



MAK

Press Release

WerkStadt Vienna: DESIGN ENGAGING THE CITY
A VIENNA DESIGN WEEK exhibition in cooperation with the MAK

Press Preview	Tuesday, 11 December 2012, 10:30 a.m.
Opening	Tuesday, 11 December 2012, 7 p.m.
Exhibition Venue	MAK Exhibition Hall MAK, Weiskirchnerstraße 3, 1010 Vienna
Exhibition Dates	12 December 2012 – 17 March 2013
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays 6–10 p.m.

The projects that come about when unconventional stores, workshops or retailers with a longstanding tradition get wrapped up in a temporary, experimental project with international designers can be seen starting 12 December 2012 in the exhibition *WerkStadt Vienna: DESIGN ENGAGING THE CITY* at the MAK.

Since 2006, VIENNA DESIGN WEEK founders Tulga Beyerle, Lilli Hollein and Thomas Geisler (since 2010 with the MAK) have selected up to 10 collaborative projects each year that bring together young designers with Viennese businesses. The exhibition presents a selection of nearly 40 such projects initiated until now, projects that have led to the rediscovery of local, producing workshops. The touring exhibition, curated by Sophie Lovell and designed by Studio Makkink & Bey, was first presented in a reduced version as part of the program World Design Capital Helsinki 2012, and has now been augmented by exhibits that link it with the MAK Collection.

The *Passionswege* have trained the interest of Austrian and foreign designers such as Thomás Alonso (ES), Mark Braun (DE), Marco Dessí (IT), Philippe Malouin (CA), Max Lamb (GB), mischer'traxler (AT), Charlotte Talbot (FR), and Daniel Posta (CZ) on the inestimable material knowledge and skill of both longstanding and new workshops and business, invigorating their innovative potential. Many of the more traditional businesses that have exercised considerable influence over Viennese design culture, such as J. & L. Lobmeyr, Neue Wiener Porzellanmanufaktur Augarten [Vienna Porcelain Manufactory Augarten] and the Wiener Silber Manufaktur [Vienna Silver Manufactory], are closely linked to the history of the MAK and documented extensively in its collection.

The projects at issue here, which were set up as open processes, did not necessarily have to result in the development of an actual product; the provision of consulting services was also considered a result. This represents a significant distinction between the *Passionswege* and other initiatives for the stimulation of craftsmanship through design.



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Conceived as a shopping tour, *WerkStadt Vienna* also reflects the approaches of designers, craftspeople, and manufactories, as well as their collaboration. The showing, originally divided into three sections—“Showcasing Collaboration,” “Meeting of Worlds,” and “Communicating Design with Commerce”—is expanded at the MAK by a fourth area, “The Customer is King,” which focuses on Vienna as a historical and contemporary site of production—the city as a workshop.

The section Showcasing Collaboration invites visitors to take a stroll through the urban scenery of Vienna. The storefronts are reminiscent of streets in commercial districts, with the display windows representing the interface between the wares and the worlds of design professionals, businesses and customers. The objective is to have the wares on display become objects of desire.

The designers’ approach of applying their artistry to the search for potentials and opportunities of producing and/or retailing businesses led to surprising results and examples, such as the poetic city silhouettes that Maxim Velcovsky built out of glass and chandelier parts from the Lobmeyr archive, or the alchemical experimental design that mischer’traxler (Katharina Mischer, Thomas Traxler) set up in the display window of jewelers Rozet & Fischmeister on Kohlmarkt in the first district. Perceptions as well as accustomed varieties and uses are altered by the *Tandem Guitar* (which requires two players to be played) made by Steffen Kehrlé in the luthiery workshop of Jenner & Zopf in Vienna’s second district.

The section Meeting of Worlds, which shows the shop or workshop interior as a “point of sale,” examines how the various protagonists came together. Here, the products for which the cooperating businesses are known stand alongside the objects designed for the *Passionswege*. Julia Landsiedl, in her contribution, brings together the original *Viennese Snow Globe* by the company Perzi with everyday relics, true feelings and fake snow, breaking up typically quaint scenarios with humor. Adrian Rovero, on the other hand, uses the laser cutting technology of the small leather manufactory Posenanski in the city’s Stuwerviertel neighborhood, producing not the firm’s usual custom-made orthopedic shoes, belts, and other leather accessories, but a toy zoo for young and old, which can also be thought of as an expanded look at animal skin.

In the exhibition’s third section, Communicating Design with Commerce, which is set up as a symbolic café, excerpts from interviews with the participating designers and businesses tell of the experience had and gained over the course of the design process, and of how these might influence their work in the future. During the temporary intervention by the designers from Vandasye, the specialized clock and watch shop Chronometrie Sulzberger on Hernalser Hauptstraße was transformed into a concept store with high-quality Viennese products: time was sold in the form of longstanding, regionally made products. As leather furniture for the outdoors, the leather folding chair *Lester* by Soda Designers for the Wittmann furniture workshops breaks away from that producer’s usual product catalogue. The company’s courage in

permitting this was rewarded with considerable resonance in the media and a new group of customers.

The producing businesses that have taken part in the *Passionswege* over the years are diverse in terms of their histories, locations and orientations. Some of them, such as A.E. Köchert, J. & L. Lobmeyr, and Rozet & Fischmeister still include the old privilege of “Purveyor to the Imperial and Royal Court” in their names. This title is closely linked with the history of the MAK Collection: in the 19th century’s second half, one could apply for this title, and the tax revenues thus generated went partly to the Imperial Royal Austrian Museum of Art and Industry (today’s MAK).

The Customer is King, part four of the exhibition and curated by Thomas Geisler, curator of the MAK Design Collection, refers to this aspect of the collection’s origins as an appealing chapter in the history of economic and cultural patronage.

Masterfully produced items as well as archival materials show the traditional craftsmanly know-how of Vienna’s good-producing trade businesses, including furniture producers Portois & Fix and Gebrüder Thonet, textile producers Philipp Haas & Söhne und Johann Backhausen, and the Viennese playing card factory of Ferd. Piatnik & Söhne, as well as the workshop of Carl Auböck and the modiste Adele List.

The sections conceived as a touring exhibition were put together with the support of the Austrian Federal Ministry for Education, the Arts and Culture, the Vienna Economic Chamber, J. & L. Lobmeyr, Wittmann Möbelwerkstätten and Wiener Silber Manufactur, as well as (via the platform AustriaDesignNet, which was represented in Helsinki) by the Austrian Federal Ministry of Economy, Family and Youth and the ministry-supported initiatives “evolve – creative industries in Austria,” “impulse – Austria Wirtschaftsservice GmbH” and the “go international” initiative of the Austrian Federal Economic Chamber.

The partner for the extensive accompanying public programs for the exhibition at the MAK is departure, the Creative Agency of the City of Vienna, as part of the “design > new strategies” cooperation between the MAK and departure. (For details, see www.MAK.at.)

Press materials and press photos are available for download at mak.at/press.

PUBLIC PROGRAMS on the occasion of the exhibition:

Guided Tours

Sat, Sun 5 p.m.: tours in German and English

Wed, 17 January 2013, 5 p.m.: Expert-guided tour with Thomas Geisler, Curator, MAK Design Collection

Wed, 7 March 2013, 5 p.m.: Expert-guided tour with Sophie Lovell, Guest Curator and Design Author. Tour in English.

No reservation required

Meeting place: MAK entrance at Stubenring 5, 1010 Vienna

Tour fee excl. admission: € 2 p.p.

Special guided tours by appointment

Reservation: T +43 1 711 36-298, education@MAK.at

Meet the Designers

Tue, 8 January 2013, 6 p.m.: designer talk at the exhibition by Katharina Mischer & Thomas Traxler (mischer'traxler) and Lilli Hollein, Director, VIENNA DESIGN WEEK
Free admission

Tue, 29 January 2013, 6 p.m.: designer talk at the exhibition by Adam Wehsely-Swiczinsky (aws designteam) and Thomas Geisler, Curator, MAK Design Collection
Free admission

Tue, 5 March 2013, 6 p.m.: designers' talk at the exhibition with Nada Nasrallah & Christian Horner (Soda Designers) and Tulga Beyerle, Director, VIENNA DESIGN WEEK
Free admission

No reservation required

Meeting place: MAK entrance at Stubenring 5, 1010 Vienna

MAK SENIORS

Wed, 16 January 2013, 3 p.m.

Guided tour followed by a coffee break at the ÖSTERREICHER IM MAK

Reservation required: T +43 1 711 36-298, education@MAK.at

Meeting place: MAK entrance at Stubenring 5, 1010 Vienna

Workshop tours

Excursions to sites of production around the city, including an introduction to the exhibition

Thu, 31 January 2013, 12 noon–2 p.m.

Who made the “Saliera” for the Queen? A visit of the workshop of Jarsinski & Vaugoin (since 1847) with Thomas Geisler, Curator, MAK Design Collection

Thu, 7 February 2013, 12 noon–2 p.m.

How is a chandelier made? A visit of the workshops of J. & L. Lobmeyr (since 1823) with Tulga Beyerle, Director, VIENNA DESIGN WEEK

Thu, 21 February 2013, 4–6 p.m.

What can be made from cattle horn? A visit of the workshops of Petz Hornmanufaktur (since 1862) with Lilli Hollein, Director, VIENNA DESIGN WEEK

Reservation required: T +43 1 711 36-298, education@MAK.at

Meeting place: MAK entrance at Stubenring 5, 1010 Vienna

Workshops

MINI MAK

Sun, 20 January 2013, 11 a.m.–1:30 p.m.

The *Schneekugel* [Snow Globe] is a Vienna original! Work together with designer Julia Landsiedl to build curious little worlds and install them in snow globes to take home.

MAK4FAMILY FINISSAGE

Sat, 16 March 2013, 2–5 p.m.

The display window scenery of the exhibition as inspiration for miniature display window designs. Generate fairy tale-like collages together with designer Megumi Ito. Got empty shoeboxes at home? Bring them along!

Free admission for children up to 6

Reservation required: T +43 1 711 36-298, education@MAK.at

Meeting place: MAK entrance at Stubenring 5, 1010 Vienna

Laboratory

A two-day workshop offered by the MAK and departure, the Creative Agency of the City of Vienna, in context of their cooperation *design> new strategies* gives young creative professionals the opportunity to explore and develop new methods for the design process.

Fri, 14 December 2012 and Sat, 15 December 2012, 10 a.m.–6 p.m.

d>lab.03: sLOCiAL manuFACTORY with Studio Makkink & Bey, Rotterdam
(held in English)

Open to a limited number of participants

Information and registration deadline: MAK.at

Registration till 3 December 2012: d-lab@departure.at

Meeting place: MAK entrance at Stubenring 5, 1010 Vienna

Talk

Tue, 5 February 2013, 6 p.m.

Rediscovering a city's manufacturing culture. A talk with designers and traditional manufacturers within the context of *design[>] new strategies*, a cooperation of MAK and departure.

Moderation: Thomas Geisler, Curator, MAK Design Collection

Unless otherwise indicated, all guided tours, talks, and workshops are held in German.

Press Fact Sheet

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Guest Curator	Sophie Lovell
Curator	Thomas Geisler, Curator, MAK Design Collection
Publication	In preparation
MAK Admission	€ 7.90 / reduced € 5.50 / family ticket € 11 Free admission for children and teens up to 19
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Vienna, 22 November 2012