



MAK

Press Release

NEW LOOK #2
KATHI HOFER craftivism

Opening	Tuesday, 18 December 2012, 7 p.m.
Venue	MAK Gallery Stubenring 5, 1010 Vienna
Exhibition Dates	19 December 2012–3 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.

In the conceptual setting of her first museum solo exhibition, *NEW LOOK #2: Kathi HOFER craftivism*, artist Kathi Hofer goes on a collision course with the creativity and genius pressures that young artists find themselves exposed to. In a room-filling installation at the MAK Gallery, she integrates objects from the MAK Collection in a decorative ambience, drawing attention to the executing work and craftsmanship behind art objects.

With this approach, Hofer starts a subtle discourse on the conditions of production of art objects and on creative demands made from artists. In addressing the objects' creation process, she explores the role of executing work in relation to commercialized creativity. Executing things, she acts on the surface, drawing on the scholarly expertise and ideas of MAK curators as well as on the skills and craftsmanship of the MAK staff while mostly focusing on providing the most atmospheric setting possible for the exhibition space.

Thus she arranges and decorates, after careful research, objects in a MAK Collection showcase or buys cheap chairs copied from the *Superleggera (Modell 699)* design classic by Gio Ponti, dressing them up so as to make them look as true to the original as possible. And she makes posters after art prints from the MAK Works on Paper Collection. In objects especially developed for the exhibition, she addresses the idea of free space in the sense of space for free time, private self-development, and leisure.

Her explicit interest in all persons contributing to the making of a work of art becomes manifest in an artist's book that she produced with the help of the MAK

bookbinder especially for the occasion in an edition of no more than fourteen hand-bound copies (an enlarged edition of 400 machine-bound books will be available at the MAK Design Shop). She draws up a meticulous object inventory of authors, producers, and sources which makes the entire creation process of the installation traceable.

With the apparently paradoxical concept of her exhibition and the deliberate detachment of the objects from any “artistic, creative self,” Hofer also seeks to invoke one of the MAK’s founding ideas, which was to compile a “model collection” in the area of applied art.

Kathi HOFER craftivism is the second position presented in the *NEW LOOK* series, for which artists of the younger generation living and working in Vienna are invited to engage with the MAK Study Collection, highlighting the role of the MAK as a site of contemporary art production. The series was opened by Benjamin Hirte with his installation entitled *the classic mob ballet*, a parodistic reenactment of specific conditions and forms of presentation of the MAK collection as well as ideas of applied art in general.

As a supporting event for *craftivism*, the artist will be holding, together with the exhibition curator, workshops for (school) children from 4 to 16 on the subject of *refunctioning—making something into something else*.

An exhibition talk with the artist and the curator will be held at the MAK Gallery on Tuesday, 15 January 2013, 6 p.m.

Press and photo material is available for download at www.MAK.at/presse.

Press Fact Sheet

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Curator	Janina Falkner, MAK Contemporary Art Collection
MAK Admission	€ 7.90 / reduced € 5.50 / Family Ticket € 11 / Free admission for children and teens under 19
Supporting Program	Workshop <i>refunctioning—making something into something else</i> for (school) children between 4 and 16 Information and booking: Gabriele Fabiankowitsch, head MAK-Educational Programs and Guided Tours, T +43 1 711 36-298, education@MAK.at
Exhibition Talk with the Artist and the Curator	15 January 2013, 6 p.m. MAK Gallery
MAK Press and PR	Judith Anna Schwarz-Jungmann (head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäüßer T +43 1 711 36-233, 229, 212 F +43 1 711 36-227 presse@MAK.at www.MAK.at

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