

Press Release

EAT LOVE Tomorrow's Food and Food Spaces

A project of the Vienna Business Agency and the MAK, serving up alternative concepts for how we might grow and eat food tomorrow.

Exhibition Venue MAK Exhibition Hall
MAK, Stubenring 5, 1010 Vienna
Exhibition Dates 28 May – 3 October 2021
Opening Hours all day

How can we consolidate food production, distribution, consumption and recycling, making the cycle sustainable so that we can place it at the heart of cities once again? The Vienna Business Agency has been working on this issue for several years, along with other creative minds in the city. Under the motto "Let's talk Urban Food", the search is on for new concepts that can bring us a step closer to our goal of an ecologically and socially sustainable food industry. In keeping with the overall theme of this year's Vienna Biennale, starting on 28 May 2021, Vienna Business Agency's chosen topic for this year is entitled: *EAT LOVE. Tomorrow's Food and Food Spaces*.

"The coronavirus crisis has clearly shown that access to fair and local food supplies is more important than ever. But we also have an obligation towards all those who want to live well on this planet tomorrow and the day after. Ideas and the will to implement them are needed here. The visions put forward by the creatives we will see at the Vienna Biennale represent building blocks for achieving this and send it on a journey through the city with the studio mobil think tank station," said Gerhard Hirczi, Managing Director of the Vienna Business Agency.

As part of the Vienna Biennale, the *studio mobil / think tank station* will invite visitors on a journey of exploration looking at ideas for the future of food. This outdoor urban laboratory will take over the streets of Vienna on its tour from May to October where, in five sessions at five different locations hosted by more than 20 partners, *studio mobil / think tank station* will invite the public to participate by (re)activating, gathering, sharing and relaying knowledge about food. The hope is that this will yield a rich harvest of the ideas and resources our city has to offer – from production to consumption. Not only can visitors fill up their tanks with new ideas, they can also contribute ideas themselves.

“Based on the idea of a petrol station – perhaps one of the most iconic elements of 20th century infrastructure – but for the post-fossil fuel age, *studio mobil / think tank station* will visit five locations for three days each, offering services and infrastructure around the clock as well as shelter, light, a library, performances, informal meet-ups, a market-place and a continuous supply of food for thought, but without any petrol. In short, it is a large-scale, mobile sculpture anchored in the public realm”, explained curatorial duo Hubert Klumpner and Michael Walczak.

The results of this participative process will be depicted in the form of digital feedback at the main Vienna Biennale exhibition, *CLIMATE CARE. Reimagining Shared Planetary Futures*. The project will accompany the *PLANET MATTERS* symposium, held on 3 and 4 September at the Architekturzentrum Wien (AzW).

Tour dates:

- 27–29 May outside the MAK, Stubenring 5, 1010 Vienna
- 25–27 June Viktor-Adler-Markt, 1100 Vienna
- 29–31 July Naschmarkt/Parkplatz, 1060 Vienna
- 3–4 September as part of the AzW symposium, MuseumsQuartier/Platz der Menschenrechte, 1070 Vienna
- 1–3 October as part of VIENNA DESIGN WEEK, outside the Festival Headquarters, Sachsenplatz, 1220 Vienna

Urban food – the future of food

In the spring of 2021, Vienna’s creative scene was set the challenge of finding ecologically and socially sustainable solutions for processes to transform how we eat, consume and produce food. The five best ideas will now go on tour with the *studio mobil / think tank station*. The projects indicate how future production might develop and what aspects of daily life would play a role in this.

The Flavour of Compassion by Urska Golob & Fransisca Tan

This project imagines a future in which compassion is perceived, even evoked through food (design). Does it have a flavour? And if so, what taste, smell, colour, shape or texture would it have? Would it influence society, change our attitudes and our consumption (of food)?

cucinaAlchimia – Institute of the Experimental Culinary Arts by bE – Design Studio OG & das Vulgo – Kulinarik Labor

cucinaAlchimia is dedicated to issues concerning resources, value propositions and their potential deferral. This project turns wood and food waste into a small series of lighting objects and a multi-course menu. The process of producing a designer object is linked with the process of creating a dish. Through interaction with the food and its forms of use, the finished object has a rich catalogue of subjective-emotional values.

***Food Atlas Wien* by Vanessa Braun & Daniel Löschenbrand**

Food Atlas Wien offers a holistic view of the Viennese food landscape. By mapping and visualising the local food landscape, this project makes it possible to draw links between production, storage and consumption. In addition to existing structures, the atlas also highlights potential for new approaches.

***Viennese Caviar goes Vegan* by Anastasia Eggers & Ottonie von Roeder**

Eatable aquatic plants from the Danube are used for vegan caviar production. With this project, the designers initiate the discussion about the circular economy of aquatic plants. In a visit to the Danube combined with a workshop, the artists and project participants will harvest the ingredients and produce vegan caviar. The reinterpretation of this luxurious dish, which is emblematic of the economisation of nature, aims to cast a critical eye over such delicacies.

***COMMON GROWTH* von Ana Maria Chiriac & Katharina Saueremann**

This project imagines the city as an agrarian-ecological model and combines social housing with the concept of permaculture. The result is a new way of life surrounded by urban food production, using the areas around food and education to promote social networks and thus stimulate the development of a new neighbourhood. The project provides a blueprint for a city with new values and a new, intergenerational lifestyle in which urban food production and the value of fertile ground take centre stage.

Curators: Hubert Klumpner, Michael Walczak

Curatorial team: Elisabeth Noever-Ginthör and Alice Jacobasch (Vienna Business Agency), Astrid Böhacker (MAK)

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