

PERFORMATIVE EVENING AT THE KUNSTRASEN
Invitation by the MAK in Cooperation with die Angewandte
to Performances and Drinks in the MAK Garden on
3 October 2023

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MAK – Press and PR

Press Release

Vienna, 28.9.2023

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Since May 2023 the MAK Garden had been open to the public as the KUNSTRASEN. It is a visible symbol of the close connection between the MAK and the University of Applied Arts Vienna. On 3 October 2023, 6-9 pm, we will celebrate together at the KUNSTRASEN: The MAK invites you to a dense performance program developed in cooperation with die Angewandte. With this festive evening, the MAK will also give a warm welcome to the new rector of die Angewandte, Petra Schaper Rinkel, on the day after her inauguration. Furthermore, the new MAK announcement alerting visitors with an artistic sound and text collage that the museum will be closing, which was developed by the Institute of Language Arts, will also be presented for the first time.

The performance program for 3 October was developed in cooperation with the Transmedia Art Department (Univ. Prof. Jakob Lena Knebl): Charlotte Gash and Salvatore Viviano will host the evening with their interactive performance C(B)AR—a hybrid concept between a car repair shop and a bar. The hyperpop band BLUEBUNNY & twinflamegirl will teleport visitors with their dreamy digital sounds into pastel soundscapes. Aleksandar Gabrovski will address the topics of magic and nature in his performance, which lies between lecture, poetry, and comedy. In his hybrid DJ live set, Ganaël will fuse artificial and analog elements, challenging our subjective perception with his equally beautiful and disturbing sounds. The evening will be concluded by a collective DJ set of Baemoji (Brooklyn J. Pakathi), Spotify (Kirils Ecis), Justus Kaya (Julius Biswurm), menty bb (Maximilian Prag), and u53L355.b.5t!xxx (Michel Lueger).

For the new MAK announcement, Fred Heinemann, Valerie Prinz, and Leonie Ziem, students at the Institute of Language Arts at die Angewandte (sound design: Noah Rachdi), developed the interdisciplinary project *Das Außen äußert sich beiläufig – Did you recognize it as a whole?*. [The Outside Expresses Itself Casually—Did you Recognize it as a Whole?]. It invites

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visitors when the museum closes to connect their on-site experiences with the reality of the outside as a collective collection space and to come back soon.

The campaign and the subject for the KUNSTRASEN were already developed in the context of a cooperation with die Angewandte in a semester project at Univ. Prof. Matthias Spaetgens' Class for Ideas (program Graphics and Advertising) under the direction of Andreas Putz and Sven Ingmar Thies. The KUNSTRASEN project, which became the subject of the garden opening, is an idea by Nora Delugan and Vitus Vogl-Fernheim, two students who are also responsible for the social media presentation and the design of the signs and pictograms.

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For many years, the MAK Garden has already been a place to experience artistic works: Walter Pichler's 1990 artistic intervention *Tor zum Garten* is a key work of the MAK and connects the museum with the outside space. The MAK Terrace Plateau (access unfortunately not permitted), planned by former MAK Director Peter Noever and built between 1991 and 1993, stands as an independent piece of architecture for visionary projects and also for the connection of the MAK to the urban space and to die Angewandte. Additionally, in darkness, the language sculpture by Lawrence Weiner *Smashed to Pieces (In The Still Of The Night) / Zerschmettert in Stücke (Im Frieden der Nacht)* is visible. It is permanently projected onto the fire wall of the Schwanzer wing of die Angewandte.

Program KUNSTRASEN

3 October 2023, 6–9 pm

MAK Garden

(In case of bad weather, the event will take place in the Columned Main Hall.)

6–9 pm	Performance Charlotte Gash and Salvatore Viviano, C(B)AR
6–6.15 pm	BLUEBUNNY & twinflamegirl (live), Transmedia Art Department
6.45 pm	Performance Alexandar Gabrovski, Invisible machines vol. 2, Transmedia Art Department
7 pm	Official welcome by Lilli Hollein, General Director of the MAK, and Petra Schaper Rinkel, Rector of the University of Applied Arts Vienna
7.15 pm	Ganaël (live), Transmedia Art Department
7.30–9 pm	Baemoji (Brooklyn J. Pakathi), Spotify (Kirils Ecis), menty bb (Maximilian Prag), u53L355.b.5t!xxx (Michel Lueger) (DJ set), Transmedia Art Department



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