



MAK

Press Release

JOSEF HOFFMANN – FRIEDRICH KIESLER
Contemporary Art Applied

Press Preview	Sunday, 26 May 2013, 12 p.m.
Opening	Sunday, 26 May 2013, 2 p.m.
Exhibition Venue	Josef Hoffmann Museum, Brtnice* náměstí Svobody 263, 58832 Brtnice, CZ * A joint exhibition project of the Moravian Gallery in Brno and the MAK Vienna
Exhibition Dates	28 May–27 October 2013
Opening Hours	April – October Tue–Sun, 10 a.m.–5 p.m. July and August daily 10 a.m.–5 pm

The exhibition *JOSEF HOFFMANN – FRIEDRICH KIESLER: Contemporary Art Applied* presents the works of Josef Hoffmann in juxtaposition to the complex and versatile work of the internationally renowned architect, artist, designer, and stage designer Friedrich Kiesler (Czernowitz 1890–1965 New York). It is already the seventh time that the Moravian Gallery in Brno and the MAK are focusing on the influence of Hoffmann and his works on important artists and architects of the 20th and 21st centuries. The exhibition, organized in cooperation with the Austrian Frederick and Lillian Kiesler Private Foundation, is presenting Kiesler's work for the first time in the Czech Republic.

A concentrated retrospective of their works presents a confrontation of furniture designs, interiors, and spatial concepts invented by the two pioneering designers. This is the first time an exhibition has been devoted exclusively to Friedrich Kiesler's furniture designs in relation to Josef Hoffman's designs for interiors. Around 100 drawings and photographs, plus two models, provide an in-depth view of visionary work methods and illustrate points of contact in the oeuvres of the two artists. The exhibits are linked spatially and thematically to the permanent exhibition *JOSEF HOFFMANN: Inspirations*, which has been on show since 2009 and traces the artistic inspiration bequeathed to Hoffman by his home city of Brtnice.

Friedrich Kiesler's early work in Vienna and Berlin is marked by theater projects and reached its peak in 1924 in the *Internationale Ausstellung neuer Theatertechnik* (International Exhibition of New Theater Technology) in the Vienna Konzerthaus. His *Leger- und Trägersystem (L+T System)*, a flexible montage system for presenting objects and paintings) developed in this context and the spiral-shaped *Raumbühne* (Space Stage) can be viewed in *JOSEF HOFFMANN – FRIEDRICH KIESLER:*



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Contemporary Art Applied in model form and photographs. After the overwhelming success of the 1924 exhibition, Kiesler was invited by Josef Hoffmann to design the Austrian Theater section for the *Exposition internationale des arts décoratifs et industriels modernes* (1925) in Paris.

This commission turned out to be the beginning of Kiesler's international career as a designer. His floating visionary city *Raumstadt (City in Space)* presented in Paris was a great success and gave him the big breakthrough to become established in New York. As a founding member of the first modern designers association in the USA, the American Union of Decorative Arts and Craftsmen (AUDAC), in 1930, Kiesler produced the programmatic paper *Contemporary Art Applied to the Store and its Display*—the publication accompanying the exhibition of the same title.

Similar to Josef Hoffmann, Friedrich Kiesler believed in the idea of a holistic life plan that harmoniously integrates art, architecture, and daily life. Basing his ideas on sociological, economic, and scientific parameters of his time, Kiesler formulated factors conducive to creative design and condensed them into his holistic theory of “correalism.” During his teaching career at Columbia University (1937–1941) he developed the *Mobile Home Library* based on “correalism,” a model of which is on show in the exhibition. Especially Friedrich Kiesler's *Nesting Tables* (ca. 1935) demonstrate outstanding parallels to the radical reductionism of Josef Hoffmann's early furniture designs (“Brettelstil” – plank style, “Einfache Möbel” – plain furniture) and architecture (Purkersdorf Sanatorium, Stoclet House in Brussels). These can be viewed in *JOSEF HOFFMANN – FRIEDRICH KIESLER: Contemporary Art Applied* in the form of photographs and design drawings.

Josef Hoffmann Museum, Brtnice

In 1907 Josef Hoffmann remodeled the Baroque house of his birth in Brtnice according to the design principles of the Wiener Werkstätte. The MAK made its first appearance in Brtnice in 1992 with the exhibition *Der barocke Hoffmann (The Baroque Hoffmann)*. Since 2006, the building has been jointly operated by the MAK and the Moravian Gallery in Brno as the Josef Hoffmann Museum. The following exhibitions have been presented as part of this cooperation: *JOSEF HOFFMANN: A Continuous Process* (2005), *JOSEF HOFFMANN – CARLO SCARPA: On the Sublime in Architecture* (2006), *JOSEF HOFFMANN – ADOLF LOOS: Ornament and Tradition* (2007), *JOSEF HOFFMANN – DONALD JUDD: Hypothesis* (2008), the permanent exhibition *JOSEF HOFFMANN: Inspirations* (2009), *REWRITING THE SPACE: Dorit Margreiter / Josef Hoffmann* (2010), *JOSEF HOFFMANN – OSWALD OBERHUBER: Total Design and Drafts* (2011) and most recently *JOSEF HOFFMANN / STANISLAV KOLÍBAL: Planes – Lines – Spaces* (2012).

For the exhibition *JOSEF HOFFMANN – FRIEDRICH KIESLER: Contemporary Art Applied* and other exhibition and tourism projects in the Centropoe Region, the MAK



and the Moravian Gallery in Brno have been granted financial support from the EU subsidy program “European Territorial Cooperation Austria-Czech Republic 2007–2013”.

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



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Press Fact Sheet

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Curator	Rainald Franz, Curator, MAK Glass and Ceramics Collection
In Cooperation with / Lender	Austrian Frederick and Lillian Kiesler Private Foundation
Press Trip to Brtnice	Sun, 26 May 2013, depart MAK 9 a.m., return 3 p.m., by appointment only; information and registration: T +43 1 711 36-229 or presse@MAK.at
MAK on TOUR	As part of the MAK on TOUR program the MAK extends an invitation to an excursion to Brtnice: Sun, 26 May 2013, depart MAK 8 a.m., return 8 p.m., price € 45 (journey, city tour, exhibition opening, and guided tour through the Josef Hoffmann Museum, Brtnice); information and registration: T +43 1 711 36-231 or marketing@MAK.at Details at MAK.at/MAKonTOUR
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone, Veronika Träger, Lara Steinhäuser T +43 1 711 36-233, 229, 212 presse@MAK.at MAK.at Vienna, 7 May 2013



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