



Press Release

## **TOUR DU MONDE. Bicycle Stories**

An exhibition of the MAK with support from the City of Vienna in conjunction with Vienna Bicycle Year and the international conference *Velo-City 2013: The Sound of Cycling – Urban Cycling Cultures*, in Vienna.

Press Conference	Tuesday, 11 June 2013, 10:30 a.m.
Opening	Thursday, 13 June 2013, 8:30 p.m.
Exhibition Venue	MAK Exhibition Hall Weiskirchnerstraße 3, 1010 Vienna
Exhibition Dates	14 June 2013–6 October 2013
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m., Free admission every Tuesday, 6–10 p.m.

With its presentation of 50 iconic bicycles from the 20th and 21st centuries, *TOUR DU MONDE. Bicycle Stories* tells of the quality and diversity of the design-related thought that has gone into this classic mode of transportation. Amidst rising awareness of sustainability issues and oft-heated debates on mobility in metropolitan areas, this time-tested mode of individual transportation is currently experiencing a renaissance and becoming more and more the trendy symbol of an urban lifestyle. Examples from the renowned collection of Viennese architect Michael Embacher will guide visitors on a journey through the history of the bicycle as a cult object; at the same time, the bicycle's successively transformed technology and shaping allow one to trace the recent history of innovation and design in general.

The EMBACHER-COLLECTION®, established in 2003, includes over 210 standard production models, one-of-a-kind creations, and curiosities ranging from children's bikes to athletic and leisure bikes, utility bikes and folding models. These masterpieces of design and engineering, which are normally housed in a Viennese attic and not accessible to the public, serve Michael Embacher both as sources of inspiration and as objects of daily use. Embacher has now developed an installation for these vehicles' public presentation in the MAK Exhibition Hall.

The rarities to be shown in *TOUR DU MONDE* include one-of-a-kind models by the Moulton Bicycle Company as well as a *Diagonale* by French maker René Herse, the "Rolls Royce" of bicycle manufacturers, and also curiosities like the all-plastic bike *Wilhelmina Plast* by Sweden's Itera and the all-wheel-drive *Subaru 2WD Dual Power*,



developed by the Austrians Günter Kappacher and Paul Pollanka. High-performance bicycles that have written athletic history, such as the *Textima Time Trial* used by the national team of the former GDR, the *Schauff Aero* and the carbon-monocoque *Bianchi C-4 Pista*, are further highlights of this showing.

The bicycle has long since gone beyond being just a clever mode of transportation to become a fashion and lifestyle statement. While the motivating factors behind Karl Drais's original invention of the *Laufmaschine* [walking machine] were rising oat prices and the increasing cost of horse-drawn vehicles, today it is the rising cost of liquid fuels and the questionable nature of using automobiles for local trips, as well as the joy of healthy exercise, that are moving more and more city dwellers to switch to more environmentally conscious modes of transportation.

Embacher shares his enthusiasm for this “intelligent product” with numerous colleagues. Architects and designers such as Ron Arad, Richard Sapper, Marc Newson, and James Dyson make out a hero in the recently deceased British engineer and bicycle builder Alex Moulton, who also developed the rubber suspension system used by the legendary original Morris Mini. In the same way that the revolutionary pieces of steel-tube furniture by Bauhaus artists Mart Stam, Marcel Breuer, and Mies van der Rohe were once realized with components made by Italian bicycle manufacturer A. L. Colombo, the use of design principles and individual technical solutions from bicycle technology in a transdisciplinary manner remains a viable option today. No wonder, then, that enthusiasm for bicycling runs especially high among creative professionals; more than a few of them move about town on custom or vintage models of their own.

A central aspect of *TOUR DU MONDE* is the narrative conveying the stories that dwell within the objects themselves. iPad stations featuring the award-winning app *Cyclopedia*, developed by Heuristic Media in collaboration with Thames & Hudson, will be available to complement the collection catalogue. This app contains 126 bicycles of the EMBACHER-COLLECTION® and allows chronological and technical cross-referencing between the objects and their stories.

Cycling makes for a better quality of life, asserts the musician, all-round artist, and bicycle activist David Byrne. In his book *Bicycle Diaries*, he describes the bicycle as a “machine of perception” that permits sensory experience and a direct relationship with one's environment and with society. Byrne's cycling experiences on concert tours in nine metropolises, including New York, Berlin, Istanbul, and Manila, accompany *TOUR DU MONDE* as a subtext of sorts, though the chapter on Vienna has yet to be written.



*TOUR DU MONDE. Bicycle Stories*, an exhibition of the MAK with support from the City of Vienna, will open as the MAK's contribution to *Velo-City 2013: The Sound of Cycling – Urban Cycling Cultures* ([velo-city2013.com](http://velo-city2013.com), 11–14 June 2013), the world's largest bicycle conference, held as part of Vienna Bicycle Week (10–16 June 2013) and as the highlight of city's Bicycle Year ([radjahr2013.at](http://radjahr2013.at)). Around the same time, the Portland Art Museum in the United States, and a bit later the Holon Design Museum in Israel, will also be showing selections from the EMBACHER-COLLECTION®.

This exhibition will be accompanied by an extensive supporting program that includes workshops, talks, and special offers for kids and families. During the exhibition's run, selected entries to the *departure* idea competition *Cycling Affairs – Smart Ideas for Cycling in the City* will also be on exhibit ([cycling.departure.at](http://cycling.departure.at)).

The exhibition *TOUR DU MONDE. Bicycle Stories* is accompanied by *MAK/ZINE #1/2013 On Mobility* with contributions by Michael Embacher, Thomas Geisler et al., as well as an interview with David Byrne, German/English, app. 120 pages, MAK/Volltext, Vienna 2013. Available at the MAK Design Shop for € 9.90.

The catalogue of the EMBACHER-COLLECTION®, *Cyclopedia. Modern Bicycle Design*, edited by Michael Embacher and with a foreword by Paul Smith and photographs by Bernhard Angerer (224 pages with ca. 450 color illustrations, Dumont Buchverlag, 2011), is available for € 30.90 at the MAK Design Shop.

Images relating to the exhibition are available for download at [MAK.at/press](http://MAK.at/press).



## **EDUCATIONAL PROGRAM**

### **Guided Tours**

Tue, 6:30 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](mailto:education@MAK.at)

### **Experts in Dialogue**

with Thomas Geisler, Curator, MAK Design Collection

Thu, 27.6.2013, 5 p.m.

*Cyclomanie*. On the Fascination of Modern Bicycle Design

with Michael Embacher, architect and collector

Thu, 5.9.2013, 5 p.m.

*From Bone shaker to Carbon Frame*. Bicycle Technology and Stories of Innovation

with Wolfgang Brunner, master bicycle mechanic since 1956, Vienna

Thu, 19.9.2013, 5 p.m.

*Bicycle Chic*. From Cycling Comes Fashion

with Anabel & Paul Rasper, Stilrad Wien and Blogger Vienna Cycle Chic

### **Workshop Tours**

Exhibition tour and visit to bicycle workshops in Vienna

with Thomas Geisler, Curator, MAK Design Collection

Meeting point: MAK Entrance Stubenring 5, 1010 Vienna

Wed, 19.6.2013, 5 p.m.

*Capo*. Custom bicycles since 1930

[capo.at](http://capo.at)

Wed, 11.9.2013, 5 p.m.

*Reanimated Bikes*. From old make new.

[reanimated-bikes.eu](http://reanimated-bikes.eu)

Wed, 25.9.2013, 5 p.m.

*Selberbruzzler*. Everyone can build bikes.

[selberbruzzler.at](http://selberbruzzler.at)

Advance registration requested: T +43 1 711 36-298, [education@MAK.at](mailto:education@MAK.at)



#### Bicycle Tour

In cooperation with Tweed Ride Vienna

Sun, 6.10.2013, 1 p.m.

Finissage

*TOUR DU MONDE Tweed Ride*. In historic costumes on vintage bicycles followed by a tour through the exhibition with Michael Embacher

Meeting point: MAK Branch Geymüllerschloß, Pötzleinsdorferstraße 102, 1180 Vienna

#### Program for Kids, Teens, and Families

##### MINI MAK

Sun, 16.6.2013, 11 a.m.–2 p.m.

*A Little Bicycle Story*. Special bikes, how fast they went, and who all rode on them.

Sun, 15.9.2013, 12 a.m.–6 p.m.

*FAMALLEYCAT*. Bicycle scavenger hunt for families, followed by a Get-together in the MAK Garden

Meeting point: Kinderinfo at the MQ, MuseumsQuartier, Hof 2, 1070 Vienna

#### Screenings

*A Cinematic World Tour by Bike*

MAK-Lecture Hall, Weiskirchnerstraße 3, 1010 Vienna

Tue, 2.7.2013, 7:30 p.m.

*Janapar – The Ride of a Lifetime*

(James Newton, UK, 2012), OV with German subtitles, 79 min.

Tom Allen sets out on a bicycle journey from London to Armenia. On the way, he falls in love with a girl from Iran. A romantic journey that shows how the best things happen when one least expects it.

Followed by a Q&A with the director.

Tue, 9.7.2013, 7:30 p.m.

*El Viaje – Die Reise* (Pino Solanas, AR, 1992), OV with German subtitles, 140 min.

17-year-old Martin sets out on his bike to cross Latin America, in search of his father.

A politically critical road movie with echoes of surrealism and symbolism.

Tue, 16.7.2013, 7:30 p.m.

*B.I.K.E.* (Anthony Howard / Jacob Septimus, US, 2006),

OV with German subtitles, 89 min.

This dramatic documentary has director and lead character Tony accompanying himself across the dirty diversity of the USA's cycling subculture. A latter-day classic of the bicycle culture movement.



Tue, 23.7.2013, 7:30 p.m.

*Fast and Furious*. Three documentaries that offer rare insights into the fast-paced world of bike messengers and the Bristol fixie scene:

*Line of Sight* (Benny Zenga / Lucas Brunelle, US, 2012) OV, 60 min.;

*Böikzmöind* (Gavin Strange, UK, 2011), OV, 30 min.;

*Im Puls* (Bjoern Adelmeier, DE, 2012) OV, 25 min.

### Events

Tue, 2.7. – Fri, 5.7.2013, 10:15–12:30 a.m.

Tue, 9.7. – Fri, 12.7.2013, 10:15–12:30 a.m.

*TOUR DU MONDE* – Summer holiday game in collaboration with wienXtra

Advance registration requested

T +43 1 711 36-298, [education@MAK.at](mailto:education@MAK.at)

### RADKU.LT FESTIVAL

Fri, 13.9. – Sun, 15.9.2013

This year the festival on Vienna's bicycle culture with its international program of bicycle-cinema, bike fun arena, family program, readings and a design fair is hosted by the MAK.

[radkult.at](http://radkult.at)

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

For further information please visit [MAK.at](http://MAK.at)

### Events in the context of *design* > *neue strategien*,

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

#### Presentation

14.6.–6.10.2013

*Cycling Affairs*. Smart Ideas for Cycling in the City. Award-winning projects from the competition for ideas held by [departure:cycling.departure.at](http://departure:cycling.departure.at)

MAK-Columned Main Hall, Stubenring 5, 1010 Vienna

#### Talks

Sat, 14.9.2013, 11 a.m.

*Smart Cycling*. The Intelligence of the Bike.

An expert panel discusses bicycle innovations.

MAK-Lecture Hall, Weiskirchnerstraße 3, 1010 Vienna

Tue, 24.9.2013, 6:30 p.m.

*Bicycle City*. An expert talk on the two-wheeled urban mobility of the future (held in English)

MAK-Lecture Hall, Weiskirchnerstraße 3, 1010 Vienna



Laboratory

Thu/Fri, 19./20.9.2013, 10 a.m.–6 p.m.

*Velopolis 2025*. How Mobile Are Urban Societies in the Future? A 2-day workshop featuring new working methods of the design process with Sandra Y. Richter and Matt Stempeck, researchers on design and communication strategies, MIT Media Lab

Information: [departure.at](http://departure.at),

[MAK.at/design-neue-strategien](http://MAK.at/design-neue-strategien)

Advance registration requested: [d-lab@departure.at](mailto:d-lab@departure.at)



Press Data Sheet

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Curator	Thomas Geisler, Curator, MAK Design Collection
Publication	<i>MAK/ZINE #1/2013 On Mobility</i> with contributions by Michael Embacher, Thomas Geisler et al., as well as an interview with David Byrne, 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 kids and teens up to 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäüßer T +43/1 711 36-233, 229, 212 presse@MAK.at, www.MAK.at

Vienna, 11 June 2013