

Press Release

2051: Smart Life in the City

Organized by the MAK and the Vienna Business Agency, creative unit departure

Exhibition Venue	MAK Exhibition Hall MAK, Weiskirchnerstraße 3, 1010 Vienna, and demonstrators in the city
Exhibition Dates	11 June – 4 October 2015
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.

The collaboratively conceived exhibition project *2051: Smart Life in the City* casts a glance at a possible alternative to city life in the future. As an antithesis to partly negative utopias for urban development, *2051*—an Orwellian inversion of the year in which the first VIENNA BIENNALE takes place—devotes itself to the role of design as a smart tool for shaping a sustainable, solidary lifestyle. With the focus on the city as the predominant living space of the 21st century, *2051* discusses one of the most significant questions of the VIENNA BIENNALE 2015: IDEAS FOR CHANGE: How do we want to live in the future?

Complex tasks and smart decisions for the common good are everyone's business and require interdisciplinarity, an innate understanding of creativity and collectivity within a society. *2051* shatters the MAK's exhibition format, pierces Vienna's city center with ten demonstrators—accessible and tangible scenarios in the midst of Vienna city life—and invites visitors, as "smart citizens" responsible for their environment, to participate in urban planning.

The point of departure for the *2051* project is an extensive intervention in the MAK Exhibition Hall, based on the protest model *Hypotopia – Die Milliardenstadt*. In autumn 2014, in front of Vienna's Karlskirche, students of the Vienna University of Technology and volunteers presented their vision of a progressive city that could have been built for the projected costs of bailing out the Hypo Alpe Adria bank (19 billion euros). Exhibition visitors will find contextual material about the demonstrators metaphorically located within this imposing, fragmentary city model. Artist Hannes Langeder's bicycle-Porsche opens up visionary vistas for rethinking mobility in terms of conserving resources.

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The *Cybernetic City Map 2051*, which so-to-speak envelops the exhibition, outlines human aspirations for liberty, safety, happiness, and security with regard to an evolving city. The basis for visualizing this dynamic system is the *4sorgen-Modell* [4care model] developed by organizational cyberneticist Maria Pruckner.

The Demonstrators

Curators Harald Gruendl and Thomas Geisler borrowed their idea of exhibition satellites from the scientific principle of "demonstrators"—experimental prototypes on a 1:1 scale. Ten experienced project teams were invited to develop prototypical scenarios on the topics of mobility, work, money, healthcare, housing, sustenance, hospitality, shopping, and entertainment in Vienna's urban space. The curators wanted to derive design strategies for the future from these experimental models. Ten demonstrators will be accessible during the VIENNA BIENNALE, which passers-by will happen upon spontaneously:

Demonstrator 1: The School

Project: Van Bo Le-Mentzel, Jakob Listabarth & crowd

The way Van Bo Le-Mentzel and Jakob Listabarth see it, the school of the future is a *#openschoool*, has no classes, no separation between teachers and pupils, no lesson plan, and no fixed location. Their vision of a "flying classroom" builds upon the knowledge within the local populace and the global Internet community and encourages all involved to play an active part in designing education.

Temporary / Alois-Drasche-Park, 1040 Vienna / Mon 3.8., 10.8., 17.8., 24.8., 4–7 p.m.

Demonstrator 2: The Bank

Project: Bank für Gemeinwohl

Ethical banks provide an enlightened alternative to the existing banking model and eschew financial transactions unrelated to the real economy of goods and services. They only finance projects serving the common good. You can visit a "subsidiary" of a future-oriented bank during the VIENNA BIENNALE 2015 and get a first-hand look at this participative, publicly minded way of dealing with money.

Permanent / Rechte Wienzeile 81, 1050 Vienna / Thu 18.6., 2.7., 16.7., 30.7., 13.8., 27.8., 10.9., 24.9., 5–7 p.m.

Demonstrator 3: The Factory

Project: Thomas Schneider/NANK – New Work New Culture

At the workshops of the Kunstkanal, an innovative form of urban shoe production is being developed as an alternative to globalized production and exploitative forms of labor. Designer and shoemaker Stefanie Kerschbaumer produces the shoe of the future and offers insights into its manufacturing process.

Permanent / Kunstkanal, Ulrichgasse 1, 1020 Vienna / Thu–Sun 11.6. – 21.7. and 27.8. – 4.10., 4–7 p.m.

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Demonstrator 4: The Hospital

Project: ID2, University of Applied Arts Vienna

Cardboard film sets are used to portray parallel realities and the test results of possible futures. This fictional film setting prods experts to come up with alternative scenarios for the healthcare sector. As local interfaces to the public, pharmacies have the potential of being possible locations for a decentralized healthcare system.

Permanent / Saint Charles Complementary (shop window), Gumpendorfer Straße 22, 1060 Vienna / Mon–Sun, 24 hours/day

Demonstrator 5: The Shopping Mall

Project: Julia Landsiedl/jeplus

The shopping mall is just one of many marketplaces whose business model is outmoded thanks to a focus on maximum consumption. To keep up with its online competition, the mall needs to offer social value-added—that's the designer's scenario in this demonstrator. Her installation allows "dying" breeds of shopper and their behavior to be observed within today's merchandise emporium.

Permanent / WIEN MITTE The Mall (balcony, 2nd floor), Landstraßer Hauptstraße 1b, 1030 Vienna / Mon–Sun, daily / closed 1–5 a.m.

Demonstrator 6: The Street

Project: future.lab, Faculty of Architecture and Planning, Vienna University of Technology

Physical interventions on a 1:1 scale change the utilization and production of extant social spaces. In temporary interventions, city dwellers are confronted with an altered reality in a public space, and become an integral part of urban research through their reactions and feedback. The interventions amount to micro-urban openings into the possible future of the city.

Project 1: *as far as work goes* / in the Vienna River, Stubentorbrücke, Weiskirchnerstraße, 1010 Vienna / Thu 11.6., 9:30 p.m.

Project 2: *MOLD[ING]* / Burggasse 5–73, 1070 Vienna / 13.6. – 14.6, 18.6. – 21.6, 25.6. – 28.6, 9 a.m.–6 p.m.

Project 3: *above* / Künstlergasse, 1150 Vienna / Sat 27.6., 6 p.m. (opening party); 28.6. – 3.7., 24 hours/day

Project 4: *Ephemeral temporality* / Lindengasse/Stiftgasse, 1070 Vienna / Sat 13.6., Thu 18.6., 2.7., 16.7., 30.7., 13.8., 27.8., 10.9., 24.9., 8–9 p.m.

Demonstrator 7: The Stadium

Project: SUBOTRON

In "serious" gaming, even topics such as politics, health, and ecology that are worlds away from purely entertainment-based content can be made tangible interactively. For the VIENNA BIENNALE 2015, SUBOTRON, a platform for digital gaming, will be moving into a disreputable neighborhood colonized by gaming and betting parlors. In their "gamer's

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paradise”, players learn empathy and the digital skills to initiate social change.

Temporary / Comics Box, Siebenbrunnenplatz, near Reinprechtsdorfer Straße, 1050 Vienna / Sat 13.6. and 26.9., noon–10 p.m.

Demonstrator 8: The Hotel

Project: AllesWirdGut Architektur

In addition to lodging for tourists, *magdas* HOTEL offers jobs to people with a background as refugees and accommodations to young asylum-seekers. With its social value-added, the hotel brings together cultures, creates opportunities, and provides a lively space for encounters. During the VIENNA BIENNALE, visitors can rent rooms, participate in workshops, and familiarize themselves with daily operations.

Permanent / *magdas* HOTEL, Laufberggasse 12, 1020 Vienna / Mon–Sun, 24 hours/day

Demonstrator 9: The Home

Project: Klaus Kada

The C.01 building site in the Sonnwendviertel area near Vienna’s Central Railway Station extends the functions of private living into semi-public space and, in Klaus Kada’s section of the building, forms a backdrop for his preoccupation with flexible floor plans for visionary, socially oriented housing. At the *stilwerk* Vienna, visitors can try out different spatial arrangements in a 1:1 scale model apartment for themselves.

Permanent / *stilwerk* in the Design Tower, Praterstraße 1 (Shop 23, 2nd Floor), 1020 Vienna / Thu, Fr 3–7 p.m., Sat noon–6 p.m.

Demonstrator 10: The Open Space

Project: Samstag

A mobile market kitchen serves as a temporary research laboratory for urban open space. Joint harvesting, preparation, cooking, and eating of vegetarian food creates a hub for stories, narratives, and the life plans of a diversified society with heterogeneous faiths and world views. As part of the VIENNA BIENNALE 2015, the Samstag market kitchen will be visiting new neighborhoods.

Temporary

Location 1 / Hannovermarkt, 1200 Vienna / Sat 13.6., 5–9 p.m.

Location 2 / Schwendermarkt, 1150 Vienna / Thu 2.7. and 16.7., 5–9 p.m.

Location 3 / Nordbahnhof, An den Kohlenrutschen/Krakauer Straße 12, 1020 Vienna / Sat 4.7., 5–9 p.m.

Location 4 / Theodor-Körner-Hof, Reinprechtsdorfer Straße / near Matzleinsdorfer Platz, 1050 Vienna / Sat 18.7., 5–9 p.m.

Location 5 / Macondo, Zinnergasse, 1110 Vienna / Sat 1.8., 5–9 p.m.

2051 in Interaction with Visitors

The *Ideas for Change* app developed jointly with digital content partner T-Mobile gives visitors opportunities for interaction: The app (free download at www.ideas-for-change.net/get-app) can be used to nominate

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changemakers in Vienna and to select the best projects together with the crowd. Stickers for marking changemakers may be found in the MAK exhibition.

Participation in broadcasting is also sought: With *Stadtradio Orange* from ORANGE 94.0, radio contributions about places of change under the "Ideas for Change" topic of the month can be created on one's own mobile phone. At *QQ Echolot*, a participation project by Daniela Krautsack (Cities Next) and Gerald Straub, interested citizens can become "correspondents" about questions of urban and future research in the context of the demonstrators.

2051 will be accompanied by comprehensive **supporting events** with workshops and discussions, as well as programs for children, including numerous play streets and a building workshop hosted by the park supervision of the Vienna Family Association.

The first highlight of the 2051 supporting events is the "2051: Open Day" during the opening weekend of the VIENNA BIENNALE, 13 June 2015, 5–9 p.m.

Information about the complete supplemental program to 2051 may be found on the *Ideas for Change* app or at www.viennabiennale.org.

The 2051 exhibition was realized with financial support from voestalpine and T-Mobile.

Curators: Harald Gruendl, Co-Partner, EOOS; Director, IDRV – Institute of Design Research Vienna; and Thomas Geisler, Curator, MAK Design Collection

Project Sponsor:



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