

## MAK Design Camp In the Josef Hoffmann Museum, Brtnice

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MAK – Press and PR

### Press Release

Vienna, 21.9.2022

presse@MAK.at

### Opening

Sunday, 25.9.2022, 11.30 am

Josef Hoffmann Museum, Brtnice

A joint branch of the Moravian Gallery in Brno  
and the MAK, Vienna

From 25 September 2022, the Josef Hoffmann Museum in Brtnice is presenting students' projects—created in two workshops—that provide a new, contemporary perspective on Josef Hoffmann's cultural legacy. Visitors can view nine concepts for educational programs, seating furniture inspired by Hoffmann's design philosophy, and designs for the garden and forecourt of the Josef Hoffmann Museum, that were developed within the framework of the MAK Design Camp (2018/19). In 2022 there followed the *Reinterpreting Hoffmann* workshop at the New Design University St. Pölten (NDU), in which mask-like objects were created from digital and analog three-dimensional interpretations of selected Hoffmann design prototypes. After the presentation in the museum's barn, the objects will be added to the collection in Josef Hoffmann's birthplace.

The idea for a MAK Design Camp in the Josef Hoffmann Museum arose within the framework of the Interreg project *Bilateral Design Networks: Design Innovation from Early 20th Century Modernity to Digital Modernity*, completed at the end of 2019. The goal of the artists in residence program, directed by



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Stefan Moritsch of the New Design University St. Pölten (NDU), was to create a new perspective on Hoffmann's cultural heritage in Brtnice and to revitalize the function of his birthplace as a focus of creativity. Selected students from the Czech Republic and Austria collected ideas for their concepts during a weeklong stay in Brtnice. The completed projects have already been presented in the MAK in October 2019.

In a follow-up workshop at the NDU and in the Josef Hoffmann Museum this year, the students from St. Pölten and Brno examined the canonical forms and creative and manufacturing processes behind Josef Hoffmann's design prototypes. Using both traditional craft skills and the latest media technology (3-D printing, silicone molding, film, VR), they further developed each design prototype and transformed it into contemporary terms.

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The workshops were conducted within the framework of the two projects *ATCZ143 Bilateral Design Networks* and *ATCZ264 JH Neu digital / JH Nově digitální / JH New Digital*, *INTERREG Austria – Czech Republic*, with financial support from the European Regional Development Fund.

On the occasion of the exhibition's opening on 25 September 2022, the MAK is extending an invitation to participate in a MAK on Tour to the Josef Hoffmann Museum. Until the end of October visitors may also see there the presentation *15 YEARS OF THE JOSEF HOFFMANN MUSEUM*, that opened in June and that offers a retrospective of exhibitions in those years.

Photo material on the exhibition is available for download at [MAK.at/en/press](https://mak.at/en/press).



**Opening**

Sunday, 25.9.2022, 11.30 am

**Exhibition Venue**

Josef Hoffmann Museum, Brtnice\*  
náměstí Svobody 263, 588 32 Brtnice, CZ  
\*a joint branch of the Moravian Gallery in  
Brno and the MAK, Vienna

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**Exhibition Dates**

25.9.–30.10.2022

**MAK on Tour**

On the occasion of the exhibition presenting the results of the MAK Design  
Camp (2018/19) and the NDU Workshop (2022)  
25.9.2022, registration at [MAK.at/15yearsjhm](https://www.mak.at/15yearsjhm)

**Opening Hours**

May to September: Tue to Sun 10 am–6 pm

October: Thu to Sun 10 am–6 pm

And by telephone appointment

**Curator**

Rainald Franz, Curator, MAK Glass and Ceramics Collection

**MAK Press and PR**

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