



MAK

SOUND:FRAME

Press Release

sound:frame Festival 2013 – «collective»

Exhibition: *The House of Drift*

A cooperation of sound:frame and MAK

Press Conference	Thursday, 4 April 2013, 10:30 a.m.
Opening	Thursday, 4 April 2013, 7 p.m.
Exhibition Venue	MAK Exhibition Hall MAK, Weiskirchnerstraße 3, 1010 Vienna
Exhibition Dates	5–21 April 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.

In cooperation with the sound:frame Festival, which has adopted the idea of the “collective” as its theme for 2013, this year will once again see audiovisual art be presented as a field of applied art at the MAK. Artists from the most varied disciplines are coming together to form a single whole for sound:frame’s «collective» exhibition entitled *The House of Drift*, and they will set up a large-scale, multimedia installation in the MAK Exhibition Hall consisting of elements and media such as video, sound, architecture, sculpture and object, costume, text, and light.

Since 2007, the sound:frame Festival has been dealing with audiovisual forms of expression in the context of art and club culture. Under the title of «collective», this year’s festival will put the spotlight on networks, collectives, interdisciplinary teamwork and international collaborations. “As a rule, audiovisual artists work on collective productions—be they live performances or installations. In our field, solo artists are the exception. Visualists work together with musicians and artists from other areas; VJs perform together with DJs; and interior designers and graphic designers as well as technicians and programmers are likewise to be found in such collectives. The collective is an inherent part of the audiovisual and intercreative working process,” explains Eva Fischer, sound:frame’s artistic director.

With «collective», the sound:frame Festival of 2013 has selected a theme that could not be better-suited to the MAK, says Christoph Thun-Hohenstein, the museum’s director: “The MAK works as an intercreative museum positioned at the confluence of tradition and innovation. Applied collaboration of the sort made possible by sound:frame as a collective and through the «collective» turns the museum into a network and laboratory of contemporary cultural production.”



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In a process lasting several months, the exhibition *The House of Drift* has been developed as a collaborative work by a purpose-formed group of artists consisting of depart (creative direction), Gerald Moser & Christina Simmel (architecture & installations), Andreas Waldschütz & team (photo & video shoots), Lisi Lang & team (costumes), Sebastijan Geč & team (performance) and Eva Fischer (curator). The masks, costumes, videos, sounds, photographs, and patterns of movement born out of this process connect traditional influences with the innovative styles of the participating artists, ultimately melding all this into a collective whole. Inspiration for this approach was taken from groups of eusocial insects such as bee and termite colonies, from clan organization structures and the tribal orders of various cultures, and from the aesthetics of ritual masks and costumes.

The sound:frame x MAK NITE Special, to take place on 11 April 2013 from 7 p.m. to midnight, will include the opportunity to visit the exhibition for free as part of depart's live AV performance *GLYPH* with DJs Harry Unger (jump & run, TechnoSubmarine | Vienna), Irieology (Scooby Duo | Vienna) and Lupo (jhruza records, Schönbrunner Perlen | Vienna).

Detailed biographies of the artists participating in the exhibition *The House of Drift*, as well as information on the entire program of 2013 sound:frame Festival – «collective», can be found at: <http://2013.soundframe.at/en/press/>. The complete sound:frame Festival 2013 – «collective» press kit is also available at MAK.at/press.

Press Data Sheet

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sound:frame x MAK NITE© Special	depart live AV performance: <i>GLYPH</i> 11 April 2013, 7 p.m.–12 midnight Free admission
MAK Admission	€ 7.90 / reduced: € 5.50 / family ticket: € 11 / free admission for children and teens up to 19
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Vienna, 2 April 2013