

Press Release

## **(CON)TEMPORARY FASHION SHOWCASE**

Press Conference	Fri, 6 May 2022, 10 am
Opening	Sat, 7 May 2022, 6 pm (Exhibition open as of 11 am)
Exhibition Venue	MAK Geymüllerschloß Pötzleinsdorfer Straße 102, 1180 Vienna
Exhibition Dates	7 May – 4 December 2022 (Season opening of the MAK Geymüllerschloß)
Opening Hours	Saturdays and Sundays, 10 am – 6 pm

As of 7 May 2022, the Geymüllerschloß will transform into a place for discussion of current fashion design: with *(Con)temporary Fashion Showcase*, the MAK is starting a new series in its branch in the 18th district and will offer fashion designers, artists, and fashion enthusiasts a forum revolving around contemporary fashion themes. A charming and charged relationship emerges through this intersection of the historical atmosphere of the former maison de plaisance with the experimental approaches of the most varied protagonists. In the 2022 season (the Geymüllerschloß is open from 7 May to 4 December 2022 on Saturdays and Sundays), the Biedermeier gem will provide the setting for three temporary solo exhibitions with Julia Koerner, Susanne Bisovsky, and Jojo Gronostay. These will be accompanied by a full and varied program with performances, talks, workshops, and book presentations, as well as pop-up markets.

The first exhibition of the series will start on the opening weekend (7/8 May 2022): *(Con)temporary Fashion Showcase: Julia Koerner* (7 May – 5 June 2022) in the cupola room of the Geymüllerschloß. The exhibition is open as of 11 am. At 6 pm there is an opportunity to experience the renowned 3D designer Julia Koerner in a talk with curator Lara Steinhäuser on the topic of design and production processes. In her exhibition in the Geymüllerschloß, Julia Koerner will show handbags produced with a 3D printing procedure on pedestals created by her JK3D label and select items of clothing in her characteristic, organic, and equally futuristic design language. The graduate of the University of Applied Arts Vienna became internationally known with her costumes for the Marvel Comics film *Black Panther* and through her cooperation with luxurious fashion labels like, for example, Iris van Herpen. (Detailed press release at [MAK.at/en/press](https://www.mak.at/en/press))

On the Sunday of the opening weekend, Mother's Day in Austria, the MAK invites to the

talk with international participants on the topic *DOES THE MUSEUM NEED FASHION OR DOES FASHION NEED THE MUSEUM?* (4.30 pm) and to the presentation of the book *Mein Kleiderkasten. Weibliche Lebensfreude bis ins hohe Alter* of the author Elizabeth Baum-Breuer (3 pm). A flower installation by Markus and His Flowers will ornament the Geymüllerschloß over the entire weekend. Appropriate for Mother's Day, flowers "to go" can be purchased on location. In the event of pleasant weather, a pop-up market with Austrian designers like Margaret and Hermione, Miyagi, and Rendl, as well as a children's workshop with the un-tragbar collective on the theme of sustainable clothing will take place in the Schlosspark.

This is followed in June by the *(Con)temporary Fashion Showcase: Susanne Bisovsky* (11 June – 28 August 2022) exhibition with the presentation of 13 ensembles. Undeterred by trends, the fashion creator has been working for three decades on the seemingly anachronistic image of a "beautiful Viennese lady," thus making clear her starting point for fashion: timeless, independent "Vienna chic" at a safe distance from the mainstream. She will present and sign her book *WIENER CHIC. Mode für eine große Stadt* (with contributions from Helmut Lang, Suzy Menkes, Barbara Vinken, Elisabeth Längle, and others), which was published in 2022, at the opening on 11 June at 6 pm

The third exhibition *(Con)temporary Fashion Showcase: Jojo Gronostay* (3 September – 4 December 2022), which will close the season in the Geymüllerschloß, shows an artistic work by Jojo Gronostay. In his video installation, he concerns himself with the *Sapeurs*—men and women in Brazzaville (Democratic Republic of the Congo) who wear designer suits and combine their clothing with religious elements, presenting themselves choreographed in the public space. At the same time, the work takes the Eurocentric perception of fashion that is at the foundation of historical collection holdings of clothing in museums of applied arts like those of the MAK as a theme. Jojo Gronostay won the fashion prize of the city of Vienna in 2021 with his label DWMC – DEAD WHITE MEN'S CLOTHES. He has been represented in the MAK Design Lab since 2019 with his pieces at the intersection of fashion and art.

The Geymüllerschloß in Pötzleinsdorf has already been maintained by the MAK as a branch since 1965. Built in 1808, commissioned by the merchant prince and financier Johann Jakob Geymüller (1760–1834) as a "summer building," it is today one of the few places in Austria that offers faithful insight into the diversity of Biedermeier furnishings art. In addition to the 160 permanently exhibited old Viennese clocks from the collection of Franz Sobek, Empire and Biedermeier furniture from the collection of the MAK complement the valuable overall impression of the Geymüllerschloß. In the park of the maison de plaisance, both the sculptural ensemble *Der Vater weist dem Kind den Weg* [The Father Shows the Way to His Child] by Hubert Schmalix (1996/97) and James Turrell's

skyspace *The Other Horizon* (1998/2004) provide a contemporary aspect in the dialog with the past.

**Program overview of (Con)temporary Fashion Showcase:**

**Saturday, 7 May**

**6 pm: Exhibition opening of (Con)temporary Fashion Showcase: Julia Koerner** with a talk on design and production processes with **Julia Koerner** and curator Lara Steinhäuber

Only to be seen on this weekend is a **flower installation** by Markus and His Flowers

**Also planned in the event of pleasant weather**

**11 am – 6 pm: Flowers to go** by Markus and His Flowers and **a pop-up market in the Schlosspark** with lingerie, swim and sportswear by Austrian designers: Margaret and Hermione, Miyagi, and Rendl

**3 – 9 pm: Music and drinks**

**7 pm: Concert** by Rosa Rendl

**Sunday, 8 May**

**3 pm: Book presentation**

*Mein Kleiderkasten. Weibliche Lebensfreude bis ins hohe Alter*  
with Elizabeth Baum-Breuer

**4.30 pm: Talk**

**DOES THE MUSEUM NEED FASHION OR DOES FASHION NEED THE MUSEUM?**

(in English)

Kaat Debo (Director & Chief Curator, MoMu – Fashion Museum Antwerp)

Camille Boyer (Head of Austrian Fashion Association)

Lilli Hollein (General Director and Artistic Director, MAK)

Julia Koerner (Designer)

**Also planned in the event of pleasant weather**

**2 – 5 pm: open children’s workshop in the park** with the un-tragbar collective

**11 am – 6 pm: Flowers to go** by Markus and His Flowers and **a pop-up market in the Schlosspark** with lingerie, swim and sportswear by Austrian designers: Margaret and Hermione, Miyagi, and Rendl

Detailed press texts on the exhibitions in the context of the *(Con)temporary Fashion Showcase* will be continually updated at [MAK.at/en/press](http://MAK.at/en/press).

Continually updated details on the program at [mak.at/en/contemporaryfashion](http://mak.at/en/contemporaryfashion)

Press photos on the exhibition are available for download at [MAK.at/en/press](http://MAK.at/en/press).

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Curator	Lara Steinhäuser, Curator, MAK Textiles and Carpets Collection
Admission	€ 7 Free admission for children and teens under 19 Free admission with MAK Annual Ticket
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Vienna, 3 May 2022