

Press Release

MAK Annual Program 2020

From contemporary fashion design to Viennese Modernism: a wide range of exhibitions focusing on sustainable quality and aesthetics

From *SHOW OFF: Austrian Fashion Design* to *WOMEN ARTISTS OF THE WIENER WERKSTÄTTE* and *ADOLF LOOS: Private Houses* to the major solo exhibition *JOSEF HOFFMANN: Progress by Beauty*: in 2020, the MAK is immersing itself in every aspect of the applied arts and demonstrating the visionary potential of design, architecture, and contemporary art. “The exhibition program for 2020 is conceived as a plea for quality and aesthetics and as a clarion call for people to reject mass consumption and the exploitation of our planet. Progress needs new ideas that will make us appreciate things that are designed sustainably. It is about putting socially responsible climate care front and center of the creative process. In fashion, for example, textiles’ large ecological footprint must be reduced by developing a new quality awareness. Sustainability should generally be the new mantra of aesthetic design: less can be more—and more durable,” according to Christoph Thun-Hohenstein, General Director of the MAK.

Focus on Fashion

With *SHOW OFF: Austrian Fashion Design* (MAK Exhibition Hall, 14 February – 12 July 2020), the MAK is focusing for the first time on fashion and presenting a wide panorama of Austrian fashion design. This major exhibition invites visitors to a time travel through fashion design with Austrian roots in all its facets from the 1980s until today. Embedded in a spectacular, spatial installation by the architect Gregor Eichinger, *SHOW OFF* turns the spotlight on the most significant Austrian fashion designs and photographs, looks back on the perception of fashion as a phenomenon in events, magazines, and interviews, and concentrates on the unique fashion training provided by the University of Applied Arts Vienna. The exhibition’s supporting program will discuss the ecological aspects of fashion manufacturing in particular. On the occasion of the opening of the exhibition, the presentation of the Helmut Lang Archive in the MAK DESIGN LAB will be updated.

Viennese Modernism

The Wiener Werkstätte combined beauty with high quality standards to an extent unlike almost any other cultural initiative. Two major projects will spotlight different facets of the Wiener Werkstätte in 2020: The exhibition *WOMEN ARTISTS OF THE WIENER*

WERKSTÄTTE (MAK Exhibition Hall, 27 May – 20 September 2020) takes a 21st-century, feminist look at this outstanding era of art history. While tribute has been paid to the creations of the male artists of the Wiener Werkstätte on numerous occasions, the women artists have met with only sporadic interest to date. *WOMEN ARTISTS OF THE WIENER WERKSTÄTTE* is now turning the spotlight on these undeservedly overlooked women designers who significantly broadened the Wiener Werkstätte's creative spectrum and helped to establish its unique position between Art Nouveau and Bauhaus. Over 600 exhibits provide an insight into the almost unknown and at times radical work of women designers in Vienna between 1900 and 1930, especially with regard to commercial graphic design, textile design, fashion design, toys, wall decoration, and ceramics.

Another highlight of 2020 celebrates the 150th birthday of Josef Hoffmann. The exhibition **JOSEF HOFFMANN: Progress by Beauty** (MAK Exhibition Hall, 10 December 2020 – 18 April 2021) comprehensively documents for the first time the entire oeuvre of the architect, designer, teacher, and exhibition organizer Josef Hoffmann (1870–1956), one of the luminaries of Viennese Modernism and the international life reform movement. With his indefatigable design work and teaching, Hoffmann cultivated an exemplary model of modern lifestyles based on a construction and product culture that was both shaped by craft and artistically ambitious. The show presents a cross section of Hoffmann's revolutionary design and his most important buildings, including the Stoclet House in Brussels (1905–1911) and the Purkersdorf Sanatorium (1904–1905).

The MAK is also dedicating an exhibition to Hoffmann's antithesis Adolf Loos—likewise born in December 1870—that has been developed in cooperation with the Albertina: **ADOLF LOOS: Private Houses** (MAK Permanent Collection Contemporary Art, 18 November 2020 – 14 March 2021). Throughout his life Loos applied himself to private and public housing. This exhibition focuses on private homes and presents design drawings, plans, photos, and models of his in most part luxuriously furnished single-family houses, villas, and country houses. By way of contrast, the display will also include revolutionary social projects, such as buildings for the municipality of Vienna.

Architecture and Society

The MAK sees itself as a platform for international architectural movements that explore the big issues in society. With the solo show **RAIMUND ABRAHAM: Angles and Angles. Drawings Models Prototypes** (MAK Works on Paper Room, 25 March – 19 July 2020), the MAK is turning its attention to one of the great experimental architects of the 20th century. Raimund Abraham (1933–2010) developed his architectural vocabulary in connection to art, philosophy, literature, and film. The early 1960s gave rise to drawings and collages for visionary spaces, architecture, and city models. His international network led to him cooperating with Vito Acconci and Lebbeus Woods, among others, and he was

close to the film director Jonas Mekas. The exhibition focuses on projects that probe the conflicting priorities of the individual and the sociopolitical challenges of his age.

Modern Product Culture

The exhibition **BAKELITE: The Georg Kargl Collection** (MAK DESIGN LAB, 13 May – 30 August 2020) is dedicated to a very special material: with the aid of objects from the Viennese private collection of Georg Kargl, the show presents Bakelite, whose development left an indelible mark on the history of design in the 20th century. The first industrially produced, completely synthetic plastic based on resin made it possible to cheaply mass-produce everyday objects in an almost boundless variety of forms and presented brand-new potential uses in our modern product culture.

Visionary and climate-conscious

February sees the official launch of the **MAK LAB APP**, which was developed in cooperation with the Federal Ministry of Education, Science and Research to mark the MAK DESIGN LAB being opened in 2019 in the framework of the VIENNA BIENNALE FOR CHANGE. The new app (downloadable via lab.mak.at) uses an exciting and playful design to present essential topics for future design in this age of Digital Modernity and climate change.

In the context of the VIENNA BIENNALE FOR CHANGE in 2019, the MAK hosted its first exhibition dedicated to climate change, which simultaneously kicked off a systematic focus on visionary and practicable climate protection. The intention is to develop a new holistic **mindset** that goes hand in hand with concrete proposals for solutions and is aimed at all centers of sociopolitical power. This concept is explored with partner institutions in the context of the **MAK FUTURE LAB** and in other formats.

Austrian Entry to the London Design Biennale 2020

The official Austrian entry to the London Design Biennale 2020: *Resonance* (Somerset House, London, 8 – 27 September 2020) was commissioned by the MAK. The installation **TOKENS FOR CLIMATE CARE** (working title) designed by Process Studio (Martin Grödl, Moritz Resl) addresses the challenge of climate protection and the transformative power of design by using state-of-the-art technological tools like artificial intelligence. Based on data sets of symbols from several cultural contexts and eras, the interactive installation will deliver new and meaningful signs and symbols to activate and communicate collective climate protection. The results will be available to the public and can be used by and for climate-saving initiatives.

MAK in Cooperation

The MAK's cooperation with the association 100 Beste Plakate e. V. continues again in

2020. With the presentation of the competition **100 BEST POSTERS 19: Germany Austria Switzerland** (MAK DESIGN LAB, 25 November 2020 – 21 March 2021), the MAK is focusing on groundbreaking design in the fields of auteur graphic design, corporate design, and poster design for the 15th year in a row.

Realized in the context of the 2019 VIENNA BIENNALE FOR CHANGE at the Slovak Design Center Bratislava, the exhibition **HUMAN BY DESIGN: Probing Social and Methodological Innovation in Design** (An exhibition of the SCD Bratislava in cooperation with the MAK Vienna as part of INTERREG V-A Slovakia–Austria (Project “Design & Innovation”)) will be on display in the MAK DESIGN LAB from 4 March to 5 April 2020. **HUMAN BY DESIGN** presents concepts, methods, model situations, case studies, and innovative solutions that give voice to an urgent need for change and sustainability.

MAK Branches

For the Geymüllerschloß **Erwin Wurm** (9 May – 6 December 2020) has developed an exhibition as an artistic intervention that interweaves the classical interior of this Biedermeier jewel with diverse narrative threads. Erwin Wurm (* 1954), one of Austria’s most famous contemporary artists, adds gesture and performance, scenic images and action, concepts and punch lines to the sculptural spectrum. His tableaux vivants of the everyday combine applied art, popular culture, and art history.

The 2019 annual exhibition **15 YEARS OF THE JOSEF HOFFMANN MUSEUM** (18 May – 1 November 2020) at the **Josef Hoffmann Museum, Brtnice** is dedicated to the successful establishment of this joint branch of the MAK and the Moravian Gallery in Brno. Documents and individual objects provide an overview of the exhibitions of the past 15 years, which focused on the impact of Josef Hoffmann’s oeuvre on his contemporaries and subsequent generations.

The **MAK Center for Art and Architecture**, Los Angeles, continues to contribute to the cultural exchange between Austria and Los Angeles in 2020. A critical contemplation of the loss of architecture inspired the exhibition **DEMO** (working title, Schindler House, spring 2020), while **OTTO WAGNER’S POSTAL SAVINGS BANK IN VIENNA** (Schindler House, summer 2020) explores the legacy of the legendary architect following the exhibition **POST-OTTO WAGNER: From the Postal Savings Bank to Post-Modernism**, which was on display at the MAK Vienna in 2018. The MAK Center is also hosting the exhibitions **AUTONOMOUS DESIGN: CONTEMPORARY COPENHAGEN** (Schindler House, 26 September 2020 – 4 January 2021), **STAGING CONSTRUCTION: Installation in Collaboration with Materials and Applications** (Mackey Garage Top, January 2020), and **FLORIAN HECKER:**

Installation by *EQUITABLE VITRINE* (Fitzpatrick-Leland House, fall 2020). In the context of the Collateral Events at the Architecture Biennale in Venice, the MAK Center is presenting large-scale sculptures from Christine Corday's *UNE* series, which were produced in collaboration with the architects Steven Holl and David Adjaye at several sites in Venice.

The series **GARAGE EXCHANGE VIENNA – LOS ANGELES** continues with exhibition projects by Benjamin Hirte & Nancy Lupo and Aleksandra Domanovic & Jen Liu. In two exhibitions every year, former Austrian Schindler scholars present their work on the garage roof—now converted into an exhibition space—of the Mackey Apartments in collaboration with artists and architects based in L. A. This series of exhibitions is made possible by the Federal Chancellery of Austria.

Press photos for the MAK Program 2020 are available for download at MAK.at/en/press.

Go to MAK.at/en for up-to-date information.

Detailed information about the MAK Center's program can be found at MAKcenter.org.

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