

## **MAK 2023: Applied Diversity—Between Past, Present, and Future**

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MAK – Press and PR

### **MAK Annual Press Conference**

Tuesday, 17 January 2023, 10 am

presse@MAK.at

With three simultaneous exhibitions—*FOLDS*, *BIRKE GORM: dead stock* and *SONJA BÄUMEL: ENTANGLED RELATIONS—ANIMATED BODIES*—the MAK opens a highly diverse 2023 program on January 31.

This year's themes span a wide range of different topics and collection areas represented at the MAK and deepen the interdisciplinary approach already pursued in the multilayered exhibition *THE FEST: Between Representation and Revolt* (open until 7 May 2023). Thus, */imagine: A Journey into The New Virtuality* deals with virtual space, *FABRIC OF COMMUNITY: Textiles and Ceramics in Contemporary Art* reveals interfaces between fine and applied arts, architecture, and music, while the exhibitions *GLITZ AND GLAMOR: 200 Years of Lobmeyr* and *THE 1873 VIENNA WORLD'S FAIR REVISITED: Egypt and Japan as Europe's "Orient"* tie in with the formation of the MAK Collection.

"We look back on the year 2022 that was dedicated to opening up the museum in terms of content and space, diversity on many levels, new contextualizations of the collection from a contemporary and postcolonial perspective, and also increased focus on women artists and designers. We look forward to continuing and developing these focal points in 2023," says Lilli Hollein, MAK General Director and Artistic Director.

### **The Present at the Center**

In 2022, the opening of the former MAK Director's Office for exhibition, discourse, and performance formats laid the foundation for giving the present a central place in the middle of the MAK. From May 2023, another representative exhibition space will be available in the main building on Stubenring for contemporary positions in art, design, and architecture: the former MAK Permanent Collection Carpets, centrally located in the Main Columned Hall, will become MAK CONTEMPORARY. This repurposed hall will open with *Land of Lashes* (24.5.–1.10.2023), the first solo exhibition in Austria by the important New York artist Rosemarie Castoro. A solo-exhibition by Hong Kong-born artist Wong Ping (MAK CONTEMPORARY, 25.10.2023–

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31.3.2024), who speaks to our desires, fantasies, and repressed feelings in his animated films and installations, follows here in the fall.

The presentation of the MAK Permanent Collection Carpets will be revised and relocated in 2023. In 2024, the current space for temporary exhibitions located above the MAK Permanent Collection Vienna 1900 on the second floor will become the new permanent showroom for the MAK's notable carpet collection.

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The MAK Basement was also partially redesigned for the opening of the three exhibitions at the end of January. By opening up the corridors around the Central Space, more spatial clarity and easier orientation between the special exhibition rooms and the MAK Design Lab were created here.

### **Space for Applied Art and Architecture**

The presentations in the large exhibition halls are dedicated to essential aspects of applied art in different forms. */imagine: A Journey into The New Virtuality* (MAK Exhibition Hall, 10.5.–10.9.2023) presents an international spectrum of contemporary positions from various generations and cultural backgrounds and disciplines that deal with design, architecture, and urban planning in virtual space. From virtual architectural renderings popularized on Instagram to critical storytelling and AI-based designs, the exhibition reflects on their social, environmental, political, and infrastructural implications and reveals new narratives and possibilities for action in virtual space that can continue in the real world.

On the occasion of the 200th anniversary of J. & L. Lobmeyr, the MAK jubilee exhibition *GLITZ AND GLAMOR: 200 Years of Lobmeyr* (MAK Exhibition Hall, 7.6.–24.9.2023) addresses the museum's close connections with the glass maker. Since 1823, Lobmeyr has stood for masterfully executed glasses, drinking services, and chandeliers created in collaboration with outstanding designers, and the MAK, which has extensive holdings spanning the decades in its collection, makes it possible to experience their diversity.

Textiles and ceramics are currently gaining presence in contemporary exhibitions. In recent years, artists have increasingly experimented with the manual techniques of applied art. The subject of *FABRIC OF COMMUNITY: Textiles and Ceramics in Contemporary Art* (MAK Exhibition Hall, 13.12.2023–28.4.2024) is the intermedial potential that links material, aesthetics, and society against the backdrop of the avant-garde. Here questions of appropriation, feminist, and queer contexts meet with a dynamic in which different narratives are reflected in each other.

### **Outstanding Female Artist Positions**

The focus on outstanding female artists' positions, launched in 2022, will be deepened in 2023 with five exhibitions. In addition to the solo exhibition on Rosemarie Castoro, Birke Gorm continues her artistic exploration of the value of material and labor in the context of gender roles in *dead stock* (1.2.–



25.6.2023) in the MAK Gallery. Lili Reynaud-Dewar presents the project *Rome, 1er et 2 novembre 1975* (29.3.–6.8.2023) at the MAK Direktion, which refers to the events of the night when poet and experimental filmmaker Pier Paolo Pasolini was murdered near Rome. The exhibition *GERTIE FRÖHLICH: (In)Visible Pioneer* (MAK Works on Paper Room and MAK Direktion, 13.9.2023–3.3.2024) shows the multilayered work of the artist, craftswoman, Eat-Art activist, graphic designer, and influential networker of Viennese post-war modernism, who passed away in 2020, and *STARS, FEATHERS, TASSELS: The Wiener Werkstätte Artist Felice Rix (1893–1967)* (Central Space MAK Design Lab, 22.11.2023–21.4.2024) provides insight into the oeuvre and independent style of one of the most remarkable artists of the Wiener Werkstätte.

### **Place for Fashion**

In 2023, the MAK will continue to be a place for exchange and discourse on the topic of fashion. The fashion focused *(CON)TEMPORARY FASHION SHOWCASE*, successfully launched at MAK Geymüllerschloss in 2022, is entering its second season. Two exhibitions that are dedicated to fashion and its critical potential and invite visitors to rethink fashion are planned for 2023.

In the main building on Stubenring, the exhibition *CRITICAL CONSUMPTION* (MAK Gallery, 30.8.2023–8.9.2024) focuses on our fashion consumption, which can stand paradigmatically for the consumption of the capitalist society of the Global North, and sheds light on the significance of textiles from the beginning of modernity to our globalized throwaway society today.

### **Poster Art**

Other highlights at the MAK include the exhibition *HELP YOURSELF: Julius Deutschbauer—30 Years of Poster Design* (MAK Works on Paper Room, 29.3.–6.8.2023), which presents all 210 posters from the past three decades in which Julius Deutschbauer unsettled the cityscape of Vienna with his self-commissioned work, as well as the presentation of the competition *100 BEST POSTERS 22: Germany Austria Switzerland* (MAK Design Lab, 27.9.2023–3.3.2024), which has already become a tradition and will be shown for the first time in the newly created space in the MAK Design Lab in 2023.

A major theme in relation to the history of the city and the building in 2023 is also the 150th anniversary of the 1873 Vienna World Fair. The exhibition *THE 1873 VIENNA WORLD'S FAIR REVISITED: Egypt and Japan as Europe's "Orient"* (Central Space MAK Design Lab, 28.6.–22.10.2023) addresses this as well as a symposium on the occasion of the First International Congress of Art History held at the MAK in 1873.

### **Openness and Communication with the Outside**

Since spring 2022, the MAK has been working extensively on the implementation of a new corporate design that will strengthen the identity and positioning of the MAK in the long term. The new visual identity developed by Bueronardin includes all areas of communication.



As a step towards opening up the MAK to the urban space, the MAK Garden will be made accessible to the public during museum opening hours starting in early summer 2023. This strengthens the museum's connection to the third district while also creating a passage to the neighboring University of Applied Arts Vienna.

### **Mediation as a Creative Task**

In a museum of design, mediation is particularly faced with the challenge of offering creative new concepts. In 2022, new formats such as *Conversation Pieces*, which takes selected objects from collections or exhibitions as a starting point for inviting people from different fields of knowledge and communities to a discussion, or the discursive format *Open Crocheting*, in which 400 people participated, opened up new space for a diverse target audience. Like the (y)MAK Parties, this program was developed in collaboration with (young)MAK, a community of young adults between the ages of 16 and 26. Together with the friends' associations MARS and MAK Circle as well as the MAK Volunteers, they form a diverse, social foundation for the MAK.

### **Cooperative and Visitor-Oriented**

The MAK succeeds in its multilayered and always up-to-date program and its flexibility not least through cooperations. With MAK DAO ("Decentralized Autonomous Organization"), funded by the Vienna Business Agency, the MAK is the first Austrian museum to take an experimental step towards co-creating the museum together with its audience based on blockchain technology. The MAK DAO is being developed in cooperation with the technical partner caliber and the designers from Process – Studio for Art and Design. Thus, a kind of virtual community is also in the works.

In 2022, the MAK already cooperated with numerous institutions in Vienna—such as the Tanzquartier Wien, the Vienna Festival, Wien Modern, and the University of Applied Arts Vienna—and established a diverse program of events together with its cooperation partners. In 2023, concerts, performances, and exhibitions will again be developed together with cooperation partners.

Lilli Hollein: "The MAK is a museum with great accessibility, and in 2023 we are working intensively with measures on many levels to present the MAK in its impressive and inspiring diversity and to open it up to new content and a more diverse audience. Applied art has regained importance in recent years and the MAK is in the gratifying position of being able to present a wide variety of very different aspects of it."



### **MAK Center for Art and Architecture, Los Angeles and Josef Hoffmann Museum, Brtnice**

In mid-February, just in time for the exhibition *ALEX KATZ* (Schindler House, 15.2.–12.3.2023), the MAK Center for Art and Architecture, Los Angeles will complete the roof restoration of Schindler House on Kings Road, which the MAK was able to support through a private donation of \$ 150,000.

The MAK Center program will continue to contribute to cultural exchange between Austria and Los Angeles in 2023. Among other things, *PRINT READY DRAWINGS* (Schindler House, 30.9.2023–5.2.2024), an exhibition on the materiality and fascinating world of architectural drawings, will be shown. The series *GARAGE EXCHANGE VIENNA – LOS ANGELES* will be continued with works by Kerstin von Gabain and Christian Kosmas Mayer. In two exhibitions each year, former Austrian Schindler Scholarship recipients collaborate with Los Angeles-based artists and architects on an exhibition at the Garage Top of the Mackey Apartments. The exhibition series is made possible by funding from the Federal Ministry of Arts, Culture, Public Service and Sports.

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The exhibition *Wiener Werkstätte Salesroom 1904 – A Virtual Experience* (3.5.–29.10.2023) at the Josef Hoffmann Museum, Brtnice presents a VR reconstruction of the first Wiener Werkstätte salesroom designed by Josef Hoffmann and Koloman Moser which was developed together with FILMBÄCKEREI FASOLT-BAKER KG. The VR reconstruction was realized with the financial support of the European Union (INTERREG V-A Austria – Czech Republic program) and is part of the project ATCZ264 – JH Neu digital/Nově digitální.

The press release for the MAK annual press conference and the 2023 annual program are available for download at [MAK.at/presse](https://mak.at/presse).



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