



MAK

Press Release

NOMADIC FURNITURE 3.0
New Liberated Living?

Press Preview	Tuesday, 11 June 2013, 10:30 a.m.
Opening	Tuesday, 11 June 2013, 7 p.m.
Exhibition Venue	MAK Exhibition Hall MAK, Weiskirchnerstraße 3, 1010 Vienna
Exhibition Dates	12 June–6 October 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 today's world, do-it-yourself culture is practically omnipresent: be it fashion, furniture, cooking or communication—hardly a single area of everyday life and our material culture has not been swept up in the DIY revolution. With its emphasis on the field of furniture design, the exhibition *NOMADIC FURNITURE 3.0. New Liberated Living?* is the first to examine this movement situated on the threshold between the subcultural and the mainstream including a look at its historical context: as early as the first half of the 20th century, home-built furniture came to be regarded as a suitable approach for socially conscious and (since the late 1960s) ecologically sustainable design.

Today's so-called prosumer culture (i.e., the collaborative interlocking of producers and consumers) entails more than just fundamental changes in the creative process. The end-user's semiprofessional involvement in design and production touches on a wide range of socially relevant agendas and issues such as the criticism of mass consumption, looming resource scarcity, liberation from both the dictate to consume and norms of design, and—last but not least—the democratization and decentralization of automated mass production in the interest of improving sustainability.

NOMADIC FURNITURE 3.0 offers a comprehensive overview of contemporary DIY furniture culture while using numerous historical references and examples to also present a clear picture of the developmental history of the DIY movement from its nascence in the early 20th century to the present Web 2.0 culture.



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To this day, the handbooks from which this exhibition takes its title—*Nomadic Furniture 1* and *2*, authored in 1973/1974 by Austro-American designer Victor Papanek (1923–1998) together with James Hennessey (*1945)—offer a young and creative audience concrete instructions for building simple and inexpensive furniture; what's more, they represent valuable points of reference for the contemporary DIY movement. Prototypical classics of DIY furniture culture that first arose in the interwar and postwar periods, such as the famous *Crate Chair* (1934) designed by Gerrit Rietveld, are still viewed as important sources of inspiration today.

One of the German-speaking world's first publications on the topic was the series *Wie baue ich mir selbst...* [How do I Build my Own...?] (Verlag Beyer, Leipzig). Launched in 1911, it contained instructions on how to home-build various objects; furniture was included from 1930, and by the 1950s, a veritable onslaught of do-it-yourself-related media hype had begun. All over Europe, people were crocheting, knitting, cooking, and building things; how to construct one's own furniture could best be learned from the British home improvement periodicals *Popular Handicrafts and Craftworker Magazine* (Broadstairs, from 1951), *Handyman* (London, from 1954), and the magazine *Do-it-Yourself*, launched in 1957.

It was with the rise of the hippie and punk movements, at the latest, that socially critical and anti-capitalist values came to play a central role in the idea of autonomous production by the end-user. Publications like American author Stewart Brand's *Whole Earth Catalog* (published from 1968), which listed products including their prices, presented alternative ways of thinking about counterculture and the environmental movement that laid a philosophical and practical foundation for the work of Victor Papanek and James Hennessey, as well as for Enzo Mari's book *Autoprogettazione*—a further significant DIY furniture project from the 1970s.

Over the past decade, the new opportunities of communication and participation represented by the Internet and Web 2.0 have taken DIY-cultural hype to a renewed fever-pitch. DIY portals, communities, and blogs are booming, and designers, programmers, constructors of machines, and users are busy developing new Internet-capable modalities of designing and producing furniture and furnishing items.

The principle motifs of the current DIY movement are an intense preoccupation with historical models and prototypes as well as the search for furniture that is low-cost *and* formally pleasing, as numerous international examples in this exhibition serve to document. Berlin-based architect Van Bo Le-Mentzel, for example, orients his *Hartz*

IV Furniture project (the title of which refers to the German government's current [un]employment policy) on furniture classics, especially those by Gerrit Rietveld. And works like those of the Swiss duo Kueng Caputo or the London-based designer Martino Gamper bear witness to the continued currency of 1970s projects such as Mari's *Autoprogettazione*.

Alongside numerous designs that can be made from wood using simple tools—such as the *MAK-Table* by the Italian group Recession Design—a major share of this young and flexible mode of home décor consists of objects fashioned from mass-produced, semi-finished wooden elements that can be found in any hardware store. The spectrum ranges from emphatically functional furniture to intricate lighting objects like those produced by the New York-based designer Lindsey Adelman. Designers like Jerszy Seymour and Matali Crasset also deal frequently with the diverse ways of developing furniture that can be built by the end-user.

The most recent developments, such as the open workshops with high-tech equipment known as “fab labs” that have been cropping up in big cities, are now elevating artisanal self-fulfillment to a new professional and economic level. The latest project of Netherlands-based Droog Designers, on the other hand—*Design for Download*—is oriented toward decidedly professional interfaces: Droog puts designs online and issues production licenses for them.

The site-specific exhibition design by raumlaborberlin has been developed from home-built types of structures, and it provides free space for process-oriented elements including a workshop. The designing duo chmara-rosinke (Maciej Chmara and Ania Rosinke), MAK Designers-in-Residence for 2013, will compliment the exhibition team and develop commentaries on historical and contemporary designs.

The exhibition *NOMADIC FURNITURE 3.0. New Liberated Living?* is accompanied by *MAK/ZINE #1/2013*, with contributions from David Byrne, Alison J. Clarke, Sean Cubitt, Peter Daniel, Martina Fineder, Thomas Geisler, Sebastian Hackenschmidt, Katherine Satorius, James Hennessey, German/English, app. 120 pages, MAK/Volltext Vienna 2013. Available at the MAK Design Shop for € 9.90.

Press materials and photos are available for download at http://mak.at/en/press/press_infos/aktuell.

EDUCATIONAL PROGRAM

Guided Tours

Sat, 2 p.m.

Special guided tours by advance booking

Gabriele Fabiankowitsch, Head of MAK Educational Program and Guided Tours,
T +43 1 711 36-298, education@MAK.at

SENIORS

Wed, 19.6.2013, 3 p.m.

Tour of the exhibition with chmara.rosinke, MAK-Designer-in-Residence 2013,
followed by a degustation in their kitchen module *Mobile Hospitality*

Advance registration requested: T +43 1 711 36-298, education@MAK.at

Expert-guided tours

Tue, 16.7.2013, 5 p.m.

From the Carpenter's Blueprint to Design for Download
with Sebastian Hackenschmidt, Curator, MAK Furniture and Woodwork Collection

Tue, 27.8.2013, 5 p.m.

Everyone Is a Designer? On DIY Culture (Or the Lack Thereof)
with Thomas Geisler, Curator, MAK Design Collection

Tue, 24.9.2013, 5 p.m.

Furnishings of a Nomadic Lifestyle between Counterculture and the Mainstream
with Martina Fineder, guest curator, design researcher and cultural scientist, Vienna

Program for Kids, Teens, and Families

MAK4FAMILY

Sat, 22.6.2013, 2–5 p.m.

Fretwork was yesterday! The Vienna Happy Lab makes a stop at the MAK. Make your own T-shirt prints by means of computer and plotter.

Sat, 14.9.2013, 2–5 p.m.

A Stool for all Sizes. Fast Furnishing for Outdoor Parties and Family Reunions. A DIY workshop led by chmara.rosinke, MAK-Designer-in-Residence 2013

Advance registration requested: T +43 1 711 36-298, education@MAK.at

SPECIAL

Workshops for school classes

Inspired by Mathieu Maingourd's *Do Pirate* instructions, students will create the most stunning objects. 2 hours, € 80

Workshops will be arranged upon request
Information: Gabriele Fabiankowitsch
T 43 1 711 36-298, education@MAK.at

Events

Archive Talks

Thu, 13.6.2013, 6 p.m.

Nomadic Furniture Revisited.

Brief lecture by James Hennessey (US), designer, Prof. Emeritus Delft University of Technology, The Netherlands and co-author of *Nomadic Furniture 1 & 2*: followed by a talk with Alison J. Clarke, Professor for History and Theory of Design, University of Applied Arts Vienna, director, Victor J. Papanek Foundation, Vienna
(held in English) in the exhibition

In cooperation with the Victor J. Papanek Foundation and the University of Applied Arts Vienna

Tue, 2.7.2013, 5 p.m.

Alternative Crafts and New Technology. Towards a Social Utopia of the Digital

Lecture by Jochen Gros (DE), Prof. Emeritus HfG – Hochschule für Gestaltung Offenbach/Main, co-founder of the Des-In group, co-founder of the C-Labors at the HfG, co-initiator of Newcraft, manager of the research project NewArts-n-crafts; followed by a talk with Martina Fineder, guest curator, design researcher and cultural scientist, Vienna, in the exhibition

Tue, 9.7.2013, 5 p.m.

For What It's Worth. DIY Furniture between Tangibles and Sentimental Values

Brief lecture by Mirkku Kulberg (FI), CEO Artek followed by a discussion with Sebastian Hackenschmidt, Curator, MAK Furniture and Woodwork Collection, in the exhibition

DIY Demonstrations

Sat, 3–5 p.m.

29.6./6.7./3.8./17.8./7.9.2013

How to Build ...

Designs from the exhibitions will be executed on-location with chmara.rosinke, MAK-Designer-in-Residence 2013.

Advance registration requested: T +43 1 711 36-298, education@MAK.at

MAK NITE Lab

Tue, 3.9.2013, 8 p.m.

Andrés Jaque Architects / Office for Political Innovation (ES)

The performance *IKEA Disobedients!* by this Spanish team lately took New York's MoMA by storm. For the MAK, the architects will develop a site-specific intervention that draws on the imperceptible layers of daily business inside a museum.

Curator: Marlies Wirth

MAK Columned Main Hall

Events in the context of *design* > *new strategies*,

a cooperation of MAK & departure – The Creative Agency of the City of Vienna

Design (It Yourself) Nite

Tue, 1.10.2013, 8 p.m.

DIY Happening. Hands-on Low-tech furniture construction in the context of VIENNA

DESIGN WEEK (27.9.–6.10.2013) with breadedEscalope, chmara.rosinke, Annika Frey, Jerszy Seymour Design Workshop, mischer'traxler, raumlaborberlin.

Talk

Thu, 3.10.2013, 5 p.m.

Root 'n' Books. An Identity Anchor in Nomadic Times

Brief lecture by Matali Crasset (FR), designer, Paris, followed by a discussion with Thomas Geisler, Curator, MAK Design Collection

(held in English) in the exhibition

Laboratory

Thu/Fri, 3./4.10.2013, 10 a.m.–6 p.m.

Personal Anchoring and Deep Identification

A 2-day workshop featuring new strategies in the design process with Matali Crasset (FR), designer

Information: departure.at, MAK.at/design-neue-strategien

Advance registration requested: d-lab@departure.at

All guided tours and events, unless otherwise mentioned, in German.

For further information please visit MAK.at

Press Data Sheet

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Guest Curator	Martina Fineder
Curators	Thomas Geisler, Curator, MAK Design Collection Sebastian Hackenschmidt, Curator, MAK Furniture and Woodwork Collection
Exhibition Design	raumlaborberlin
Designer-in-Residence	chmara.rosinke (Maciej Chmara and Ania Rosinke)
Publication	<i>MAK/ZINE #1/2013</i> , with contributions from David Byrne, Alison J. Clarke, Sean Cubitt, Peter Daniel, Martina Fineder, Thomas Geisler, Sebastian Hackenschmidt, Katherine Satorius, James Hennessey, German/English, app. 120 pages, MAK/Volltext Vienna 2013. Available at the MAK Design Shop for € 9.90.
MAK Admission	€ 7.90 / reduced: € 5.50 / family ticket: € 11 / free admission for children and teens up to 19
MAK Press Office	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäuber T +43 1 711 36-233, 229, 212 presse@MAK.at, www.MAK.at

Vienna, 11 June 2013