

Press Release

Lilli Hollein appointed General Director of the MAK

As of 1 September 2021, the profound design expert will head the MAK as Artistic Director together with Teresa Mitterlehner-Marchesani who was confirmed as Managing Director

With the goal of opening the museum to a broad audience, conveying content of the collections via innovative programs, strengthening the feministic point of view, and also trying out pop-cultural topics, Lilli Hollein will take over the position of General Director and Artistic Director of the MAK – Museum of Applied Arts, Vienna, on 1 September 2021. She will head the federal museum together with Teresa Mitterlehner-Marchesani who was confirmed as Managing Director for the next five years. Andrea Mayer, State Secretary for Arts and Culture, announced the decision on the appointment of the new MAK Management at a press conference on 26 April 2021.

“To get to head the MAK, one of the most beautiful and oldest museums of applied arts in the world, with its unparalleled collection and to position it as an institution that communicates actively in manifold ways and cooperates internationally, is one of the most wonderful tasks I can imagine. I am grateful for the trust placed in me and am looking forward to working together with the MAK’s staff,” Lilli Hollein stated.

The designated MAK General Director studied Industrial Design (University of Applied Arts Vienna) and is co-founder of the VIENNA DESIGN WEEK, which she has been heading as sole director since 2013. As a project manager and curator, she developed exhibitions on architecture and design, e.g. for the Kunsthalle Krems, the Berlin gallery Aedes, or the Designzone Looshaus. In 2007, she was commissioner of the Austrian contribution at the São Paulo Architecture Biennale. Hollein developed the VIENNA DESIGN WEEK, which has been taking place in changing locations in the city every year in early autumn since 2007, to become Austria’s biggest curated design festival with an international standing.

In the position of MAK General Director, she will succeed Christoph Thun-Hohenstein who headed the MAK from 2011 to 2021 and repositioned it with regard to the Digital Modernity and eco-social questions. He is the initiator and head of the VIENNA BIENNALE founded in 2015, the first multi-sector biennale in the world.

Teresa Mitterlehner-Marchesani has been Managing Director of the MAK since 2016, and in 2019 she achieved the most successful results since 2006. 2020, the challenging year of

the pandemic, also closed financially sound with an increase in capital resources.

„We are looking forward to our collaboration and the joint task of getting to continue the over 150-year-old history of the MAK with exciting content and innovative concepts as well as a good economic foundation,” Lilli Hollein and Teresa Mitterlehner-Marchesani stated.

Portrait photos for download at [MAK.at/en/press](https://www.mak.at/en/press)

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