

**Conference and Discussion at the MAK:
*150 YEARS AFTER: The 1873 First Art History Congress, the
Vienna World's Fair, and the Museums***

A Cooperation between the University of Vienna, Department of Art History,
Chair of Islamic Art History, and the MAK – Museum of Applied Arts

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MAK – Press and PR

Press Release

Vienna, 29.9.2023

presse@MAK.at

Conference and Discussion

Friday, 6.10.2023, 10:30 am–8 pm

Two groundbreaking events in art history—the First Art History Congress and the Vienna World's Fair—marked a turning point for art history and museology in 1873. 150 years later, on 6 October 2023, the MAK will be the venue for the high-profile symposium *150 YEARS AFTER: The 1873 First Art History Congress, the Vienna World's Fair, and the Museums*, where new ideas and perspectives on art history and the future of museums, as reflected in the insights of the time, will be on the agenda.

International experts such as Hans Ulrich Obrist (Artistic Director, Serpentine Galleries, London), Oliver Rathkolb (Professor, Department of Contemporary History, University of Vienna), Susanne Titz (Director, Abteiberg Museum, Mönchengladbach), Nilay Özlü (Professor, Department of Architecture, Istanbul Technical University), Matthew Rampley (Professor, Department of Art History, Masaryk University, Brno), and Carolin Overhoff Ferreira (Professor, Department of Art History, Federal University of São Paulo) will examine the historical and contemporary relevance of the science of art for national representation and museum work from a global perspective, as well as the way collections are created and studied. This also involves cultural-philosophical positions or questions of decolonization.

The Vienna World's Fair, as the first World's Fair in the German-speaking region, was particularly focused on a new internationalism with an eye towards the "East." The message was to present Austria-Hungary as a trade-political and cultural mediator between "East and West" in a large international context.

The First Art History Congress was closely linked to the MAK. It was initiated by Rudolf Eitelberger, the founding director of the Imperial Royal Austrian Museum of Art and Industry in Vienna (today's MAK). The conference was

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held in the MAK Library in parallel to the Vienna World's Fair. Until today, it is considered an important step in establishing art history as an independent academic discipline.

A highlight and at the same time the conclusion of the symposium will be the panel discussion *EXPANDED MUSEUM: Perspectives and Ideas*, where impulses for an expanded museum concept will be developed from the perspective of art history and society as well as architecture.

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Program

Friday, 6 October 2023, 10:30 am to 8 pm, MAK Lecture Hall

10 am Doors Open

10.30 am **Welcome**

10.40 am **(RE-)FRAMING 1873: The Vienna World's Fair and the First Art History Congress**

each 30 min. presentation and 10 min. discussion

Matthew Rampley, Professor, Department of Art History, Masaryk University, Brno:
The Art History Congress in 1873: Significance and Consequences (EN)

Oliver Rathkolb, Professor, Department of Contemporary History, University of Vienna:
Die Wiener Weltausstellung 1873 zwischen "Krähwinkelei", Turboglobalisierung und dem Beginn des nervösen Zeitalters [The 1873 Vienna World's Fair between Narrow-Mindedness, Turbo-Globalization, and the Beginning of the Nervous Era] (DE)

Chair: **Kathrin Pokorny-Nagel**, Head Library and Reading Room, MAK

Noon Lunch Break



1 pm **GLOBAL FRAMES: New Perspectives on Art History between the Cultures**

Keynotes Part 1

30 min. presentation and 5 min. discussion

Hans Ulrich Obrist, Artistic Director, Serpentine Galleries, London:
Édouard Glissant for Exhibition-Making in the 21st Century (DE)

Chair: **Marlies Wirth**, Curator Digital Culture and Design Collection,
MAK

1.35 pm Break

2 pm **NEGOTIATING ART HISTORIES: International Art at the Vienna World's Fair**

2–3.30 pm **Panel 1**

each 20 min. presentation and 10 min. discussion

Christina Baird, Independent Scholar, Vienna: *E.C. Bowra (1841–1874) and the Chinese Submission to the Vienna Exhibition, 1873* (EN)

Sven Schuster, Professor of History, Del Rosario University, Bogotá: *Brasilien und Lateinamerika auf der Weltausstellung* [Brazil and Latin America at the World's Fair] (DE)
(via Zoom)

Mio Wakita-Elis, Curator Asia Collection, MAK: *Keramik aus Japan auf der Wiener Weltausstellung: Die Sammlungsstrategie des Museums für Kunst und Industrie innerhalb der japanisch-mitteleuropäischen Diskursen* [Ceramics from Japan at the Vienna World's Fair: The Collection Strategy of the Museum of Art and Industry within the Japanese-Central European Discourse] (DE)

Chair: **Lukas Nickel**, Professor, Department of Art History, University of Vienna

3.30 pm Break



4–5.30 pm **Panel 2**
each 20 min. presentation and 10 min. discussion

Markus Ritter, Professor, Department of Art History, University of Vienna:
What was ‚Islamic‘ and ‚Oriental‘ Art, c. 1873? (DE)

Nilay Özlü, Professor, Department of Architecture, Istanbul Technical University:
Objects of the Sultan: The Ottoman Treasury Pavilion in Vienna (EN)

Johannes Wieninger, Independent Scholar and former Curator Asia Collection, MAK: *Die Wiener Weltausstellung und das Orientalische Museum* [The Vienna World's Fair and the Oriental Museum] (DE)

Chair: **Anja Grebe**, Professor, Department for Arts and Cultural Studies, University for Continuing Education Krems – Donau University

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5.30 pm Break

6 pm **GLOBAL FRAMES: New Perspectives on Art History
between the Cultures**

Keynotes Part 2
each 20 min.

Carolin Overhoff Ferreira, Professor, Department of Art History, Federal University of São Paulo: *Dekolonialität als Neudefinition der Moderne* [Decoloniality as a Redefinition of Modernity] (DE)

Susanne Titz, Director Abteiberg Museum, Mönchengladbach:
Framing Theories. Das Museum der Einrahmungen neu denken [Framing Theories. Rethinking the Museum of Framings] (DE)

Wilfried Kuehn, Partner at the architecture firm Kuehn Malvezzi, Curator and Author,
Professor of Spatial Design, TU Vienna:
dis/play (DE)

Chair: **Marlies Wirth**, Curator Digital Culture and Design Collection, MAK



7–7.45 pm

EXPANDED MUSEUM: Perspectives and Ideas

Panel Discussion (DE)

ca. 45 min.

Carolin Overhoff Ferreira, Professor, Department of Art History,
Federal University of São Paulo

Susanne Titz, Director Abteiberg Museum, Mönchengladbach

Wilfried Kuehn, Partner at the architecture firm Kuehn Malvezzi,
Curator and Author, Professor of Spatial Design, TU Vienna

Host: **Julienne Lorz**, Professor, Expanded Museum Studies,
University of Applied Arts, Vienna

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The symposium will be recorded and will be available on YouTube afterwards:
<https://www.youtube.com/c/makwien/videos>

PRACTICAL INFORMATION

Free participation.

Registration required.

Entrance: Weiskirchnerstraße 3 (opposite to the Stadtpark)

Information at: <https://www.mak.at/150yearsafter>

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