sponsors of the
VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES.
Shaping Our Digital World

KEY SPONSOR



Cooperation Partners and Project Sponsors

 Federal Ministry
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 Federal Ministry
Republic of Austria
Sustainability and Tourism

Main sponsor of the exhibition
SPACE AND EXPERIENCE: Architecture for a Better Living

wienerberger

Digital Content Partner



Sponsors



The collaboration between the Slovak Design Center and the MAK and its partner institutions is co-financed with funds from the EU program INTERREG V-A Slovakia–Austria (project "Design & Innovation").



Thanks to
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CHANGE WAS OUR ONLY CHANCE / Human by Machine

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Changing Values

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Human by Design

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Vienna, 28 May 2019

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