



**MAK**

## **Supplemental Program**

### **SAGMEISTER & WALSH: Beauty**

An exhibition of the MAK, Vienna, and the Museum Angewandte Kunst, Frankfurt am Main

### **MAK DAY 2018**

**Fri, 26 October 2018, 10 a.m.–6 p.m.**

Admission only € 5\*

\* applies to the MAK and the MAK Branch Geymüllerschloß

The exhibition *SAGMEISTER & WALSH: Beauty* spreads over nearly the entire MAK—multimedial objects and installations appeal to all of our senses, inviting visitors to be interactively creative. Why do people feel attracted to beauty? How do they deal with it? And which positive effects does beauty have?

Sagmeister & Walsh demonstrate that beautiful objects, buildings, and strategies are not only more pleasing, but actually more effective, and that form does not merely follow function, but in many cases actually is the function.

**11 a.m. / 12 noon / 2 p.m. / 3 p.m. / 4 p.m. / 5 p.m.**

#### **Overview Tours**

through the exhibition *SAGMEISTER & WALSH: Beauty*

Meeting point for all tours: MAK Columned Main Hall

Duration: approx. 50 min. each

No registration required: First come, first served!

**3 p.m.**

#### **Artist's Talk/Video Projection/Panel Discussion**

with Thierry Jeannot, artist of the exhibition *SAGMEISTER & WALSH: Beauty*

(in English)

The French artist Thierry Jeannot, who has been living and working in Mexico City since 2005, combines recycled materials with high-quality manufacturing processes to create new, unique works of art. Cut to size and shaped by fire and heat, the PET bottle replaces crystal glass. The original material reveals itself to the observer only on closer scrutiny, thereby calling into question generally accepted concepts of value and beauty. As with the chandelier he designed for the exhibition *SAGMEISTER & WALSH: Beauty*, Jeannot's work always reveals a social aspect. Since 2015, he has been organizing workshops for disadvantaged local communities and involving them in the production

process of his works of art. For Jeannot, beauty lies in human creativity, through which everything can be transformed.

**2–4 p.m.**

**MAK4FAMILY**

Workshop for the whole family (ages 4+)

Workshop free of charge.

No registration required.

**There's more beauty than you'd believe!**

Sounds, scents, colors, clouds of mist—beauty is often hidden in the details, though not always. Come and gaze at a really beautiful exhibition—and afterwards create something truly ugly.

**MAK FUTURE LAB**

**Tue, 13 November 2018, 6 p.m.**

**Building a Beautiful Future**

How architecture can contribute to increasing the quality of life and the role played by beauty in this context.

Fishbowl discussion with **Maria Auböck**, landscape architect; **Gregor Eichinger**, architect and designer; **Marie-Therese Harnoncourt-Fuchs**, architect; **Tarek Leitner**, television presenter and author; as well as **Thomas Madreiter**, Planning Director of the City of Vienna.

Welcome address: Sigrid Oblak, Director, Wien Holding

Moderator: Christoph Thun-Hohenstein, General Director, MAK

**Regular Exhibition Tours**

Saturdays, 2 p.m.

Sundays, 3 p.m.

### **Curator-Guided Tour**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))

**Tue, 4 December 2018, 6 p.m.**

**Tue, 26 March 2019, 6 p.m.**

with Kathrin Pokorny-Nagel, Head, MAK Library and Works on Paper Collection/Archive

### **Expert-Guided Tour**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))

**Sat, 10 November 2018, 11:30 a.m.**

with Tarek Leitner, television presenter and author

In his two books *Mut zur Schönheit* [The Courage to Strive for Beauty] and *Wo leben wir denn?* [So Where Do We Live?], television presenter Tarek Leitner pointed out that beautiful surroundings make people happier than an environment destroyed by architectural eyesores and the quest for profit. A tour of the exhibition *Beauty* aims at sharpening our awareness of our environment and stimulating discussion on our careless use of landscape as a resource.

### **Expert-Guided Tour**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))

**Tue, 22 January 2019, 6 p.m.**

with Helmut Leder, Head of Department of Basic Psychological Research and Research Methods, Faculty of Psychology; Head of Research Platform Cognitive Sciences, University of Vienna

Psychologist Helmut Leder's research focuses on why we experience something as being aesthetic. Through interdisciplinary cooperation with experts in such fields as biology, design, or art history, the processes involved in aesthetic experience are analyzed. His research has demonstrated that the ability to perceive beauty perseveres even in someone suffering from Alzheimer's disease. Together with Sagmeister & Walsh, he has made a film sequence on this topic that is being shown in the exhibition.

### **WEDNESDAYS AT THE MAK**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))

Admission plus attendance fee of € 3.50

**Wed, 21 November 2018, 3 p.m.**

Guided tour through the exhibition, followed by further discussion at the restaurant Salonplafond im MAK

## **PROGRAM FOR KIDS AND FAMILIES**

### **MAK DESIGN KIDS**

with Nikolaus Ruchnewitz, freelance visual artist  
(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))  
Workshop for 8- to 12-years-olds (unaccompanied)  
Limited number of participants  
Participation fee: € 8 (with free admission)

**Sat, 3 November 2018, 2 - 4 p.m.**  
**Sat, 17 November 2018, 2 - 4 p.m.**  
**Sat, 05 January 2019, 2 - 4 p.m.**  
**Sat, 19 January 2019, 2 - 4 p.m.**  
**Sat, 16 February 2019, 2 - 4 p.m.**  
**... could I have that in beautiful?**

In their exhibition *Beauty*, the designers Sagmeister & Walsh get to the bottom of beauty. What is beauty really, or when is something ugly? This is exactly the question we try to answer at the MAK Design Kids. So bring something ugly from home—we will make it beautiful!

### **MINI MAK Tour**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))  
Guided tour for the whole family (ages 4+)  
Attendance fee: € 3.50 per child  
Reduced admission for accompanying adults

**Sun, 18 November 2018, 11 p.m.**  
**Sun, 17 March 2019, 11 p.m.**  
**Tastes good, feels good, smells fantastic, looks super!**  
A MINI MAK Tour through the exhibition *SAGMEISTER & WALSH: Beauty*

### **MAK4FAMILY**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))  
Workshop for the whole family (ages 4+)  
Fee for materials: € 4.50 per child (with free admission)  
Reduced admission for accompanying adults

**Sat, 27 October 2018, 2-4 p.m.**  
**There's more beauty than you'd believe!**

Sounds, scents, colors, clouds of mist—beauty is often hidden in the details, though not always. Come and gaze at a really beautiful exhibition—and afterwards create something truly ugly.

**Sat, 10 November 2018, 2–4 p.m.**

**Sat, 24 November 2018, 2–4 p.m.**

**Beautiful, more beautiful, most beautiful**

The MAK puts on its best face—you'll be amazed!

But what exactly is most beautiful? Help us guess and afterwards become a designer yourself! We snip, stick, paint, and examine together at how colors can alter forms.

**Sat, 12 January 2019, 2–4 p.m.**

**Sat, 23 March 2019, 2–4 p.m.**

**Color makes the world go round!**

What do colors have to do with beauty? How do colors alter form? What colors do our eyes find disagreeable? We create objects, paint them, place them in our light tent, and photograph them with an iPad or smartphone in front of a range of different backgrounds.

**MINI MAK in Advent**

(please register via [www.mak.at/en\\_sagmeister\\_walsh](http://www.mak.at/en_sagmeister_walsh))

Workshop for 6- to 13-year-olds

Fee for materials: € 4.50 per child (with free admission)

Reduced admission for accompanying adults

**Sat, 1 December 2018, 2–4 p.m.**

**Sat, 8 December 2018, 2–4 p.m.**

**Sat, 15 December 2018, 2–4 p.m.**

**PRETTY BEAUTIFUL at the MINI MAK in Advent**

The new exhibition *Beauty* by Sagmeister & Walsh transports us into the realm of beauty. Can beauty make the world a better place? And what exactly is really ugly? Join us in the search for an answer ... And when we've found a whole bunch of beauty, how can we keep it safe? We package it, preserve it, and exhibit it in the museum! Create with us your own archive of beauty!



Cooperation partner:

**museum angewandte kunst**

*dt.: 'angewandte*

PREMIUM PARTNER:

**SWAROVSKI**

Associated Partner:

