

Press Release

VIENNA BIENNALE 2015: IDEAS FOR CHANGE

Premiere of the World's First Multidisciplinary Biennale: Summary of the Projects

Opening press conference Thursday, 11 June 2015, 10 a.m.
Location MAK Lecture Hall, Weiskirchnerstraße 3, 1010 Vienna

On 11 June 2015 the VIENNA BIENNALE, the world's first multidisciplinary biennale with contributions from the fields of art, design, and architecture, will open for the first time. With examples of creativity from a wide range of disciplines, the premiere of the biennale is dedicated to the theme of "IDEAS FOR CHANGE" and opens up new, interdisciplinary paths for positive change in our society. Against the background of Digital Modernity, the VIENNA BIENNALE 2015: IDEAS FOR CHANGE aims to inspire visitors to make the world a more livable and sustainable place with a series of exhibitions, performances, workshops, and lectures.

Digitalization, with its enormous consequences for our everyday life, our education system, and our work, and the overexploitation of our planet are points of departure for the search for a sustainable, livable future. This call for a turnaround demands a radical change in attitude from human beings. Mechanisms to promote this change can be found in Digital Modernity itself. The digital revolution must be "retooled" and increasingly placed at the service of a meaningful life and the careful use of our planet's resources.

"Creativity must play a significant role in providing impetuses for positive change. The VIENNA BIENNALE is an attempt to bring the so-called 'lower' applied arts of design and architecture together with the 'higher' fine art and to demonstrate the creative energy that is unleashed by an equal and mutually inspiring interaction between the creative disciplines," says Christoph Thun-Hohenstein, director of the MAK as well as initiator and head of the VIENNA BIENNALE.

The VIENNA BIENNALE is also exploring new conceptual avenues through the cooperation of several cultural institutions: initiated by the MAK, the VIENNA BIENNALE is organized in partnership with the University of Applied Arts Vienna, Kunsthalle Wien, the Architekturzentrum Wien, and the Vienna Business Agency with its creative unit departure, with support from

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the AIT Austrian Institute of Technology as a non-university research partner. With several exhibition venues and projects in public spaces, it breaks down boundaries between genres and will maintain a strong presence in the city.

The external curators of the VIENNA BIENNALE include Pedro Gadanho (curator of contemporary architecture, Museum of Modern Art, New York), Harald Gruendl (co-partner, EOOS; and director, IDRV – Institute of Design Research Vienna), Maria Lind (director, Tensta Konsthall, Stockholm), and Peter Weibel (director, ZKM | Center for Art and Media, Karlsruhe, and professor emer., University of Applied Arts Vienna). The curators from the biennale partner institutions are Gerald Bast (president, University of Applied Arts Vienna), Dietmar Steiner (director, Architekturzentrum Wien), Thomas Geisler (curator, MAK Design Collection), Bärbel Vischer (curator, MAK Contemporary Art Collection), and Marlies Wirth (curator, MAK).

The starting point and connecting theme of the projects of the VIENNA BIENNALE are the potentials and problems of cities, which are examined from various perspectives.

The disciplines of architecture and design deal with six megacities on five continents—Hong Kong, Istanbul, Lagos, Mumbai, New York, and Rio de Janeiro; art focuses on Bucharest as a fascinating example of a city behind the former Iron Curtain; design and architecture address the Austrian capital of Vienna, which has repeatedly been chosen as the world's most livable city; and art examines the possibilities of a new Enlightenment emerging above all in the urban context as well as the importance of urban public space. The VIENNA BIENNALE challenges these disciplines to continue to develop by making possible a direct encounter between art, design, and architecture projects related to cities and the urban future.

An interdisciplinary exhibition manifesto on the future of human work developed by the Vienna Biennale Circle core team and an art exhibition on this topic round out the biennale. The Vienna Biennale Circle (VBC), a flexible platform of prominent individuals from a variety of disciplines who live in Vienna, chaired by Christoph Thun-Hohenstein, accompanied the entire genesis of the biennale and reinforced its interdisciplinary character. In addition to the leaders of the cultural institutions organizing the biennale, the core team members are Erwin K. Bauer (managing director, buero bauer), Angelika Fitz (curator and cultural theorist), Gabriela Gantenbein (curator and cultural manager), Elke Krasny (curator, professor for art and education, Academy of Fine Arts Vienna), Margit Noll (AIT Austrian Institute of Technology), Doris Rothauer (managing director, Büro für Transfer), and Inge Scholz-Strasser (author).

An overview of the VIENNA BIENNALE 2015 projects:

The **Performing Public Art Festival** (a public festival organized by the University of Applied Arts Vienna and curated by Peter Weibel and Gerald Bast) showcases examples of the breadth of new public art with nine acts by artists and groups from Austria and beyond. A complementary exhibition at the Angewandte Innovation Laboratory examines the short history of performance-based public art and documents the participating artists with their contributions.

Artists: Erdem Gündüz, Barbara Holub and Paul Rajakovics, Shinseungback Kimyonghun, Johan Lorbeer, Barbis Ruder, Amy Spiers and Catherine Ryan, Wermke/Leinkauf, Wiener Beschwerdechor, Artur Żmijewski.

Mapping Bucharest: Art, Memory, and Revolution 1916–2016 (an exhibition by the MAK, curated by Peter Weibel and Bärbel Vischer) is dedicated to the art scene in Bucharest and Romania and explores the potential of a pan-European cultural sphere against the background of avant-garde movements. Beginning with the Romanian avant-garde, the exhibition gathers knowledge about contemporary art, memory, and the metaphor of revolution. The award-winning entries to the idea competition *Create Your Bucharest* are also shown as part of the exhibition. *Mapping Bucharest* and *Create Your Bucharest* are realized by the MAK with generous financial support from OMV and OMV Petrom.

Artists: Ovidiu Anton, Ion Bârlădeanu, Horia Bernea, Alexandra Bircken, Ion Bitzan, Mihael Boşcu Kafchin, Geta Brătescu, André Cadere, Mircea Cantor, Marieta Chirulescu, Ana Ciceala & Mircea Nicolae, Andreea Ciobîcă, Belu-Simion Făinaru, Harun Farocki & Andrei Ujică, Constantin Flondor (founding member of Sigma 1), Adrian Ghenie, Eileen Gray & Jean Badovici, Ion Grigorescu, Marcel Janco, Adolf Loos, Ciprian Mureşan, Dan Mihaltianu (founding member of subREAL), Ion Lucian Murnu, Paul Neagu, Joachim Nica, Mircea Nicolae, Dan Perjovschi, Eugenia Pop, Raluca Popa, Ştefan Sava, Daniel Spoerri, Iulia Toma, Andrei Ujică.

2051: Smart Life in the City (organized by the MAK and Vienna Business Agency, creative unit departure; curated by Harald Gruendl and Thomas Geisler) examines a possible alternative future for life in the city. As an antithesis to the often negative utopias for urban development, the exhibition project examines the role of design as a tool for positive change. Ten teams developed ideas for urban life in the future, which can now be tested. As "demonstrators" integrated throughout the metropolitan area of Vienna, they aim to become part of the process of change and the collective design of the city.

An *Ideas for Change* app developed with the digital content partner T-Mobile provides interactive opportunities for visitors: with the app (which can be downloaded for free at www.ideas-for-change.net/get-app), users will be able to nominate "changemakers" in Vienna and vote on the best projects along with the crowd.

The changemakers of 2051: AllesWirdGut Architektur, future.lab, Vienna University of Technology, ID2 die Angewandte, Klaus Kada, Daniela Kraut-sack/Cities Next and Gerald Straub, Julia Landsiedl/jeplus, Hannes Lange-der, Van Bo Le-Mentzel, Jakob Listabarth & Crowd, Thomas Schnei-der/NANK – Neue Arbeit Neue Kultur, ORANGE 94.0, Projekt Bank für Gemeinwohl, Samstag, SUBOTRON, Team der Milliardenstadt, Wiener Familienbund.

Uneven Growth: Tactical Urbanisms for Expanding Megacities (an exhibition realized by MoMA in collaboration with the MAK, curated by Pedro Gad-anho) advances the international dialog on the growth of global metropo-lises. In 2030 the earth's population will grow to a gigantic eight billion people. Two-thirds of them will live in cities. *Uneven Growth* brings together six interdisciplinary teams of experts to test new architectural possibilities for six global metropolises.

The interdisciplinary teams: MAP Office and Network Architecture Lab (Hong Kong), Superpool and Atelier d'Architecture Autogérée (Istanbul), NLÉ and Zoohaus/Inteligencias Colectivas (Lagos), URBZ and Ensemble Studio/MIT-POPlab (Mumbai), SITU Studio and CohStra (New York), RUA Arquitetos and MAS Urban Design, ETH Zürich (Rio de Janeiro).

Why is it that some features of the old Enlightenment have crept back and are now being revisited in art, activism, and theory? As part of the project ***Future Light*** (curated by Maria Lind), three strands of thought and action emerge in radically altered forms: non-penetrating light, the individual subject as reworked by the politics of queer feminism and its polymorph desires, and the public sphere reconceived through and as commons and commoning. Each of these focuses will take shape in a different setting, accompanied by an **e-reader** as well as the mini-symposium *Politics of Shine*. As part of *Future Light*, the MAK is presenting the group exhibition ***Escaping Transparency***.

Artists: Pablo Accinelli, Doug Ashford, Claire Barclay, Rana Begum, Elena Damiani, Shezad Dawood, Annika Eriksson, Matias Faldbakken, Monir Shahroudy Farmanfarmaian, Ane Hjort Guttu, Tom Holert, Philippe Parreno, Amalia Pica, Yelena Popova, Walid Raad, Bik Van der Pol, Haegue Yang.

An additional strand of the project is the ***Off-site Commissions***.

Artists: Ayreen Anastas and Rene Gabri, Marysia Lewandowska, STEALTH.unlimited and Stefan Gruber.

With the exhibition ***Pauline Boudry / Renate Lorenz. LOVING, REPEATING***, Kunsthalle Wien is showing the third part of ***Future Light***. The exhibition shows a gigantic video-installation which presents the works *Opaque (2014)*, *To Valerie Solanas and Marilyn Monroe in Recognition of their Des-peration (2013)*, and *Toxic (2012)*. In dramatically staged situations, the artists show how new desires emerge when the past is recreated with an eye to the future. The atmospheric installation includes a stage and a series of new sculptures.

Artists: Pauline Boudry / Renate Lorenz.

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As part of the project **aspem INTERNATIONAL. Ideas for Change: an international view** (a collaborative project between the Architekturzentrum Wien and Wien 3420 Aspern Development AG, curated by Dietmar Steiner), seven European architecture offices were invited to develop ideas for a plot in aspern Vienna's Urban Lakeside. A reinterpretation of Viennese traditions aims to make alternative approaches to urban architecture possible. The entries to the competition will be presented and discussed before the jury session at the Architekturzentrum Wien.

Participating architects: Atelier Kempe Thill Architects and Planners, Bevk Perović Arhitekti, Cino Zucchi Architetti, Helen & Hard, Hild und K Architekten, Lacaton & Vassal Architectes, von Ballmoos Krucker Architekten.

The exhibition manifesto **The Art of Working: Agency in Digital Modernity** by the Vienna Biennale Circle at the MAK presents models and directions for the future of human work in the digital age and is conceived as the beginning of a wide-ranging, interdisciplinary engagement with the future of work in the context of Digital Modernity—even after the VIENNA BIENNALE 2015.

In the context of the manifesto, Marlies Wirth has curated the exhibition **24/7: the human condition**, which includes a broad spectrum of artistic positions from a younger generation in the context of the art scene in Vienna and beyond. Between longing and the pressure to perform, identification and opposition, recognition and exhaustion, the traces of humanity are inscribed in the unstoppable machinery of the information age.

Artists: Ben Thorp Brown, Verena Dengler, Carola Dertnig, Harm van den Dorpel, Andreas Duscha, Andreas Fogarasi, Franz Graf, Kathi Hofer, Peter Jellitsch, Lazar Lyutakov, Mahony, Christian Mayer, Ulrich Nausner, Danica Phelps, Lili Reynaud-Dewar, Valentin Ruhry, Seth Weiner, Anna Witt.

Detailed texts on all the biennale exhibitions and biographies of the curators are available for download in the press section of the VIENNA BIENNALE website www.viennabiennale.org and at MAK.at/presse.

The program of supporting events for the VIENNA BIENNALE will be continually updated at www.viennabiennale.org.

Admission

Vienna Biennale Pass

12.6. – 24.8.2015

MAK, Kunsthalle Wien, Az W

€ 22 / € 16,50 reduced (for students under 27)

25.8. – 4.10.2015

MAK, Kunsthalle Wien

€ 16 / € 12 reduced (for students under 27)

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For all T-Mobile customers: reduced admission on the Vienna Biennale Pass

Valid for a one-time entrance to every institution. The Vienna Biennale Pass is available at the ticket office of the MAK, Kunsthalle Wien and the Az W.

Vienna Biennale Guide € 9,90
Vienna Biennale Tote bag € 8

Vienna Biennale Package € 14
(Guide & Tote bag)

Available at the MAK Design Shop

Opening Hours

Information at www.viennabiennale.org/information

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The VIENNA BIENNALE 2015: IDEAS FOR CHANGE
is organized by

MAK – Austrian Museum of Applied Arts / Contemporary Art

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Performing Public Art Festival

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