

VIENNA DESIGN WEEK 2019

**27.9.
— 6.10.**

**Festival
Guide**

ENGLISH

Design inspires people to look, to see things afresh – so it only comes in handy that from 27 September to 6 October this year Vienna will once more become a “City Full of Design”! With 103 events from the world of design – product design, industrial and communication design, urban and social, also experimental design, for ten days the VIENNA DESIGN WEEK will be the hub of the domestic and international design scene, but also a festival for all the Viennese, who will be inspired by design to take a fresh look at things and thus discover their city anew.

Unless otherwise stated, all exhibitions and presentations can be viewed during the entire duration of the festival. Admission is mainly free, with the exception of museums, where the regular admission price applies.

Pink and red and orange and everything in between are our 2013 festival colours and will accompany you on your trips. So keep a look out for the pink-and-red chairs at the entrance of our festival locations; they point the way to the next event! Have a great time at the VIENNA DESIGN WEEK 2013!

www.viennadesignweek.at

This cover was printed on Arcoprint Extrawhite 225 g/m² and sponsored by Fedrigoni



VIENNA DESIGN WEEK Legend



Festival Headquarters

This symbol stands for events in our festival headquarters, this year in the Focus District of Wieden, the 4th Viennese District. For ten days we make a living stage out of an empty school building, with presentations and exhibitions; we've even set up a place to chill out, a pop-up café (see p. 17). You'll also find the VIENNA DESIGN WEEK Infopoint here, where you can discover everything about the festival.



Focus District Wieden

This sign stands for all events in this year's Focus District of Wieden (4th Viennese District).



Cocktail Symbol

The cocktail symbol marks selective presentations and openings during the festival. Don't worry if you don't make it to the "Cocktail" dates: most exhibitions and presentations can be viewed throughout the entire festival at the stated opening times.



Location Number

This number specifications refers to the location of each event. All are listed, plus addresses, on pages 78/79 and marked on the attached city map.



Citybike stations in Vienna.

At <http://vdw.cbw.at> you can locate all Citybike Vienna stations and the daily programme and festival venues, optimised for your mobile phone.



Renault Shuttle

Watch out for the three VIENNA DESIGN WEEK-branded Renault Capturs and enjoy your free ride from one festival location to the next!

Shuttle service on the following days:
29.09., 10.30am–8pm (1st and 18th District)
3.10., 2–8.30pm (4th District)
4.10., 2–8.30pm (6th and 7th District)

Up-to-the-minute information at
viennadesignweek.at

VIENNA DESIGN WEEK Preface

Dear Festival Visitors!

So it's arrived, the ominous seventh year! In an iconic scene in the film "The Seven-Year Itch" Marilyn Monroe showed us quite a few things that a subway ventilation system can reveal, and we, too, have felt the itch in this seventh year of the festival to focus in depth on future urban mobility and its effects on the urban population.

We have sought our luck this year right on our front doorstep and so we have stayed with the focal district in our immediate residential neighbourhood, the Fourth. We are relocating our headquarters here to the lower part of Argentinierstraße, which will for the first time house the Laboratory, also a pop-up café, daily lectures and a whole array of events. The Wieden district can be explored via the Passionswege locations and the City Work projects – but the rest of the city is also

hoisting the flag for design: you can read more about the Vienna Design Autumn in the accompanying magazine. It is a guarantee that the design scene is not going to "flag" after the ten days of the festival.

In view of the economic challenges facing many businesses, we would like at this point to thank our sponsors in the public authority sector: departure, Vienna Chamber of Commerce, WienTourismus, BMUKK and Stadt Wien Kultur. With this backing we succeed every year in winning and keeping important partners from private industry. We are very happy that the Erste Bank has been supporting us for several years as general partner; former general partner Nespresso is resuming this role once more after a short break. Also Rado, a faithful sponsoring partner for years, is again represented in this major category; in Renault we have a new supporter and a dynamic mobility partner with high-level design credibility and ecological concepts for the future.

The seven year itch often implies change, even in the best and closest relationships and friendships. Tulga Beyerle is leaving the VIENNA DESIGN WEEK in order to devote herself to a new and exciting task. From now on, Lilli Hollein heads the festival she co-founded as solely responsible director. Fortunately, after all the years of fantastic, successful collaboration and friendship, we don't even need a yoghurt beaker telephone to stay in touch ...

What we all need and wish for however is the public, and this is where you come in: we will be very pleased to see you at the VIENNA DESIGN WEEK events, practically all of them free of charge! Let our tour guides take you by the hand and elucidate design and the world in the Laboratory, or



© Katharina Gossow

enjoy the gourmet treats in the
Pop-up Café; whatever you do –
don't miss the VIENNA DESIGN
WEEK!

Tulga Beyerle, Lilli Hollein and
the VIENNA DESIGN WEEK team

VIENNA DESIGN WEEK Partners



© Meinrad Holzer

Brigitte Jank
**PRESIDENT OF THE
 VIENNA CHAMBER OF
 COMMERCE**

Design points the way to new horizons, opens up perspectives, and is thus an important source of inspiration and motor towards progress. The VIENNA DESIGN WEEK is a cogent example of the transforming power of design. It presents the achievements of designers and of those concerns that invest in innovative, creative products, and gives ideas how design can be integrated into the day-to-day life of business enterprises. A firm constituent of the VIENNA DESIGN WEEK is seen this year once again in the “Passionswege” which focus on the Fourth District. Particularly the businesses located between Karlsplatz and the new Central Station act as a booming, versatile nexus of the Viennese creative scene. The VIENNA DESIGN WEEK puts them in the front-stage spotlight – and with this in mind I wish the VIENNA DESIGN WEEK 2013 all the success in the world!



© Peter Rigaud

Norbert Kettner
**DIRECTOR,
 WIEN TOURISMUS**

Once more in 2013 the VIENNA DESIGN WEEK is giving Vienna a great boost, whose impact resonates far beyond the city's design scene. For local cultural institutions it exercises a valuable networking function; for young creative bureaus and studios it offers the opportunity of publicising their achievements on an international level, meanwhile bringing them economic success. By integrating traditional craft industries and the key focus, this year the Fourth District, it brings life into the neighbourhood and demonstrates sustainability by supporting local structures. It communicates a cogent message to its guests that many attractions can also be found off the beaten track, and that a city like Vienna with its opulent art-historical tradition can also turn a bravely modern, stylish face to the public. In short, the VIENNA DESIGN WEEK sets the trends in what it is doing – and how it does it!



© Klaus Pichler

Bettina Leidl
**CEO DEPARTURE – DIE
 KREATIVAGENTUR DER
 STADT WIEN (CREATIVE
 AGENCY OF THE CITY OF
 VIENNA)**

Each year the VIENNA DESIGN WEEK brings with it an experimental field of selected design strategies and discussions that enrich the city, but also challenge it. In doing so, aspects come to the fore that also address social contents and challenges of urban life. departure in partnership with the University of Applied Arts is organising the international symposium “Social Design – Public Action”. The engagement with the field of social design gives the City of Vienna the opportunity of coming to terms with urban social systems and the issues associated with them. But this is only one of the many facets of the VIENNA DESIGN WEEK that I am looking forward to. I would particularly like to thank Festival Director Tulga Beyerle for the wonderful collaboration and wish her much further success. For the festival departure would like to express its best wishes!

VIENNA DESIGN WEEK Calendar

Friday, 27.9.

**9.30am–7pm,
Programme Partner**
University of Applied Arts
Vienna
**SOCIAL DESIGN – PUBLIC
ACTION. INTERNATIONAL
SYMPOSIUM**
Lectures
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8

11am–7pm, Laboratory
Judith Seng (DE) and
Vasava (ES)
LABOR: IDEA RELOADED
Work-in-Progress
→ p. 44

○ *

3pm, Education
**TOUR 1: DESIGN DE LUXE
(1ST DISTRICT)**
Guided Tour
→ p. 38

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5–8.30pm, Passionswege
Bertille + Mathieu (F/CH)
at **J. & L. LOBMEYR**
→ p. 31
chmara.rosinke (AT/PL)
at **WÄSCHEFLOTT**
→ p. 32
Sebastian Herkner (DE)
at **ZUR SCHWÄBISCHEN
JUNGFRAU**
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Exhibitions

20 39 43 **Y**

5pm, Programme Partner
Swarovski Wien
PODIUM DISCUSSION:
ART/FASHION
Talk
→ p. 58

36

5pm, Programme Partner
Swarovski Wien
ON STAGE: INTERIOR
INSPIRED BY SWAROVSKI
Exhibition
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18 Uhr, Programme Partner
Kurt Parger & Thomas Redl
KUBIC DESIGN ELEMENTS
Presentation
→ p. 46

10

18 Uhr, Laboratory
Birgit Palma (Vasava) (AT)
LAB TALK
→ p. 62

6

6.30pm,
Programme Partner
Křehký
THE NEW BIEDERMEIER
COLLECTION
Presentation
→ p. 44

32

7pm, Programme Partner
Kunst im öffentlichen Raum
Niederösterreich
INSIDE.OUTSIDE.INSIDE –
THE NON-DIGITAL VIRTUAL
SPACE
Exhibition
→ p. 46

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7pm, City Work
Vera Wiedermann (AT)
BIOMAT RESTAURANT
Opening dinner
(reservation needed)
→ p. 62

6

Saturday, 28.9.

10am, Education
TOUR 2: BOURGEOIS
BOHÉMIEN
(6TH / 7TH DISTRICT)
Guided Tour
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11

10.30am,
Programme Partner
MAK
FOCUS DAY
THONET IN THE MAK
Presentations, Talk,
Workshop
→ p. 48

22

11am–6pm, Laboratory
Judith Seng (DE) and
Vasava (ES)
LABORATORY:
IDEA RELOADED
Work-in-Progress
→ p. 44, 62

6

11am–10pm,
Programme Partner
studio VIE
HONEY IN THE JAR
Work-in-Progress, Party
→ p. 58

35

12pm, City Work
Julia Landsiedl &
Cora Akdogan (AT)
**WIEDENTOUR, WORLD
CLASS – NEIGHBOURHOOD
TOUR 1**

Guided Tour

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9 ★

2pm, City Work
Julia Landsiedl
& Cora Akdogan (AT)
**WIEDENTOUR,
WORLDCLASS**

„Würstl“ feast

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12 ★

2–4pm, City Work
IDRV – Institute of
Design Research Vienna
**DO WE HAVE THE
RIGHT STUFF? TOUR 1**

Guided Tour

→ p. 43

2 ★

**2–6pm,
Programme Partner**
Kunst im öffentlichen Raum
Niederösterreich
**TOUR WITH AO&:
“HE/SHE WHO OPENS HIS/
HER MOUTH”**

(within the framework
of the exhibition
INSIDE.outside.INSIDE)

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2pm, Programme Partner
MAK
**GUIDED TOUR:
NOMADIC FURNITURE 3.0.
NEW LIBERATED HOME
LIVING?**

Guided Tour

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22

2pm, Education
**TOUR 3: FREIHAUSVIERTEL
BY DESIGN (4TH DISTRICT)**

Guided Tour

→ p. 39

○ ★

3–6pm, Passionswege
Hilda Hellström (SE)
at **E. FESSLER TILED
STOVES**
→ p. 42
Oscar Wanless (UK)
at **RIESS ENAMELWARE/
FESTIVAL HEADQUARTERS**

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Sebastian Zachl (AT)

at **DONAUER
LAMP SHADES**

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Exhibitions

15 13 ○ ♫ ★

4–9pm
**(Dinner at 6pm!),
City Work**
Johanna Dehio &
Dominik Hehl (DE)
CONSTRUISINE
Work-in-Progress

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3 ♫ ★

4pm, Programme Partner
H.A.P.P.Y
**H.A.P.P.Y-BUCHLOCH
(BOOKGAP)**

Presentation

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30 ♫ ★

3pm, Programme Partner
Galerie Rauminhalt
**CARTON SERIES BY
SÉBASTIEN DE GANAY**

Exhibition

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28 ♫ ★

5pm, City Work
Vera Wiedermann (AT)
BIOMAT RESTAURANT
Work-in-Progress

→ p. 62

6 ♫ ★

6pm, Programme Partner
Buzzispace
**AN ACOUSTIC EXPERIENCE
WITH FURNITURE**

Presentation

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○ ♫ ★

6pm, Debut
ECAL – École cantonale
d'art de Lausanne
**ECAL AT VIENNA DESIGN
WEEK**

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Kunstuniversität Linz
(University of Art and
Design Linz,
space&designstrategies)



**SOUVENIR TRANS-
FORMATION CENTER**



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Exhibitions




○ ♫ ★

6pm, Programme Partner
Lohnerwerke
**DESIGN AND SUSTAIN-
ABILITY FOR FUTURE
MOBILITY**
Presentation
→ p. 47
  

6pm, Laboratory
Maria Serra (Onclauda) (IT)
LAB TALK
Talk
→ p. 22/23
 



6pm, City Work
Marlene Klausner (AT)
DEPOT_0411
Presentation
→ p. 51
  




6pm, Programme Partner
Die Presse
**SCHAUFENSTER
PHOTOGRAPH EXHIBITION**
Exhibition
→ p. 54
  

6pm, Programme Partner
talíaYstudio
THERMOBOOTH
Presentation
→ p. 59
  

6pm, Programme Partner
URBANAUTS
POP-UP HOTEL
Presentation
→ p. 60
  

Sunday, 29.9.

11am, Education
**TOUR 4: FOCUS WIEDEN
(4TH DISTRICT)**
Guided Tour
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11am–7pm, Laboratory
Judith Seng (DE) und
Vasava (ES)
**LABORATORY:
IDEA RELOADED**
Work-in-Progress
→ p. 44, 62
  



11am, Programme Partner
MAK
**MAK DESIGN SALON #02
STUDIO FORMAFANTASMA.
THE STRANGER WITHIN**
Discussion
→ p. 47


11am, Programme Partner
MAK
**MAK FASHION LAB #01.
SONIC FABRIC FEAT.
BLESS N° 45**
Test run
→ p. 48


**11am–5pm,
Programme Partner**
Airture
AIRTURE POP-UP STORE
Open House
→ p. 31
 

**11am–5pm,
Programme Partner**
dottings & RoughCutBlog
ROUGH CUTHALL WIEN 18
Presentation
→ p. 36
 

**2pm–5pm,
Programme Partner**
TMW – Vienna Technical
Museum
**WORKSHOP:
CREATE A ROBOT**
Family workshop
→ p. 59


**5pm,
Programme Partner**
25hours Hotel at the MQ
& Dreimeta
DREIMETA: CURTAIN UP ...
Presentation
→ p. 30
 

6pm, Programme Partner
Walking-Chair Design
Gallery
**MAX BORKA – MAPPING
TOOLBOX**
Exhibition
→ p. 63
 

Monday, 30.9.

11am, Education TOUR 4: FOCUS WIEDEN (4TH DISTRICT)

Guided Tour

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13 *

11am–7pm, Laboratory

Judith Seng (DE) and
Vasava (ES)

LABORATORY: IDEA RELOADED

Work-in-Progress

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○ *

3pm, Education TOUR 4: FOCUS WIEDEN (4TH DISTRICT)

Guided Tour

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13 *

5.30pm, City Work

Julia Landsiedl &
Cora Akdogan (AT)

WIEDENTOUR, WORLD CLASS – NEIGHBOURHOOD TOUR 2

Guided Tour

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9 *

6pm, Laboratory

Judith Seng (DE)

LAB TALK

Talk

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○ *

7pm, Programme Partner

University of Applied Arts
Vienna

CARGO SAIL

Presentation

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7pm, Programme Partner

WAGNER:WERK Museum

Postsparkasse

SECOND LIFE.

RECYCLING GLASS DESIGN FROM FINLAND

Exhibition

→ p. 62

40 T

8pm, Programme Partner

departure – Die Kreativ-
agentur der Stadt Wien

THE RAD-WG/BIKE

COLLECTIVE – AN

EVENING OF BONDING

Presentation

→ p. 35

○ *

Tuesday, 1.10.

11am–7pm, Laboratory

Ola Mirecka (PL/UK),
ZWUPP (AT),
Judith Seng (DE) und
Vasava (ES)

LABORATORY: IDEA RELOADED

Work-in-Progress

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○ *

3–5pm, Kids

Stadtteilmanagement

Obere Wieden

CHILDREN'S WORKSHOP:

EGG SUNNY SIDE UP

@ CONSTRUISINE

→ p. 56

3

3pm, Education

TOUR 1: DESIGN DE LUXE (1ST DISTRICT)

Guided Tour

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39

6pm, Programme Partner

MAK Design Shop

AFTER WORK

MEETING POINT: MILLS

Presentation

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22

6pm, Laboratory
Stefan Joch (ZWUPP) (AT)
LAB TALK
Talk
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○ *

6.30pm,
Programme Partner
MAK
GUIDED TOUR:
TOUR DU MONDE.
BIKE STORIES
→ p. 48
22

7.30pm,
Programme Partner
Stamm
LLADRÓ ATELIER
SELECTION
Presentation
→ p. 56
34 ♫

8pm–midnight,
Programme Partner
MAK
DEPARTURE/MAK DESIGN
(-IT-YOURSELF) NITE
Presentations, Party
→ p. 47
22 ♫

Wednesday, 2.10.

10am–6pm,
Programme Partner
SKICA – Slowenisches
Kulturinformationszentrum
DEMENTIA AND ARTHRITIS.
WHAT CAN DESIGN DO
FOR ME?
Workshop
→ p. 55
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11am–7pm, Laboratory
Ola Mirecka (PL/UK) and
ZWUPP (AT)
LABORATORY:
IDEA RELOADED
Work-in-Progress
→ p. 52, 63
○ *

12pm,
Programme Partner
Stamm
A DATE WITH LLADRÓ
Talk
→ p. 56
33

3pm, Education
TOUR 2: BOURGEOIS
BOHÉMIEN
(6TH/7TH DISTRICT)
Guided Tour
→ p. 38
11

6pm, Laboratory
Ola Mirecka (PL/UK)
LAB TALK
Talk
→ p. 52
○ *

7pm, Programme Partner
Rado
RADO STAR PRIZE
AUSTRIA 2013
Presentation
→ p. 54
27 ♫

8pm, Programme Partner
departure – Die Kreativ-
agentur der Stadt Wien
CYCLING PUBLIC
Presentation
→ p. 35
○ *

Thursday, 3.10.

10am–6pm,
Programme Partner
departure – Die Kreativ-
agentur der Stadt Wien
DEPARTURE/MAK WORK-
SHOP: MATALI CRASSET.
ROOT 'N' BOOKS
Workshop
→ p. 36
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11am–7pm, Laboratory

Ola Mirecka (PL/UK)

and ZWUPP (AT)

LABORATORY:

IDEA RELOADED

Work-in-Progress

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2pm, Education

**TOUR 3: FREIHAUSVIERTEL
BY DESIGN (4TH DISTRICT)**

Guided Tour

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3–5pm, Kids

Stadtteilmanagement

Obere Wieden

CHILDREN'S WORKSHOP:

EGG SUNNY SIDE UP

@ CONSTRUISINE

→ p. 56



4–6pm, City Work

IDRV – Institute of

Design Research Vienna

DO WE HAVE THE

RIGHT STUFF? TOUR 2

Guided Tour

→ p. 43



5pm, Programme Partner

departure – Die Kreativ-

agentur der Stadt Wien

DEPARTURE/MAK TALK:

MATALI CRASSET.

ROOT 'N' BOOKS

→ p. 35



5pm, Programme Partner

mikimartinek

**FREIHAUSVIERTEL IN THE
DESIGN:CONTEXT**

Presentations, Guided Tour

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5pm, Programme Partner

University of Applied Arts

Vienna

UPCYCLING –

SUSTAINABLE DESIGN

Exhibition

→ p. 60



6pm, Laboratory

Boicut (AT)

LAB TALK

Talk

→ p. 22/23



6pm, City Work

IDRV – Institute of

Design Research Vienna

**DO WE HAVE THE RIGHT
STUFF?**

Round Table Discussion

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7pm, Programme Partner

Christof Nardin

3683

Presentation

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7.30pm,

Programme Partner

Noemi Kiss &

Christopher Rhomberg

RHO

Presentation

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8.20pm,

Programme Partner

designaustria

PECHA KUCHA NIGHT

Lectures

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**Friday,
4.10.**

10am–6pm,

Programme Partner

departure – Die Kreativ-

agentur der Stadt Wien

**DEPARTURE/MAK WORK-
SHOP: MATALI CRASSET.**

ROOT 'N' BOOKS

Workshop

→ p. 36



10am–6pm,

Programme Partner

SKICA – Slowenisches

Kulturinformationszentrum

DEMENTIA AND ARTHRITIS.

WHAT CAN DESIGN

DO FOR ME?

Workshop

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11am–7pm, Laboratory
Ola Mirecka (PL/UK)
and ZWUPP (AT)
**LABORATORY:
IDEA RELOADED**
Work-in-Progress
→ p. 52, 63



2pm, City Work
Marlene Klausner (AT)
DEPOT_0411
**LECTURE:
STADTFRUCHT WIEN**
→ S. 51



3pm, Education
**TOUR 2: BOURGEOIS
BOHÉMIEN**
(6TH / 7TH DISTRICT)
Guided Tour
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5pm, Programme Partner
Fedrigoni
TRADITION VS. MODERNITY
Presentation
→ p. 39



6pm, Laboratory
**LAB TALK: NO IDEA –
THE EMPTY BRAIN**
→ p. 22/23



6pm, Programme Partner
Dante – Goods and Bads
**ADMIT ONE GENTLEMAN
COLLECTION**
Presentation
→ p. 34



6pm, Programme Partner
das möbel
LENTIA IN VIENNA
Presentation
→ p. 34



6pm, Programme Partner
Hofmobiliendepot –
Imperial Furniture Collection
**THE EVOLVING
COLLECTION**
Exhibition
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6–11pm,
Programme Partner
odaada
**NO RATIONALISM
WITHOUT ROMANTICISM**
Presentation
→ p. 52



7pm, Programme Partner
Himbeer & Soda
**8 CHAIRS BY CLARKE &
REILLY**
Exhibition
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7.30pm, Programme Partner
Wien Museum
FAST YEARS.
**WIEN MUSEUM: EXHIBITION
DESIGN 2003–2013**
Exhibition
→ p. 63



8pm, Programme Partner
studio VIE
**HONEY IN THE JAR,
FINISSAGE AND
FILMDOCUMENTATION**
Presentation,
Work-in-Progress
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**Saturday,
5.10.**

10am, Education
**TOUR 3: FREIHAUSVIERTEL
BY DESIGN (4TH DISTRICT)**
Guided Tour
→ p. 39



11am–7pm, Laboratory
Ola Mirecka (PL/UK) and
ZWUPP (AT)
**LABORATORY:
IDEA RELOADED**
Work-in-Progress
→ p. 52, 63



1pm, Programme Partner
H.A.P.P.Y

H.A.P.P.Y-BUCHLOCH

(BOOKGAP)

Presentation

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2pm, Education

TOUR 1: DESIGN DE LUXE

(1ST DISTRICT)

Guided Tour

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4pm, Future Urban Mobility

RETHINKING MOBILITY

AND INNOVATIVE

URBAN DEVELOPMENT

Presentations

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5pm, Future Urban Mobility

SPEAKERS' NIGHT

Lectures

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6pm, City Work

Johanna Dehio &

Dominik Hehl (DE)

CONSTRUISINE

FINISSAGE-DINNER

Work-in-Progress

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3  

6pm,

FINISSAGES OF ALL

PRESENTATIONS AND

EXHIBITIONS AT THE

FESTIVAL HEADQUARTERS

7pm, Programme Partner

Kunst im öffentlichen Raum

Niederösterreich

PERFORMANCE BY

ALDO GIANNOTTI:

“ITALIAN SQUARE”

(within the framework

of the exhibition

INSIDE.outside.INSIDE)

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7pm, Programme Partner

Balassi Institut – Collegium

Hungaricum Wien and MOME

Laboratory Budapest

SYNTONYMS –

BY ÁBRIS GRYLLOS

Exhibition

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7pm, Programme Partner

MAK Design Shop

A NEW LOOK IN

JEWELLERY, WITH

SAŠA FABJAN

Presentation

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8pm, DEBUT-PARTY

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8pm,

Future Urban Mobility

FILM SCREENING:

URBANIZED

Film

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Sunday, 6.10.

11am–7pm, Laboratory

Ola Mirecka (PL/UK) and

ZWUPP (AT)

LABORATORY:

IDEA RELOADED

Work-in-Progress

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11am, Programme Partner

MAK

MAK FASHION LAB #01.

SONIC FABRIC

FEAT. BLESS N° 45

Test run

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22

2–5pm, Programme Partner

TMW – Vienna Technical

Museum

WORKSHOP:

CREATE A ROBOT

Family workshop

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VIENNA DESIGN WEEK Festival Headquarters

The Festival Headquarters this year is located in an old school building and in the course of ten festival days former class rooms will once more be livened up! There will be exhibitions and presentations galore, a Pop-Up Café for meals, drinks and relaxation and an Infopoint, where you can get all the information on the festival you might need.

And in case someone wants to take a detour from design to art, right next door is *das weisse haus*, with its manifold young art program.

Opening hours exhibitions: daily 11am–7pm
(longer for evening events and openings)

VIENNA DESIGN WEEK Festival Headquarters
4, Argentinierstraße 11, 2nd courtyard

Pop-Up Café

Daily meeting place for festival visitors and designers in the listed pavilion in the inner courtyard of the Festival Headquarters! The former “electro-technics room” or the wild, overgrown garden now provide the background for a lunch menu, classics of the Vienna café culture, and brunch at the weekend (furniture by MARCH GUT and Thonet!). The café becomes a bar in the evening.

Opening hours Pop-Up Café:
Mon–Fri 11am–10pm,
Sat + Sun 10am–10pm

VIENNA DESIGN WEEK Debut

Good design education is a major pre-requisite for designers' careers. And this does not only involve the expertise they are taught, but also to the culture operating in the various educational facilities: specific styles and social networks that the students can avail of permanently as cultural capital.

As part of the Debut programme, the VIENNA DESIGN WEEK is putting on two presentations of university design classes at once, thus two such "cultures". As representative of a home university, Linz was asked to present a selection from their work in the department of space&design-strategies. Meanwhile the École cantonale d'art de Lausanne (ECAL), one of the top ten design institutes in the world, is showing projects from the various courses of study.

ECAL – École cantonale
d'art de Lausanne

ECAL AT VIENNA DESIGN WEEK

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Kunstuniversität Linz
(University of Art and Design Linz,
space&designstrategies)

**SOUVENIR TRANSFORMATION
CENTER**

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DEBUT PARTY

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VIENNA DESIGN WEEK Education

Any self-respecting public festival has to ensure that a multifaceted presentation of this kind also gets through to people! We take design communication seriously and want to offer something to as many visitor groups as possible, especially those who have as yet had few points of contact with “design”. For them and all others we have joined forces once more with the city guide Gabriela Steiner-Scharfetter and developed a number of tours with different key focuses encompassing the entire festival programme. Steiner-Scharfetter takes you to local design shops and workshops, design studios and exhibitions. In addition we are arranging special tours for school classes planned according to age (registration at tours@viennadesignweek.at). And if you need quick tips you can check ideas for individual tours at our website viennadesignweek.at. We promise you – there’s something for everyone!

Guided Tour 1 DESIGN DE LUXE (1ST DISTRICT)

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Guided Tour 2 BOURGEOIS BOHÉMIEN (6TH / 7TH DISTRICT)

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Guided Tour 3 FREIHAUSVIERTEL BY DESIGN (4TH DISTRICT)

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○ ★

Guided Tour 4 FOCUS WIEDEN (4TH DISTRICT)

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13 ★

TOURS ON DEMAND FOR SCHOOL CLASSES

Registration under:
tours@viennadesignweek.at

VIENNA DESIGN WEEK

Future Urban Mobility

What does mobility mean today and what will it look like in the (near) future? How will the cities and towns of the future change our mobility habits and thus our means of transport – and vice versa?

In a workshop and lecture evening we want to spotlight the topic of Future Urban Mobility from the perspectives of various designers – ranging over industrial design, information design and architecture, also technology and development – and investigate in depth how designers can be influenced by this process of change. National and international representatives of the branch will come together to present their visions and ideas and take part in a panel discussion.

The workshop is being organised in co-operation with aspern Die Seestadt Wiens (Vienna's Urban Lakeside) and Spirit Design. Design students work on interdisciplinary concepts and scenarios and present them in an evening devoted to the topic. In conclusion, the evening presents a showing of the film "Urbanized" – a documentary about urban design.

Future Urban Mobility Lab **RETHINKING MOBILITY AND INNOVATIVE URBAN DEVELOPMENT**

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Future Urban Mobility **SPEAKERS' NIGHT**

Participants:

Andreas Lohner (Lohnerwerke)

Holger Hampf (frog design)

Johannes Geisler (Magna Steyr)

Michael Kieslinger (Fluidtime)

Wolfgang Gerlich und

Heinz Wolf (departure)

Michael Obrist (feld72)

David Knapp (Ministry of Life)

Moderation: Norbert Philipp (Die Presse)

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Future Urban Mobility **FILM SCREENING: URBANIZED**

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Vienna Design Herbst/ Vienna Design Autumn

An initiative of the VIENNA DESIGN WEEK in cooperation with stilwerk Wien

In future, the entire Vienna autumn will be following the banner of design! In recent years, Vienna has gained an international reputation as a dynamic and constantly growing design scene. So as to exploit highly charged synergies and to put the spotlight on designers, businesses and hot spots, the VIENNA DESIGN WEEK together with stilwerk Wien is proclaiming the very first Vienna Design Herbst from September until November 2013!

The aim of the Vienna Design Herbst as a collective platform is to support design-oriented businesses, institutions and initiatives and to consolidate Vienna's status further as a city of design.

You can find all information on the participants and events in the Vienna Design Herbst magazine available everywhere free of charge.



VIENNA DESIGN WEEK Laboratory

The Laboratory of the VIENNA DESIGN WEEK was initiated in order to motivate the interdisciplinary exchange between product designers and communication designers using a crossover approach, but most of all to make design processes accessible to the public. Visitors can have a peek over the designers' shoulders as they work and ask them questions. The designers have frequently cooperated in exchange with each other, and what is more, with the public. Each year the Laboratory team, guided by free association, address a work theme which they use as basis for developing the idea. What could be more self-evident than to put the "idea" itself at the centre of things in autumn 2013?

Work theme: Idea reloaded

An idea is a brainwave, sometimes an invention, perhaps an inspiration and occasionally presumes a flash of genius. New and original ideas are very rare, they occur far more from the combination of what already exists. Especially in the field of design the stubbornly surviving cliché of the flash of genius conceived by the inventor or artist in his or her solitary garret is disproved by the practice of sharing and cooperative work. This paradigmatic change puts the ingenuity of the individual to question and answers it with an abundance of possible solutions, for instance in crowd sourcing. It confirms that there can be several excellent approaches to a task on a par with each other, that ideas go through (collective) development

27.9.–1.10.

JUDITH SENG (DE)

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27.9.–1.10.

VASAVA (ES)

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1.10.–6.10.

OLA MIRECKA (PL/UK)

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1.10.–6.10.

ZWUPP (AT)

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processes and in the end are reliant upon the form in which they are conveyed. This year's Laboratory revolves around these development processes: the run-up involved gathering ideas from the designers in the Laboratory – some extremely promising, others never realised, some rejected, or some we would have been better without. These ideas are exchanged for further development between the participants; finally, the original idea and new solution approaches will be presented next to each other. We are full of anticipation!

All designers and other guests will in addition introduce themselves and their work in a Lab Talk (starting at 6pm).

Curators: Neigungsgruppe Design and Erwin K. Bauer

Design: Robert Rűf (AT)

Lab Talks

27.9.

BIRGIT PALMA (VASAVA) (AT)
(in German)

28.9.

MARIA SERRA (ONCLAUDE) (IT)
(Engl.)

30.9.

JUDITH SENG (DE)
(German)

1.10.

STEFAN JOCH (ZWUPP) (AT)
(German)

2.10.

OLA MIRECKA (PL/UK)
(Engl.)

3.10.

BOICUT (AT)
(German)

4.10.

**ROUND TABLE:
NO IDEA – THE EMPTY BRAIN**

(always at 6pm)

VIENNA DESIGN WEEK Passions- wege

Experimental, extraordinary design projects developed in cooperation with Viennese producers and shops – these are the Passionswege that have become a core fascination of the VIENNA DESIGN WEEK.

This was demonstrated not least in the latest Passionswege exhibition “WerkStadt Vienna” with outstanding projects taken from the last seven years and shown in Helsinki, Vienna, Milan and most recently Rotterdam.

Rules of play in the Passionswege: part Austrian, part international designers are brought together with Viennese producers and shops in order to realise a project in an open process, free of market pressure but with all the more “passion”. They intervene and experiment, use workshops, reflect the history of business enterprises. The results are then presented in charming shops and workshops, waiting to be roamed through by the public.

All the installations can be viewed from 27 September to 5 October at the relevant opening hours. In addition, on two evenings/afternoons visitors can enjoy a cocktail on the business premises in the presence of the designers.

The Passionswege are sponsored by the Vienna Chamber of Commerce.

PASSIONSWEGE 1

Fri 27.9.

Bertille + Mathieu (F/CH)

at **J. & L. LOBMEYR**

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chmara.rosinke (AT/PL)

at **WÄSCHEFLOTT**

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Sebastian Herkner (DE)

at **ZUR SCHWÄBISCHEN
JUNGFRAU**

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PASSIONSWEGE 2

Sat 28.9.

Hilda Hellström (SE)

at **E. FESSLER TILED STOVES**

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Oscar Wanless (UK)

at **RIESS ENAMELWARE /
FESTIVAL HEADQUARTERS**

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Sebastian Zacht (AT)

at **DONAUER LAMPSHADES**

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VIENNA DESIGN WEEK City Work

City Work (Stadtarbeit) deals with the design of urban and social spaces in all their variety and complexity. The young format takes the further development and expansion of the concept of design into account – this resonates for instance in terms such as social design and interaction design. The concept does not involve objects, but processes and living spaces, in which people and their needs are at the centre of attention. Five projects were selected again via an open call and through a jury; they deal with the structure of the social and cultural space, institutions and social conventions. Whether action, participatory project, installation or instruction for action – the pivotal factor about “City Work” is that it demonstrates alternatives and potential for transformation.

The City Work projects are being made possible by the financial support of the Erste Bank.

Partner: Caritas

IDRV – Institute of
Design Research Vienna

DO WE HAVE THE RIGHT STUFF?

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Johanna Dehio &
Dominik Hehl (DE)

CONSTRUISINE

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Julia Landsiedl &
Cora Akdogan (AT)

WIEDENTOUR, WORLD CLASS

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Marlene Klausner (AT)

DEPOT_0411

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Vera Wiedermann (AT)

BIOMAT RESTAURANT

→ p. 62



VIENNA DESIGN WEEK

Focus Wieden (4th District)

With a multiplicity of events “on the Wieden”, in other words in the 4th Viennese District, the VIENNA DESIGN WEEK has chosen an area full of contrasts as the 2013 Focus District. Besides the cosmopolitan Favoritenstrasse we can find narrow and winding alleys, experience the wide gap between the hip Schleifmühlviertel and the mundane embassy quarter and, not far from the cosmopolitan bustle of Karlsplatz, encounter a village-type ambience, for instance on St.-Elisabeth-Platz. The Wieden also fans out between the city centre and Vienna’s future central station – at present Vienna’s biggest construction site. As for “Culture”, it’s everywhere: Belvedere, St Charles’s Church and Naschmarkt, and from the twentieth century there is the Wien Museum and the Austrian Radio and Television (ORF) Broadcasting Centre. Not far away, the VIENNA DESIGN WEEK has set up this year’s headquarters with pop-up café and many presentations in the former school building; it has also instilled new life into shops and restaurants in the “Fourth” with new design, and coupled established craft workshops with designers. Have fun exploring!

Debut

ECAL – École cantonale
d'art de Lausanne

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Kunstuniversität Linz
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Linz, space&designstrategies)

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Education

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**FOCUS WIEDEN
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Future Urban Mobility

Future Urban Mobility Lab
**RETHINKING MOBILITY
AND INNOVATIVE
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Laboratory

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City Work

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Programme Partners in the 4th District

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departure – Die
Kreativagentur der Stadt Wien
CYCLING PUBLIC

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departure – Die
Kreativagentur der Stadt Wien
**THE RAD-WG/BIKE
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H.A.P.P.Y
**H.A.P.P.Y-BUCHLOCH
(BOOKGAP)**

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Lohnerwerke
**DESIGN AND SUSTAIN-
ABILITY FOR FUTURE
MOBILITY**

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mikimartinek
**FREIHAUSVIERTEL
IN DESIGN:CONTEXT**

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Noemi Kiss &
Christopher Rhomberg
RHO

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Die Presse
**SCHAUFENSTER
PHOTOGRAPH EXHIBITION**

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Galerie Rauminhalt
**CARTON SERIES BY
SÉBASTIEN DE GANAY**

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SKICA – Slowenisches
Kulturinformationszentrum
**DEMENTIA AND ARTHRITIS.
WHAT CAN DESIGN DO
FOR ME?**

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Stadtteilmanagement
Obere Wieden
**CHILDREN'S WORKSHOP:
EGG SUNNY SIDE UP
@ CONSTRUISINE**

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taliaYstudio
THERMOBOOTH

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Universität für angewandte
Kunst Wien
**UPCYCLING –
SUSTAINABLE DESIGN**

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URBANAUTS
POP-UP HOTEL

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Wien Museum
**FAST YEARS.
WIEN MUSEUM:
EXHIBITION DESIGN
2003–2013**

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VIENNA DESIGN WEEK

Programme Partners

Each year design studios from home and abroad, museums, galleries and shops answer our call to join us and contribute as programme partners to the VIENNA DESIGN WEEK and its national and international success. The events of our programme partners help to guarantee what makes a successful festival: a dense programme, thematic and topographical diffusion, variety and of course quality!

25HOURS HOTEL IN THE MQ & DREIMETA, AIRTURE, BALASSI INSTITUT – COLLEGIUM HUNGARICUM WIEN AND MOME LABORATORY BUDAPEST, BMWFJ IN THE DESIGNFORUM WIEN, BUZZISPACE, CHRISTOF NARDIN, DANTE – GOODS & BADS, DAS MÖBEL, DEPARTURE – DIE KREATIVAGENTUR DER STADT WIEN, DESIGNAUSTRIA, DOTTINGS & ROUGHCUTBLOG, FEDRIGONI, H.A.P.P.Y, HIMBEER & SODA, HOFMOBILIENDEPOT – IMPERIAL FURNITURE COLLECTION, KŘEHKÝ, KUNST IM ÖFFENTLICHEN RAUM NIEDERÖSTERREICH, KURT PARGER & THOMAS REDL, LOHNERWERKE, MAK, MIKIMARTINEK, NOEMI KISS & CHRISTOPHER RHOMBERG, ODAADA, DIE PRESSE, RADO, GALERIE RAUMINHALT, SKICA – SLOWENISCHES KULTURINFORMATIONSZENTRUM, STAMM, STADT-TEILMANAGEMENT OBERE WIEDEN, STUDIO VIE, SWAROVSKI WIEN, TALIAYSTUDIO, TMW – VIENNA TECHNICAL MUSEUM, UNIVERSITY OF APPLIED ARTS VIENNA, URBANAUTS, WAGNER:WERK MUSEUM POSTSPARKASSE, WALKING-CHAIR DESIGN GALLERY, WIEN MUSEUM

VIENNA DESIGN WEEK A—Z



25hours Hotel at the MQ & Dreimeta

DREIMETA: CURTAIN UP ...!

Unconventional, surreal and self-assured Dreimeta's goal is to create interiors with identity and character. Its credo: to emotionalise the room – interior architecture that tells stories and affects the senses. What marks it out as special – a courageous interpretation of the carvedout identity and philosophy of the client. The 25hours Hotel near the MuseumsQuartier is one of the latest projects by the Augsburg design studio. Dreimeta presents its most recent projects in Suite 509. Besides the hotel, the show includes the Superbude in St. Pauli/Hamburg and the Kuoni flagship store/Lausanne.

Programme Partner
Presentation

25hours Hotel at the MQ
7., Lerchenfelder Straße 1–3
28.9.–30.9., daily 10am–6pm
Cocktail: Sun 29.9., 5pm





Airture AIRTURE POP-UP STORE

The design label Airture is opening up house once more: random finds rubbing shoulders with design classics, Airture creations next to flea market bibelots, in garden, wine cellar and studio. The idea of a manufactory – an approach that is becoming increasingly seldom – is being celebrated here with Kohlmaier Wien, Jakob Uhl, Thomas Schindler and more. You can also take the worlds of rotate! and paradox! home with you in your shopping bag. In honour of the Hansen Year the absurd! collection is being shown for the first time with “theophile” fabric design, as playfully radical as ever (and vice versa).

Programme Partner
Presentation

Airture
18., Edelhofgasse 22
29.9.–5.10., Mon–Fri
10am–2pm, Sat noon–6pm
Open House:
Sun 29.9., 11am–5pm



Balassi Institut – Collegium
Hungaricum Wien and
MOME Laboratory Budapest

SYNTONYMS – BY ÁBRIS GRILLUS

The inflatable, spacious tent in the foyer of the stilwerk Wien isolates people from the surroundings and thus evokes an even richer experience of the installation. The installation “Syntonyms” takes images from six European cities located at famous rivers – among them Vienna – as visual material to be translated into an auditory and interactive game. The silhouettes of buildings and their images mirrored in the water are transformed into parameters. These serve as basis for soundscapes presented to the audience in an igloo-like tent, where visitors can choose between the various cities.
Curator: Rita Mária Halasi

Programme Partner
Exhibition

stilwerk Wien
2., Praterstraße 1
27.9.–6.10., daily 10am–7pm
Cocktail: Sat 5.10., 7pm



Bertille + Mathieu (F/CH)
at **J. & L. LOBMEYR**
Passionswege

It will soon be 200 years since the master glazer Josef Lobmeyr opened his first shop in Vienna, and the former purveyor to the Court has to this day remained a major global player in the manufacture of chandeliers and glass. The duo Bertille + Mathieu are basing their project on a seeming analogy: that of glass and sugar, not only as regards the transparent optics, but also the characteristics shown during processing. Inspired by the repertoire of forms at Lobmeyr, we see chandelier pendants reshaped as lollipop and the Lobmeyr parent company on Kärntner Straße being transformed into Candyland!

From 27 September to 5 October
Bertille + Mathieu will be working on site
at the Lobmeyr shop.

Passionswege
Exhibition, Work-in-Progress

J. & L. Lobmeyr
1., Kärntner Straße 26
27.9.–5.10., Mon–Fri
10am–7pm, Sat 10am–6pm,
Sun 29.9., 2–6pm
Cocktail: Fri 27.9., 5–8.30pm





BMWFJ / designforum Wien WALK OF FAME

On 24 September 2013 the best Austrian design ideas will be distinguished with the State Award for Design of the Federal Ministry of Economy, Family and Youth. The prize-winning objects and concepts will be presented in the exhibition "Walk of Fame". The exhibition demonstrates that design is an important factor in brand positioning and thus reinforces the competitiveness of Austrian business enterprises. "The prizewinners show that Austria's creative industry is setting major standards through its richness of ideas and staying power and is therefore on the right road. Design strengthens the recognition factor and is accordingly an instrument for the strategic formation of market presence."

Dr. Reinhold Mitterlehner,
Federal Minister of Economy

Programme Partner
Exhibition

designforum Wien
quartier21/MQ
7., Museumsplatz 1
24.9.–10.11., Mon–Fri
10am–6pm, Sat and Sun
11am–6pm

45



Buzzispace AN ACOUSTIC EXPERIENCE WITH FURNITURE

Have you ever had the feeling that everything around you is too loud? Do you often have the urge to retreat, in the office, or at home? Have you ever left a pub or restaurant earlier than planned because of the annoying acoustics? The Belgian acoustic furniture manufacturer Buzzispace has just the solutions for this. Listen to the difference that acoustically optimised surroundings make – you'll be amazed! And Buzzispace furniture is made from recycling material, which is another argument for coming to see us. Discover the world of acoustics!

Programme Partner
Presentation

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., daily 11am–7pm
Cocktail: Sat 28.9., 6pm



chmara.rosinke (AT/PL) at **WÄSCHEFLOTT** Passionswege

Ever since 1948, the Viennese manufactory of Wäscheflott has been a household name for bespoke shirts and the production of underwear and linens. In their Passionswege project, the designer duo chmara.rosinke focus less on the select Wäscheflott products than far more on the evolutionary process of a tailor-made shirt. How can it be optimised with a view to furnishing, interior atmosphere and product presentation? The Wäscheflott experience hits the stage with an analytical eye on the market segment it is addressing and chmara.rosinke's very own language of forms – plain-and-simple, and poetic.

Passionswege
Exhibition

Wäscheflott
1., Augustinerstraße 7
27.9.–5.10., Mon–Fri
10am–1pm and 2–6pm,
Sat 10am–4pm
Cocktail: Fri 27.9., 5–8.30pm





BEZAHLTE ANZEIGE

wirtschafts
agentur
wien

departure

Die Kreativagentur
der Stadt Wien

**BUSINESS AS
UNUSUAL**



Christof Nardin
3683

Is writing the downfall of the memory? Or even of culture itself? By relocating the memory into the visual element the human being exposes it to attack, according to Kant*. Writing is naked and unprotected, can be written but just as easily re-written. Christof Nardin lives and works in Vienna for ten years now. This time span poses the starting point for a trip into the back alleys and cul-de-sacs of the memory. In his installation he shows, that to remember is a constant process of creation. Anything that is unheeded in everyday life takes centre stage and can be processed. The memory is not carved in stone.

* Name changed by the editor.

Programme Partner
Presentation

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., daily 11am–7pm
Cocktail: Thurs 3.10., 7pm



Dante – Goods and Bads
**ADMIT ONE GENTLEMAN
COLLECTION**

Dante – Goods and Bads is proud to present the collection “Admit One Gentleman” of 2013 in the Saint Charles Apotheke during the VIENNA DESIGN WEEK. With this collection, Dante is putting the spotlight on the myth of the gentleman: his impeccable manners, his timeless elegance, but also his decadence: all this will be reflected in the objects, in their appearance and workmanship. There can be only one guest of honour for this collection – Charles Schumann, one of the top barkeepers, who is the epitome of a gentleman. He will contribute a mint julep glass and a champagne cooler.

Programme Partner
Presentation

Saint Charles Apotheke
6., Gumpendorferstraße 30
27.9.–5.10., Mon–Fri 8am–7pm,
Sat 8am–noon
Cocktail: Fri 4.10, 6pm



das möbel
LENTIA IN VIENNA

das möbel is showing products by the Linz design duo MARCH GUT! The chair ‘Lentia’, which already caused a furore this year in Milan, is on show for the first time in its series production form. Marek Gut and Christoph March, who are also this year’s designers of the Pop-up Café, have long been among the greats in Austrian design, their work demonstrating that furniture also functions off the beaten track of convention. Every piece manifests the highest standards of handcrafted quality and precision, guaranteed through pühringer, the manufacturer in Upper Austria. But there’s more: in the das möbel café (7., Burggasse 10, daily 10am–midnight) we are showing MARCH GUT’s project “Marina’s Desire” – armrests for the ultimate classic in Viennese café chairs, to be tested on site.

Programme Partner
Presentation

das möbel > das geschäft
6., Gumpendorferstraße 11
27.9.–5.10., Mon–Fri 10am–
6.30pm, Sat 10am–4pm
Cocktail: Fri 4.10., 6pm





departure – Die Kreativ-
agentur der Stadt Wien
CYCLING PUBLIC

It might be that CyclingPublic could take shape as a new social contract between Vienna and its residents: cycling saves money while it creates added value. Keeping to the principle “Every kilometre counts”, the travelled kilometres are converted into points which can be exchanged in services and offers provided by the city – from opera ticket to reductions in your energy bill. feld72 architekten, whose idea won the jury prize in the departure idea competition “Cycling Affairs”, are mobilising the “Council of elders”, and challenging citizens to negotiate the social contract in public – also with the experts.



departure – Die Kreativ-
agentur der Stadt Wien
**THE RAD-WG/
BIKE COLLECTIVE – AN
EVENING OF BONDING**

The winning project in the departure ideas competition “Cycling Affairs” wants to achieve more than merely safe parking options for bicycles; it also aims to bring their owners together. departure and the RAD-WG invite you to an evening of bonding, which attempts to clarify all open questions: what demands does my two-wheeled partner make? How much am I prepared to invest in it? And, last but not least: with whom – and where – should our bikes live together? Bring your two-wheeled partner with you, invest in some brainstorming, and have fun at the same time! Further information at www.radwg.at



departure – Die Kreativ-
agentur der Stadt Wien
**TALK DEPARTURE/MAK:
MATALI CRASSET.
ROOT'N'BOOKS**

For the MAK exhibition *NOMADIC FURNITURE 3.0* *New liberated home living?* the Paris designer Matali Crasset developed a “tree for living” inspired by the living cubes proposed in the DIY manuals *Nomadic Furniture (1973/74)* published by James Hennessey and Victor Papanek. She sees her interpretation as “an identity anchor in nomadic times” – a metaphor for a home that provides for imposing “roots” in the age of the digital, the immaterial and the transient. As part of the departure/MAK cooperation *design new strategies*, she talks about her own design strategies and reflects on her recently produced work.

Programme Partner
Presentation (in German)

Festival Headquarters
4., Argentinierstraße 11
Wed 2.10., 8pm



Programme Partner
Presentation (in German)

Festival Headquarters
4., Argentinierstraße 11
Mon 30.9., 8pm



Programme Partner
Lecture (in English)

MAK exhibition hall
1., Weiskirchnerstraße 3
Thurs 3.10., 5pm





departure – Die Kreativ-
agentur der Stadt Wien

**DEPARTURE/MAK
WORKSHOP:
MATALI CRASSET.
ROOTS'N'BOOKS**

A two-day workshop as part of the departure/MAK cooperation initiative *design'new strategies* for becoming acquainted with the design practice of the Paris designer Matali Crasset, whose conceptual work is rooted in the art context as well as in design. With the motto "Personal anchoring and strong identification" she embarks on this workshop by utilising the environment of the exhibition *NOMADIC FURNITURE 3.o. New, liberated home living?* and the work she created for this, "Root 'n' Books". Spectators are allowed!

Further details: departure.at,
MAK.at/design-neue-strategien

designaustria
PECHA KUCHA NIGHT

The Pecha Kucha platform imported from Japan is lined up for a fast and furious presentation. Each person shows 20 images and has exactly 20 seconds for each one to get to the heart of the issue. At 400 seconds' talking time per lecture boredom-free listening is guaranteed. As part of the VIENNA DESIGN WEEK 2013 members of designaustria's ExpertsCluster from all kinds of creative genres open up their sketch books and give us a hit-by-hit view of their work. 10 interest groups, among them practitioners of Corporate Design, Industrial Design or Sustainable Design, contribute to the promotion of designaustria as knowledge power house for design.

www.pechakucha.at
www.designaustria.at

dottings & RoughCutBlog
ROUGHCUTHALL WIEN 18

The food blogger Alexandra Palla has found a former theatre auditorium on Edelhofgasse in Währing where she can set up her Pop-up Food&Design Hall. Together with the dottings design studio she presents innovations all about cooking, eating and drinking. Everything revolves around the new RoughCut Board, a multifunctional cutting board designed by dottings, moreover the event will include examples of innovative design for kitchen and cellar. Of course, the senses are in for a treat as well, what with cooking, tasting, drinking and talking ...

Information & reservation under
kitchen@roughcutblog.com

Programme Partner
Workshop (in English)

MAK exhibition hall
1., Weiskirchnerstraße 3
Thurs 3.10. and
Fri 4.10., 10am–6pm
Registration at
d-lab@departure.at until 23.9.

22

Programme Partner
Lectures

Garage X Theatre
1., Petersplatz 1
Thurs 3.10., 8.20pm

16

Programme Partner
Presentation

18., Edelhofgasse 10
29.9.–6.10., Mon–Fri
10am–2pm, Sat noon–5pm,
Sun 11am–5pm
Opening: Sun 29.9., 11am

4 T

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ECAL – École cantonale d'art de Lausanne ECAL AT VIENNA DESIGN WEEK

Debut

This exhibition showcases a selection done by ECAL Director Alexis Georgacopoulos, featuring projects in Product and Industrial Design, Graphic Design and Media & Interaction Design by ECAL Bachelor and Master students. "At ECAL there is no single way to create, although we do take to heart such values as precision, professionalism, innovation – and even humour. Our outmost objective is to develop different skills specific to each programme, but also to integrate this diverse know-how in the cross-disciplinary fashion which has established our school's reputation and identity", says Alexis Georgacopoulos.

Debut
Exhibition

Festival Headquarters

4., Argentinierstraße 11

27.9.–6.10., 11am–7pm

Cocktail: Sat 28.9., 6pm

Debut Party: Sat 5.10., 8pm



Education TOUR 1: DESIGN DE LUXE (1ST DISTRICT)

An upscale stroll through the inner city awaits you, with its workshops snugly nestling in nooks and crannies, with its elegant shops. Starting point is Augustinerstraße 7, the sales point of the shirt manufacturer Wäscheflott, and the trip continues to vintage, old established firms and fine galleries. Luxurious design next to high-class arts & crafts make the 1st District into the centre of exquisite taste.

Education
Guided Tour

**Start: Wäscheflott
1., Augustinerstraße 7
(please bring ticket for public
transport with you)**

**Dates: Fri 27.9., 3pm/Tues 1.10.,
3pm/Sat 5.10., 2pm**

(Meet 15 mins. before start)

Duration: approx. 3 hrs.

**Tickets: € 4 (up to age 18), € 6
students, € 9 adults, free for
children under 6**

Max. 20 participants

In German (English if needed)

**With: Gabriela Steiner-
Scharfetter**

Registration online at the event entry!

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Education TOUR 2: BOURGEOIS BOHÉMIEN (6TH/7TH DISTRICT)

Neubau and Mariahilf are the top districts for young, creative and hip Vienna. The design scene is brimming over here in all its forms: graphic, industrial, product or "name" design, also social, urban and eco-design. Starting out from Gumpendorfer Straße 11, we stop at studios, workshops, galleries, boutiques and creative smithies.

Education
Guided Tour

**Start: das möbel,
6., Gumpendorfer Straße 11
(please bring ticket for public
transport with you)**

**Dates: Sat 28.9., 10am, Wed
2.10., 3pm, Fri 4.10., 3pm**

(Meet 15 mins. before start)

Duration: approx. 3 hrs.

**Tickets: € 4 (up to age 18), € 6
students, € 9 adults, free for
children under 6**

Max. 20 participants

In German (English if needed)

**With: Gabriela Steiner-
Scharfetter**

Registration online at the event entry!

11



Education **TOUR 3: FREIHAUSVIERTEL BY DESIGN (4TH DISTRICT)**

Starting out from the Festival Headquarters on Argentinierstraße 11 with its wide-ranging options – debut exhibitions by the partner universities, the dynamic activities in the Laboratory and so much more – we set out on an expedition through hidden and unknown spots in the 4th District. We eavesdrop over the shoulders of craftspeople at work and endeavour to understand creative ideas in dialogue with them.

Education
Guided Tour

**Start: Festival Headquarters
4., Argentinierstraße 11
(please bring ticket for public
transport with you)**

**Dates: Sat 28.9., 3pm, Thurs
3.10., 2pm, Sat 5.10., 10am
(Meet 15 mins. before start)
Duration: approx. 3 hrs.
Tickets: € 4 (up to age 18), € 6
students, € 9 adults, free for
children under 6
Max. 20 participants
In German (English if needed)
With: Gabriela Steiner-
Scharfetter**

Registration online at the event entry!



Education **TOUR 4: FOCUS WIEDEN (4TH DISTRICT)**

Situated between Karlsplatz and the future Central Station, the 4th Viennese District is stepping into the spotlight with temporary design presentations, Passionswege projects and events. There's a whole lot to discover – not only traditional Wieden shops and firms but also this year's Festival Headquarters in a former school building with its many exhibitions and the Pop-up Café will become a hotspot of the festival.

Education
Guided Tour

**Start: Donauer Lampshades
4., Favoritenstraße 68
(please bring ticket for public
transport with you)**

**Dates: Sun 29.9., 11am, Mon
30.9., 11am and 3pm
(Meet 15 mins. before start)
Duration: approx. 3 hrs.
Tickets: € 4 (up to age 18), € 6
students, € 9 adults, free for
children under 6
Max. 20 participants
In German (English if needed)
With: Gabriela Steiner-
Scharfetter**

Registration online at the event entry!



Fedrigoni **TRADITION VS. MODERNITY**

Printing on paper is nothing new, but the technical options of printing/lasering are becoming increasingly diverse. A large selection of the finest paper and carton is on show in the Fedrigoni showroom; as part of the VIENNA DESIGN WEEK this year two completely different printing technologies are on display: the traditional letterpress printing (The Infnitive Factory, Graz) and modern laser technology (rausgebrannt, Vienna). As part of the show the designer Lukas Fliszar (100ound1) presents outstanding and innovative applications for both processes.

Programme Partner
Presentation

**Fedrigoni Showroom
7., Stiftgasse 21/13
2.10.–4.10., 2–6pm
Cocktail: Fri 4.10., 5pm**



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VIENNA
NOW OR NEVER



H.A.P.P.Y
H.A.P.P.Y-BUCHLOCH
(BOOKGAP)

“Hapsi Apsi Pipsi Popsi Yipsi!” is the name of the book about the twenty years of H.A.P.P.Y, to be published by Czernin this autumn. The work conceived by the Viennese design studio 3007 has the subtitle “Young Hairs of an Empress” – a skit on the famous Romy Schneider film “Young Years of an Empress”. It is a catalogue and documentation and shows the versatility of the performance collective. For the presentation they set up “The most very contemporary-temporary H.A.P.P.Y-Book-Release-Guerillia-Pop-Up-Boutique-store”. Or, more succinctly: the Bookgap. Presenting pictures, readings, actions, chair circles and buttermilk.

Programme Partner
 Presentation

Sack & Pack
 4., Margaretenstraße 50
 27.9.–5.10., daily 1–8.30pm,
 Sat 27.9., 4–8.30pm
 Cocktail: Sat 28.9., 4pm
 Finissage: Sat 5.10., 1pm



Hilda Hellström (SE)
 at **E. FESSLER TILED**
STOVES

Passionswege

E. Fessler, a family business, has been dealing in stove tiles and tiled stoves for more than 200 years. Formerly purveyor to the Court, its products can be found in the Vienna Hofburg and Schönbrunn Palace. The Swedish designer Hilda Hellström now shows an installation as a poetic translation of the significance of the fireplace, which in the age of central heating has changed roles: from heating source to the provider of emotional warmth and homely atmosphere. Her archaic-looking abstract object combines fire, liquefied material and ceramic and strives to attain the archaic and mesmerising effect of central sources of heat on the human being.

Passionswege
 Exhibition

E. Fessler Tiled Stoves
 4., Mozartgasse 3
 27.9.–5.10., Mon–Fri 2–6pm,
 Sat 10am–2pm
 Cocktail: Sat 28.9., 3–6pm



Himbeer & Soda
8 CHAIRS
BY CLARKE & REILLY

Himbeer & Soda presents the exhibition “8 Chairs” by the London artist duo Clarke & Reilly, famous for the sensuous romanticism they pour into used objects. For “8 Chairs”, 8 historical chairs were upholstered with antique materials and then exposed to the icy winter on a roof in England and to scorching heat in the Californian desert. “8 Chairs” shows the outcome of this process, which was documented not only in film and photography but also through the senses: a fragrance created by Azzi Glasser immerses the exhibition into the specific period of the past that had an effect on the fabric, smell and structure of the chairs. (Opening 27 Sept., 7pm; on show until 26 Oct.)

Programme Partner
 Exhibition

Himbeer & Soda
 7., Westbahnstraße 16
 27.9.–6.10., Mon–Fri noon–
 7pm, Sat and Sun 10am–6pm,
 Fri 27.9., 7–11pm
 Cocktail: Fri 4.10., 7pm





Hofmobiliendepot –
Imperial Furniture Collection

THE EVOLVING COLLECTION

The Imperial Furniture Collection has acquired an outstanding collection of new Austrian furniture design since its re-opening in 1998. For the first time the exhibits are now being gathered together in a spacious presentation with the title “Die Sammlung wächst (The Evolving Collection) – A New Presentation of Austrian Furniture Design from 2000 until Today”. The presentation system has been devised by the architect Feria Gharakhanzadeh and leaves room for further acquisitions and donations ... With works by mischer'traxler, bkm, For Use, breadedEscalope, MARCH GUT, Martino Gamper, Walking-Chair, EOOS, and more.

Programme Partner
Exhibition

**Hofmobiliendepot –
Imperial Furniture Collection**
7., Andreasgasse 7
28.9.–6.10., Tues–Sun
10am–6pm
Cocktail: Fri 4.10., 6pm



IDRV – Institute of Design
Research Vienna

DO WE HAVE THE RIGHT STUFF?

City Work

A potential analysis exercise in Viennas 4th District focusing on repair workshops, neighbourhood projects and initiatives to demonstrate alternatives for waste disposal. In order to live ecologically we have to use products differently. In a shop window installation we show the advantages of scenarios such as being able to repair things and using-instead-of-owning, and we tell the story of selected products in two tours through the 4th District. On 3 October Harald Gründl also invites you to a talk with representatives of the repair service industry and pioneers of a new product culture.

City Work
Guided Tour, Discussion
(in German)

**Tours: Sat 28.9., 2–4pm and
Thurs 3.10., 4–16pm (meet at
shop window installation at
4., Argentinierstraße 1)
Talk: Thurs, 3.10. 6pm at
Radlager, 4., Operngasse 28**



Johanna Dehio & Dominik
Hehl (DE)

CONSTRUISINE

City Work

The Construisine is an open kitchen, a workshop in the city space, inviting passers-by and neighbours to join in on site: you make the required equipment and furnishings yourselves and cook the meals using the basic materials provided and according to a suggested recipe or method of action. Building materials and food are treated equally as basic materials that can be purchased cost price. Project partner is the Youth reStart Workshop run by Caritas Vienna.

City Work
Work-in-Progress, Presentation

**4., St.-Elisabeth-Platz
(in front of the church)
28.9.–5.10., working hours:
Mon–Thurs noon–3pm,
Fri and Sat 4–9pm
Construisine-Dinners: Sat 28.9.
and Sat 5.10., both 6pm**





© steeniamesscott

Judith Seng (DE) IDEA RELOADED

Laboratory

Judith Seng investigates contemporary culture and its practices via the access created by her materialised images. Her work opens up a poetical and analytical field between experimental research and the configuration of objects, spaces and processes. For instance, she developed the interdisciplinary research project “Design Reactor Berlin”, and also the experimental series of projects “Acting Things”, which was performed among other places in the HAU theatre in Berlin and most recently at Design Miami/Basel.

Presence of Judith Seng in the Laboratory: 27.9.–1.10.
Lab Talk: 30.9., 6pm

Laboratory
Work-in-Progress

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., daily 11am–7pm



Julia Landsiedl & Cora Akdogan (AT) WIEDENTOUR, WORLD CLASS

City Work

You have to know Viennese neighbourhoods and their residents to love them. This is true whether you are a local or an outsider coming in. They respond to the same district in different ways. Part of the project involves dyed-the-wool Wiedner people introducing “their” district to young Afghan new arrivals from the nearby Caritas flat-sharing community – and vice versa. This culminates in a tour of the neighbourhood, during which everyone can share their stories with each other. The grand finale is a free-for-all “Würstel” feast in the initiators’ office.

Registration neighbourhood tours:
post@landsiedlakdogan.com

City Work
Guided Tours (in German)

Neighbourhood tours:
Sat 28.9. at noon and
Mon 30.9., 5.30 pm;
meet at: Caritas House,
4., Wiedner Gürtel 10
“Würstel” feast: Sat 28.9.
from 2pm at the design studio,
4., Schelleingasse 12/15



© baba prasilova

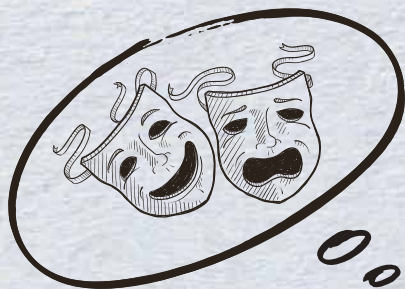
Křehký THE NEW BIEDERMEIER COLLECTION

The Gallery Křehký is presenting a new collection of furniture and accessories with the title “Křehký Biedermeier”, designed by Nastassia Aleinikava, Michaela Tomišková, Hana Zárubová, Maxim Velčovský, Gabriel Vach and Michal Bačák. “The New Biedermeier brings a festive flair into everyday life, enriches experience and transforms the commonplace into something special. It persuades us to calm down, to stop and think, to meditate,” explain the gallery curators, Jana Zielinski and Jiří Macek. The collection includes porcelain, glass, furniture, jewellery, also unique, one-off pieces of furniture by famous studios and “name” designers.

Programme Partner
Presentation

Sammlung Lenikus
(Lenikus Collection)
1., Bauernmarkt 1
27.9.–5.10., Mon–Sat 2–7pm
Opening: Fri 27.9., 6.30pm





Mario, 30
engineer



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Mario is spoilt for choice: off to the opera, theatre, a concert — or a ball tonight, after all? Vienna offers a wide array of art and culture events for all tastes and interests. All you have to do is choose.

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www.veranstaltungen.wien.at

City of Vienna
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Kunst im öffentlichen Raum
Niederösterreich
**INSIDE.OUTSIDE.INSIDE –
THE NON-DIGITAL
VIRTUAL SPACE**

How do we perceive our environment? How does its perception shape us, and is it possible to react to it in an alternative way? Christian Knechtel gathers together projects in the interdisciplinary exhibition which challenge existing design norms and investigate how they shape our social behaviour. With AOÖ, Siegrun Appelt, Beatrix Bakondy, Kathrina Dankl, Aldo Giannotti and Thomas Gronegger (Opening 19 Sept., 7pm; on show until 12 Oct.).

Sat 28.9., 2–6pm, Tour with AOÖ:
“He/she who opens his/her mouth”
Sat 5.10., 7pm, performance by Aldo Giannotti: “Italian Square”
Information at www.publicart.at

Programme Partner
Exhibition

Kunstraum Niederösterreich
1., Herrengasse 13
27.9.–5.10., Tues–Fri 11am–7pm, Sat 28.9., 11am–3pm,
Sat 5.10., 11am–midnight
Cocktail: Fri 27.9., 7pm



Kunstuniversität Linz,
space&designstrategies
**SOUVENIR TRANS-
FORMATION CENTER**

Debut

The **SOUVENIR TRANSFORMATION CENTER** is a scientific laboratory that focuses its work on the transformation of personal objects. With the aid of our transformation machine you have the chance of freeing yourself from the material things of the past and reliving your relationship to the object afresh. Bring a personal object with you that you don't need any more, but one that you can't bring yourself to throw away, and see how we transform it into a state of unusability!

Debut
Exhibition

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., daily 11am–7pm
Cocktail: Sat 28.9., 6pm
Debut Party: Sat 5.10., 8pm



Kurt Parger & Thomas Redl
KUBIC DESIGN ELEMENTS

kubic, a design element made of high-quality wooden floorboards, is being presented in this event for the first time in the CSERNI live showroom in Vienna and shows the various versions and types of wood in one ensemble. kubic is a variable furniture object that derives its unique design from the simultaneous use of different types of precious wood. Up to four types of wood in one piece form the decorative yet natural character of the otherwise minimalist objects, which can be installed flexibly at home or in the office or public buildings: lie them down, stand them up, sit them, stack them, arrange them ... simply use them.

The table *5 elements* as well as the *chair-table mobile* by Thomas Redl will also be presented.

www.kubic.at

Programme Partner
Presentation

CSERNI live
1., Schottenring 14/
corner of Wipplingerstraße 37
27.9.–4.10., Mon–Fri 9am–6pm
Opening: Fri 27.9., 6pm





Lohnerwerke DESIGN AND SUSTAIN- ABILITY FOR FUTURE MOBILITY

In order to compete in the tough market arena of twenty-first-century urban micro-mobility, we need innovative technique and also striking design. For the new electric scooter “Lea” by the cult brand Lohner, Valentin Vodev, a graduate of the Royal College of Art in London and winner of multiple awards, has returned to the tried and tested forms of the successful sixties model L125 and developed it into elegant modernity. Industrial designer Clarissa Prunbauer has come up with an eye-catching and individual form for the electric scooter “Luke”. Now they put the spotlight on the evolutionary process behind modern Lohner design. The interior of the Lohner showroom at the Festival Headquarters will be designed by the Viennese artist Thomas Kwapil.

Programme Partner
Presentation

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., 11am–7pm
Cocktail: Sat 28.9., 6pm



MAK DEPARTURE/MAK DESIGN (-IT-YOURSELF) NITE

A DIY happening on the occasion of the *NOMADIC FURNITURE 3.0 New liberated home living?* exhibition shows contemporary strategies of do-it-yourself as a collective process. The exhibition forms the background for a critical and reflective treatment of the meanwhile enshrined design phenomenon. You can join in building low-tech furniture as presented by protagonists of the exhibition, including breadedEscalope, chmara.rosinke, Annika Frye, Jerszy Seymour, mischertraxler and raumlaborberlin, the results of which will be submitted to a reality check.

Programme Partner
Party, Presentations

MAK exhibition hall,
MAK main hall
1., Stubenring 5
Tues 1.10., 8pm



MAK MAK DESIGN SALON #02 STUDIO FORMAFANTASMA. THE STRANGER WITHIN

Once again the Geymüllerschloss provides the background for a contemporary design intervention and opens the door to time-warping confrontations. *The Stranger Within* is the name of the contribution developed by Studio Formafantasma (Simone Farresin and Andrea Trimachi) as background for a matinée moderated by Thomas Geisler, Chief Curator of the MAK design collection, talking to the designers, the London gallery owner Libby Sellers and the design critic Alice Rawsthorn.

Programme Partner
Exhibition, Discussion
(in English)

MAK-branch
Geymüllerschloss
18., Pötzleinsdorfer Straße 102
Round Table: Sun 29.9., 11am
(28.9.–6.10., Sat and Sun
11am–6pm, Fri 27.9. and
Fri 4.10., 2–6pm,
Exhibition until 12 Dec.)





© MAK / Katrin Wiskirchen

**MAK
MAK FASHION LAB #01.
SONIC FABRIC FEAT.
BLESS N° 45**

BLESS (Desiree Heiss, Paris/ Ines Kaag, Berlin), with the technical support of Popkalab (Rotterdam/Rio de Janeiro), transforms the MAK DESIGN SPACE into an interactive sound landscape consisting of articles of clothing and accessories for analogue and digital sound generation and which act as sensory and sensuous vehicles for transporting the theme of the show "Sonic Fabric".

"How do you want to sound?" they asked and developed "sound-tracked" bodies and spatial accessories visitors can use to compose a "sound fragrance" themselves. A textile hammock, for example, becomes an acoustic playground ... (in English)

Programme Partner
Exhibition

MAK DESIGN SPACE
1., Stubenring 5
Test runs: Sun 29.9. and
Sun 6.10., 11am
(Tues 10am–10pm, Wed–Sun
10am–6pm, exhibition until
13 Oct.)

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© MAK / Georg Mayer

**MAK
FOCUS DAY THONET IN
THE MAK**

During VIENNA DESIGN WEEK, the MAK ART SOCIETY (MARS) will be dedicating a day to furniture manufacturer Thonet: with a panel discussion including Konstantin Grcic and Robert Stadler, the presentation of a gift of Thonet objects (designed by Stefan Diez, Naoto Fukasawa, Konstantin Grcic, Robert Stadler, and others), a workshop for children (MINI MARS) and a bentwood-bending event with the Viennese design collective breadedEscalope. There will also be tours through the MAK Permanent Collection focusing on bentwood furniture; these tours will introduce products by the company Thonet and its Viennese competitors from the period between 1830 and 1930.

Participation is by invitation.
Information and registration:
makartsociety@MAK.at

Programme Partner
Presentations, Talk,
Workshop

MAK exhibition hall, main hall,
1., Stubenring 5
Sat 28.9., 10.30am

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© MAK / Katrin Wiskirchen

**MAK
GUIDED TOUR: TOUR DU
MONDE. BIKE STORIES**

Including bicycle icons of the twentieth/twenty-first centuries from the EMBACHER-COLLECTION®, the exhibition tells the story of this classic vehicle with all its design quality and variety and whose successive development in technology can be read as a history of innovation and design. Functional engineering design by Alex Moulton is juxtaposed to bicycle concepts by Richard Zapper and Marc Newson. In addition, biking experiences from the world's megacities as told by David Byrne open up a new perspective on the bike as "perception machine".

Programme Partner
Guided Tours

MAK exhibition hall
1., Weiskirchnerstraße 3
Tues 1.10., 6.30pm
(Tues 10am–10pm, Wed–Sun
10am–6pm, exhibition until
6 Oct.)

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RENAULT CAPTUR

DAS NEUE DESIGN OBJEKT



ZU ENTDECKEN AUF DER
VIENNA DESIGN WEEK
VON 27.9. BIS 6.10.2013



DRIVE THE CHANGE





MAK GUIDED TOUR: NOMADIC FURNITURE 3.0. NEW LIBERATED HOME LIVING?

This exhibition curated by Martina Fineder, Thomas Geisler and Sebastian Hackenschmidt and designed by raumlaborberlin examines the DIY movement based on the book series *Nomadic Furniture* published by James Hennessey/Victor Papanek in the 1970s. Looking back at the historical development enables a better assessment of contemporary DIY strategies between the polarities of mainstream and alternative culture: ranging from Gerrit Rietveld, Enzo Mari, also Matali Crasset, Jerszy Seymour, and on to the younger generation including Van Bo Le-Mentzel, Minale Maeda and not forgetting chmara.rosinke, the MAK Designers in Residence 2013.

Programme Partner
Guided Tours

MAK exhibition hall
1., Stubenring 5
Sat 28.9., 2pm
(Tues 10am–10pm, Wed–Sun
10am–6pm, exhibition until
6 Oct.)



MAK Design Shop AFTER WORK MEETING POINT: MILLS

After Work: Design meets Public – face to face. At regularly irregular intervals and always during the VIENNA DESIGN WEEK we invite our guests for a drink and an encounter with young designers and their works in the MAK Design Shop. Just in time for the festival, the MILLS spice mills by Michael Anastassiades will be presented for the first time in the MAK Design Shop as the latest production of the Wiener Werkstätte Carl Auböck.

Programme Partner
Presentation

MAK Design Shop
1., Stubenring 5
Tues 1.10., 6pm



MAK Design Shop A NEW LOOK IN JEWELLERY, WITH SAŠA FABJAN

Saša Fabjan, designer and native of Slovenia lives and works in Vienna. Her label FIN set up in 2005 is striking for its multi-functionality and unusual material combinations. Each collection relates to specific themes and is the result of experiments. Under the designer's guidance, our guests can experience for themselves how personal works of art can be created out of unconventional ideas and recycled materials.

Programme Partner
Presentation

MAK Design Shop
1., Stubenring 5
Sat 5.10., 7pm





Marlene Klausner (AT)
DEPOT_0411

City Work

Industrialised food production is over-exploiting the human being and the planet. The food we buy in supermarkets is packed in mountains of plastic waste material and chemically preserved ...

In her project, designer Marlene Klausner demonstrates alternatives; in her installation she shows us how to store locally produced food in the winter months and how to make the most of empty cellars in big cities. She presents traditional storage methods – which require biologically dynamic cultivation – revives ancient knowledge and hopes to motivate a lively discussion.

Fri 4.10., 2pm: Lecture by Peter Krobath introducing the urban gardening initiative “Stadtfrucht” (in German); afterwards guided tour through the presentation.

City Work
Presentation

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., 11am–7pm
Cocktail: Sat 28.9., 6pm



mikimartinek
THE FREIHAUS QUARTER
IN DESIGN:CONTEXT

This year design:mikimartinek is putting on its show in the Freihaus quarter. In a design:caching trip through the “Soho of Vienna” you can find new collector’s pieces: Fair Trade carpets (handmade by Geba), paper hammocks (handmade by Kohlmaier Wien) and sitting balls upholstered in Loden and leather (handmade by Pregonzer). design:mikimartinek have set a table for you in the Café Amacord and the Bistronomie Coté Sud. Make your reservation!

Get maps for the design:caching at every shop displaying the VIENNA DESIGN WEEK poster in the Schleifmühlgasse! Guided Tours daily at 5pm; meeting point: Pregonzer Fashion Store, information and registration: 01/58665758.

Programme Partner
Presentations, Guided Tour

Pregonzer Fashion Store
4., Schleifmühlgasse 4
27.9.–5.10., Mon–Fri 10am–
6.30pm, Sat 11am–3.30pm
Cocktail: Thurs 3.10., 5pm



Noemi Kiss &
Christopher Rhomberg
RHO

Noémi Kiss & Christopher Rhomberg work with unfinished things. In the style of classic story-telling, space and object are not defined but paraphrased. The designer’s interest is for materiality and structure, not the end product and its functional purpose. This results in “non-habitable spaces”: utility objects you cannot implement, floors you cannot walk across, surfaces you cannot touch; sheds made of concrete and slate, configurations growing out of corroded steel, formations from barbed wire and cut-up carpet ...

Programme Partner
Presentation

UNIKATESSEN Concept Store
4., Margaretenstraße 45
27.9.–6.10., daily noon–8pm
Cocktail: Thurs 3.10., 7.30pm





odaada
**NO RATIONALISM
 WITHOUT ROMANTICISM**

Situated in the hip 7th District, odaada is a communally used space in which people meet, can learn from each other, and present their projects in art, handicraft and design. common[room], a space with ceramics studio and workshops, is a supplement to odaada, together forming a creative island on Kaiserstraße. During the VIENNA DESIGN WEEK we will be showing an exhibition of prize-winning furniture designs by Alper Gündüz. Gündüz, architect and designer, won the “Emerging Product Designer of the Year” award in 2010 and in 2013 “Product Designer of the Year” at the International Design Awards.

Programme Partner
 Presentation

odaada
 7., Kaiserstraße 34/g11
 27.9.–6.10., daily 1–7pm
 Cocktail: Fri 4.10., 6–11pm



Ola Mirecka (PL/UK)
IDEA RELOADED
 Laboratory

Ola Mirecka grew up in Warsaw as the eldest of five siblings. She studied design at the Academy of Art there and did her Master's degree with Daniel Charny and Roberto Feo at the Royal College of Art in London. In her works Ola explores the art of drawing by using three-dimensional written language, narrative, installation, performance and moving images. Ola has invited her younger sister Maria to assist her in the Laboratory and to join her in working on new, fascinating pieces.

Presence of Ola Mirecka in the Laboratory: 1.10.–6.10.
 Lab Talk: Wed 2.10., 6pm

Laboratory
 Work-in-Progress

Festival Headquarters
 4., Argentinierstraße 11
 27.9.–6.10., daily 11am–7pm



Oscar Wanless (UK)
 at **RIESS ENAMELWARE/
 FESTIVAL
 HEADQUARTERS**

Passionswege

For more than eighty years now the Ybbsitz firm of Riess has been a specialist for enamelware. But the roots of the family business can be traced back to an iron pan smithy founded in 1550. The British designer Oscar Wanless is now researching the field to find unconventional forms of enamelware production in Ybbsitz. By experimenting with the various – and actually “wrong” – positive and negative forms in the metal press, objects and hollowware result that are quite remote from the geometry of the Riess pan and flaunt freer, almost textile qualities – frills and flounces in metal!

Passionswege
 Exhibition

Festival Headquarters
 4., Argentinierstraße 11
 27.9.–6.10., daily 11am–7pm
 Cocktail: Sat 28.9., 3–6pm





NESPRESSO CONTEMPORARY

contemporary /
zeitgenössisch



Nespresso ist Kaffee und Kaffeegenuss am Puls der Zeit. Erfinderisch neue Grands Crus sowie besonders exklusive und limitierte Editionen gibt es immer wieder. Das hochmoderne Produktdesign spricht für sich selbst. Mit **Nespresso Contemporary** möchte Nespresso nun die Präsenz auf der Design und Kunstebene weiter forcieren. Junge Talente fördern oder erst entdecken, auf Design- und Kunstprojekte aufmerksam machen, Kooperationen eingehen und neue Trends mitkreieren. **Nespresso Contemporary** ist die exklusive Innovation und Design Plattform, auf der alle bestehenden, sowie brandneue Aktivitäten von Nespresso im Design- und Kunstbereich, zusammentreffen.

Mit dem **Nespresso Scholarship** fördert das designaffine Kaffee-Unternehmen im Rahmen der Initiative **Nespresso Contemporary** Entwicklung und Umsetzung eines konkreten Projektes von jungen DesignerInnen. Zur VIENNA DESIGN WEEK '13 wird der/die erste PreisträgerIn gekürt! Details und Ausschreibungsbedingungen unter **www.viennadesignweek.at** oder auf Anfrage scholarship@nespresso.com

NESPRESSO



© Roland Rudolph

Die Presse SCHAUFENSTER PHOTOGRAPH EXHIBITION

Photo spreads in magazines are faced with two tasks; firstly, to act as a reality check, and secondly to break with the current ideal of beauty. We can follow this every week in "Schaufenster" (Shop Window), the lifestyle and culture supplement of the daily newspaper "Die Presse". Once a year, the editors curate a selection of current shots for the photo exhibition. Thus presented, the works have a different effect, attract the eye to details that do not show up this way in magazine format. This autumn the works are being shown at the VIENNA DESIGN WEEK.

Programme Partner
Exhibition

**Festival Headquarters,
Pop-up Café**
4., Argentinierstraße 11
27.9.–6.10., daily Mon–Fri
11am–10pm, Sat and Sun
10am–10pm
Cocktail: Sat 28.9., 6pm



© Kolektiv Fischka

Rado RADO STAR PRIZE AUSTRIA 2013

The Swiss watch manufacturer Rado presents the winner of the Rado Star Prize Austria 2013. The contest is based on the Rado creative approach of constantly striving for innovative designs and materials, and the starting signal was given at the VIENNA DESIGN WEEK 2012. From January until August 2013, talented designers were selected each month and given the chance to realise their ideas in the window display of the Rado Store on Kärntner Straße. The prize is endowed with 5,000 euros, and the winner has the opportunity during the VIENNA DESIGN WEEK of presenting the winning installation in the Rado Store Vienna.

Programme Partner
Presentation

Rado Store Vienna
1., Kärntner Straße 18
27.9.–5.10., Mon–Fri 9.30am–
7pm, Sat 9.30am–6pm
Cocktail: Wed 2.10., 7pm



Galerie Rauminhalt CARTON SERIES BY SÉBASTIEN DE GANAY

Sébastien de Ganay is one of the most innovative exponents of experimental painting and sculpture. He integrates elements of the abstract and the objective, combines colour and object into surprising formulations in independent, sensuous imagery. Launching out from his series of Carton Sculptures – they are objects with the appearance of cardboard boxes, welded out of aluminium plates and matte powder-coated – Sébastien de Ganay developed his Carton Chairs and subsequently Carton Tables. Thus he transports the aesthetic characteristics of his Carton Sculptures into the sphere of the applied arts (on show until 12 Oct.).

Programme Partner
Exhibition

Galerie Rauminhalt
4., Schleifmühlgasse 13
27.9.–5.10., Tues–Fri noon–
7pm, Sat 10am–3pm
Cocktail: Sat 28.9., 4pm





Sebastian Herkner (DE)
at **ZUR SCHWÄBISCHEN
JUNGFRAU**

Passionswege

The Schwäbische Jungfrau (The Swabian Maiden) has been a household word since 1720 for high-quality table and bed linen. Originally a market stall on Kohlmarkt, the old-established concern now has its headquarters on Graben. Its speciality: elaborately crafted monograms and embroidery. Formerly a “well-heeled” clientele had monograms embroidered for an entire wedding society, whereas hardly anyone can afford this today. The German designer Sebastian Herkner has found more contemporary methods of individualising linen and is presenting this in an installation: instead of needle and cotton, steam is used to stamp the initials on the fabric – which keep until the next wash.

Passionswege
Exhibition

Zur Schwäbischen Jungfrau
1., Graben 26
27.9.–5.10., Mon–Fri 10am–
6.30pm, Sat 10am–5pm
Cocktail: Fri 27.9., 5–8.30pm



Sebastian Zachl (AT)
at **DONAUER LAMP SHADES**

Passionswege

The Donauer company has been designing, making and restoring lampshades for forty years now and its repertoire ranges over series production of lampshades all the way to individual light solutions. The young Austrian designer Sebastian Zachl now draws inspiration firstly from the sculptural quality of lampshade skeletons and secondly from the options offered by new lighting media: an experimental lamp series opts for the use of battery-driven light diodes (LEDs) which, although tending to be frowned upon in the living room, reveal new potential in this experiment.

Passionswege
Exhibition

Donauer Lampshades
4., Favoritenstraße 68
27.9.–4.10., Mon–Fri
9.30am–1pm and 2–6pm,
Sat 10am–1pm
Cocktail: Sat 28.9., 3–6pm



SKICA – Slowenisches
Kulturinformationszentrum
**WHAT CAN DESIGN DO
FOR ME? DEMENTIA AND
ARTHRITIS**

Good design in health facilities requires sensibility and a sense of social responsibility. Design for society. Petra Černe Oven and Barbara Predan are professors at the Academy of Fine Arts and Design in Ljubljana and authors of “Designing an Agenda, or, How to Avoid Solving Problems That Aren’t”. They will direct two workshops planned for designers and creative people, of course, yet also for sociologists, therapists, counsellors, the ill and their relatives, and experts from other fields.

Programme Partner
Workshops (in English)

**Romanian Cultural
Institute Vienna**
4., Argentinierstraße 39
Wed 2.10. and Fri 4.10.,
both 10am–6pm





Stamm LLADRÓ ATELIER SELECTION

For sixty years the Spanish porcelain manufacturer Lladró has stood for quality, handcraft and excellence in the world of porcelain. Under the artistic direction of the famous designer Jaime Hayon, new porcelain objects are being created in the Lladró Atelier. Stamm and Lladró are presenting a comprehensive show of works by the think tank for the first time in Austria, including unique collections that are full of surprises, like “The Guest” with Tim Biskup, Devilrobots and Gary Baseman and “The Fantasy Collection”, both by Jaime Hayon, the chandelier concept “Belle de Nuit” and much more.



Stamm A DATE WITH LLADRÓ

Rosa Lladró, CEO of the long established Spanish porcelain manufactory Lladró, invites you to a talk along with Inma Bermudez and Susana Rodriguez, two of the leading designers in the company. Rosa Lladró describes the core aspects of the firm's sixty years of success and talks about the challenge of making handcrafted porcelain in the twenty-first century. The designer Inma Bermudez shows her current collections and how the design factor influences their market positioning. With reference to the Lladró ideas laboratory, the talk will demonstrate how design partnerships – for instance with Jaime Hayon – enhance brand development.



Stadtteilmanagement Obere Wieden **CHILDREN'S WORKSHOP: EGG SUNNY SIDE UP @ CONSTRUISINE**

As project of the Obere Wieden Urban District Management, the Elisabethplatz area support (Gebietsbetreuung GB*5/12) is organising two children's workshops as playful explorations of the world of food and cooking. The central element of the workshops is the experimental open-air kitchen by the designers Johanna Dehio and Dominik Hehl, who were won as partners in the project. In the “Construisine” (see p. 43) children can fry eggs in all shapes and sizes, prepare food following simple recipes and procedures, have fun making various dishes, and last but not least eat them all together.

For children of all ages; children under seven only with an accompanying person

Programme Partner
Presentation

Stamm Concept Store
1., Petersplatz 8
27.9.–5.10., Mon–Fri 10am–
6.30pm, Sat 10am–5pm,
Fri 27.9. 10am–10pm
Cocktail: Tues 1.10., 7.30pm



Programme Partner
Talk (In English)

Sofitel Vienna Stephansdom
2., Praterstraße 1
Talk: Wed 2.10., noon



Programme Partner
Kids

4., St.-Elisabeth-Platz
(church square)
Dates: Tues 1.10. and
Thurs 3.10, both 3–5pm





RADO

SWITZERLAND

RADO HYPERCHROME AUTOMATIC CHRONOGRAPH

MONOBLOC CASE
ENGINEERED IN HIGH-TECH CERAMIC





studio VIE HONEY IN THE JAR

The bee keeper Walter Enzinger, studio VIE, Paul Divjak from Team Tool Time (featuring Bee Pop), Lena Enzinger and Sigmund Steiner invite visitors to continue the work of the bees: as part of an experimental, participative packaging process (all day on September 28) 100 kilos of honey are filled in jars and labelled, creating unique one-offs that communicate the cherishing work ethos of the beekeeper in the departments of packaging and marketing as well. A project in which frugality, respect and of course variety are pre-eminent. The experiment is summarised and documented in a film at honigimglas.at.

Swarovski Wien ON STAGE: INTERIOR INSPIRED BY SWAROVSKI

With the motto "On Stage: Interior Inspired by Swarovski" Swarovski Wien is presenting an exhibition of extraordinary design pieces and the new stage design "Feather Palace". Inspired by Swarovski's product innovations, "Feather Palace" spotlights the endless options for designing interiors with crystal and contemporary design. You will find even more ideas and examples of the fusion of functionality and aesthetics in the exhibition in the basement of Swarovski Wien, which is showing richly imaginative product design by Moroso, Quinze & Milan and Swarovski Wallpaper.

Swarovski Wien PANEL DISCUSSION: ART/FASHION

What influence does art have on fashion? Is fashion a form of art? Does art follow current trends? A panel of highly reputed representatives of various disciplines discuss this and other issues. Taking part is Hilda Hellström, Swedish designer and artist, who recently unveiled her installation "The Monument" at Swarovski Innsbruck. Further panel members are Thomas Geisler, Chief Curator at the Vienna Museum of Applied Arts, and Carla Rumler, Cultural Director of Swarovski. Together they investigate the charged field between the polarities of fashion and creativity, between art, design and architecture.

Programme Partner
Presentation, Work-in-Progress

studio VIE
8., Florianigasse 34
Sat 28.9., 11am–10pm (open workshop), Tues 1.10., 2–8pm,
Fri 4.10., 2–10pm
Party: Sat 28.9., 8pm
Finissage/film documentary:
Fri 4.10., 8pm



Programme Partner
Exhibition

Swarovski Wien
1., Kärntner Straße 24
27.9.–5.10., Mon–Fri 9am–9pm,
Sat 9am–6pm
Cocktail: Fri 27.9., 5pm



Programme Partner
Lecture, Podium (in English)

Swarovski Wien
1., Kärntner Straße 24
Fri 27.9., 5pm



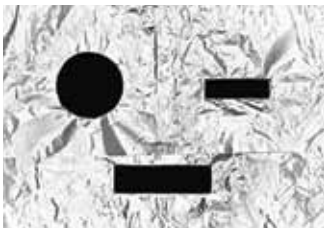


talíaYstudio
THERMOBOOTH

Thermobooth puts a new spin on the photo booth experience. A more human based interaction with electronics, OLED powered flash modules that also act as mirrors, conductive pompons and thermal printing technology are combined into a photo studio setting. Thermobooth features a new shutter release system in which skin contact between two people triggers a set of processes that result in a glorious lo-fi instant thermal-printed picture. Yes, it takes a picture when you touch each other! We are opening a stage for playfulness and the unexpected. Available for rent now! Thermobooth was conceived by Talia Radford and Jonas Bohatsch.

Programme Partner
Presentation

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., daily 11am–7pm
Cocktail: Sat 28.9., 6pm



TMW (Vienna Technical
Museum)
**WORKSHOP: CREATE A
ROBOT**

What makes a machine into an android? The technical construction, the appearance, the ability to solve problems? As part of the programme accompanying the exhibition “Roboter. Maschine und Mensch?” (Robot. Machine and Man?), you can create a “machine droid” together with the designer Adam Wehsely-Swiczinsky and the FH Technikum Wien. Participants work together in the workshops to build, design and program humanoid robots.

Family workshop for adults and children from the age of 6 (children only with accompanying person); max. 20 participants; charge € 8,50 (excl. museum admission, no museum admission for those under 19 years of age).
Online registration:
www.technischesmuseum.at

Programme Partner
Workshops

**TMW (Vienna Technical
Museum)**
14., Mariahilfer Straße 212
Workshops: Sun 29.9.
and Sun 6.10., both 2–5pm



University of Applied Arts
Vienna
CARGO SAIL

“Cargo Sail” is an innovative design concept addressing maritime transport systems and their energy balance. Across the world there are more than 100,000 cargo ships which use from 200 to 370 million tons of heavy oil and cause double the quantity of CO₂ emissions to that produced by global aviation. Meanwhile, the wind is an abundant and free resource at sea, which can be directly converted into marine propulsion without any energy loss. Starting out by analysing traditional sailing navigation, an innovative and ecological hybrid concept (wind energy + stored energy) was produced for the emission-free transport of cargo.

Programme Partner
Presentation

Atelier Madame Mohr
2., Große Mohrengasse
24–26/2WK
Mon 30.9., 7pm





University of Applied Arts
Vienna

SOCIAL DESIGN – PUBLIC ACTION. INTER- NATIONAL SYMPOSIUM

Initiated by the new Master's course "Social Design: Arts as Urban Innovation" at the University of Applied Arts, the interdisciplinary symposium addresses issues of socially relevant design as an element of communal and transcultural exchange in the urban environment. Within this context, Social Design – Public Action attempts to anchor the issues cast up here in a critical discourse touching on the whole of society. The symposium combines formulations from the theoretical sciences with practical approaches to spatial and cultural co-production.



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University of Applied Arts
Vienna

UPCYCLING – SUSTAINABLE DESIGN

This semester, Miki Martinek's key theme with students at the Vienna University of Applied Arts is sustainable design. In cooperation with Gabarage, during the festival a group of students will develop solutions for upcycling design. Their topics for discussion include such formulations as low-cost design, slow design, zero design, design without consuming. Another group of upcoming design communicators will create a "design:caching" for visitors, a tour with the theme of design-watching, which will take visitors through the Freihaus quarter (see Freihausviertel in design:context on p. 51).



© Julien Mullen

URBANAUTS POP-UP HOTEL

URBANAUTS is a hotel for urban adventurers that converts empty business premises into unusual hotel rooms. Theresia Kohlmayr, Jonathan Lutter and Christian Knapp have a passion for unconventional overnight accommodation and arrange the furnishings, all of their own design – but not only here. For the VIENNA DESIGN WEEK they are converting an old classroom into a hotel room. And because design needs life, this arrangement is more than just an exhibit: the guests don't leave the exhibition after closing time; they stay overnight in the URBANAUTS Pop-up Hotel! All-inclusive, with everything a self-respecting hotel room should have: wardrobe, TV, toothbrush & Co.

Programme Partner
Lectures (in English)

**Exhibition Centre of the Uni-
versity of Applied Arts Vienna,
Heiligenkreuzer Hof
1., Grashofgasse 3 or
Schönlaterngasse 5
Thurs 26.9 and Fri 27.9.,
both 9.30am–7pm**

8

Programme Partner
Presentations

**Gabarage
4., Schleifmühlgasse 6
27.9.–5.10., Mon–Fri 2–6pm,
Sat 12–5pm
Cocktail: Thurs 3.10., 5pm**

17  

Programme Partner
Presentation

**Festival Headquarters
4., Argentinierstraße 11
27.9. –6.10., 11am–7pm
Cocktail: Sat 28.9., 6pm**



MehrWERT Sponsor der VIENNA DESIGN WEEK.

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Vasava (ES) **IDEA RELOADED**

Laboratory

With Vasava, the way is the goal. Following Confucius word-for-word gives us the chance as a studio to learn something new every day, to see the world with the eyes of a child, to explore creative new frontiers and to show our readiness to take risks. Vasava was founded in Barcelona in 1997; today we are a communication studio employing 16 young designers specialised in cross-media projects. We work in commercial as well as artistic projects; our illustrations and typography designs can be seen all over the world in exhibitions and books.

Presence of Vasava in the
Laboratory: 27.9.–1.10.
Lab Talk: Fri 27.9., 6pm

Laboratory
Work-in-Progress

Festival Headquarters
4., Argentinierstraße 11
27.9.–6.10., daily 11am–7pm



Vera Wiedermann (AT) **BIOMAT RESTAURANT**

City Work

When we cook something and cultivate a balanced diet, we can create sufficient energy for the kitchen with the organic waste we produce. Until we reach the ideal of storing our own biogas, we zealously collect bio-waste and bring it to the BIOMAT. Here the rubbish sacks are weighed and a nutritional value calculated from the energy value. You can then eat and drink for this amount. Like the vision of the future, the self-sufficient kitchen, you pay more if you don't bring any rubbish with you! Vera Wiedermann is guesting in the Aromat for nine days and makes sure that your biodegradable rubbish soon returns to your cooker as biogas.

City Work
Work-in-Progress, Presentation

Aromat
4., Margaretenstraße 52
27.9.–5.10., daily 5–11pm,
Fri 27.9., 7–11pm
Opening dinner: Fri 27.9., 7pm,
registration at
info@verawiedermann.com
before 25.9.
Cocktail: Sat 28.9., 5pm



WAGNER:WERK Museum Postsparkasse **SECOND LIFE.** **RECYCLING GLASS DESIGN** **FROM FINNLAND**

The two Finnish glass artists Jukka Isolta and Jan Torstensson have opted for upcycling processes in glass as the basis of their design concepts. Both use waste glass as material: Isolta works with “cold” processing, in other words techniques such as polishing, cutting and sand-blasting; in contrast, Torstensson uses waste glass formed while it is hot, although not melted. The creative solutions produced by the two designers is on show in the exhibition by the WAGNER:WERK Museum, which was established in cooperation with the Finnish Glass Museum in Riihimäki (on show until 9 Nov.).

Programme Partner
Exhibition

WAGNER:WERK Museum
1., Georg-Coch-Platz 2
30.9.–4.10., daily 8am–5pm
Opening: Mon 30.9., 7pm





Walking-Chair Design Gallery
**MAX BORKA – MAPPING
 TOOLBOX**

“mapping toolbox” is an initiative by Max Borka. The Belgian design critic and curator living in Berlin has made it his aim to scan and promote the social forms and contents of the design world across the globe. In the Walking-Chair Gallery he is showing his new instrument for the first time, the “mapping toolbox”, which in future will be the key working tool for his curatorial activities. It can be compared to a case, in which a constantly changing selection of tools, patterns and theories are stored. A “cahier” is being published for the exhibition with a topical text on his theories (on show until 31 Oct.).

Programme Partner
 Exhibition

Walking-Chair Design Gallery
 3., Rasumofskygasse 10
 28.9.–5.10., Mon–Sat 11am–
 6pm, Sun 29.9., 6–10pm
 Cocktail: Sun 29.9., 6pm



Wien Museum
**FAST YEARS. WIEN
 MUSEUM: EXHIBITION
 DESIGN 2003-2013**

Ten years ago the “Wien Museum” made its debut as a brand – starting signal for the museum’s repositioning. Since then it has achieved an outstanding reputation. From the very beginning great value was placed on design, whether in communication or in the hundred or more exhibitions and catalogues. The focus of the compact show is on path-breaking examples of exhibition design during these action-packed museum years: a who’s who of the creative scene, whose close relationship to the museum is one of the reasons for its success.

Programme Partner
 Exhibition

Wien Museum Karlsplatz
 4., Karlsplatz 8
 4.10.–6.10., Fri 10am–9pm, Sat
 and Sun 10am–6pm
 Opening: Fri 4.10., 7.30pm



ZWUPP (AT)
IDEA RELOADED
 Laboratory

Design Studio ZWUPP is a unit that focuses on concept on the one hand and on the other a love of detail. Interdisciplinary works in 3D, film and photography, also graphics and illustration cross over visually manifested borderlines and create products that do not fit in as much as stand out. The relationship with our customers is always based on honesty, respect, and authenticity – Zwupp is an orchestra of visions. These visions become reality during the VIENNA DESIGN WEEK in partnership with the artist and studio colleague Boicut.

Presence of ZWUPP in the
 Laboratory: 1.10.–6.10.
 Lab Talk: Tues 1.10., 6pm

Laboratory
 Work-in-Progress

Festival Headquarters
 4., Argentinierstraße 11
 27.9.–6.10., daily 11am–7pm



VIENNA DESIGN WEEK

Notes

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Schaufenster-Kollektion:
Die App für iPhone und iPad.

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von Desirée Treichl-Stürgkh, Herausgeberin **H.O.M.E.**

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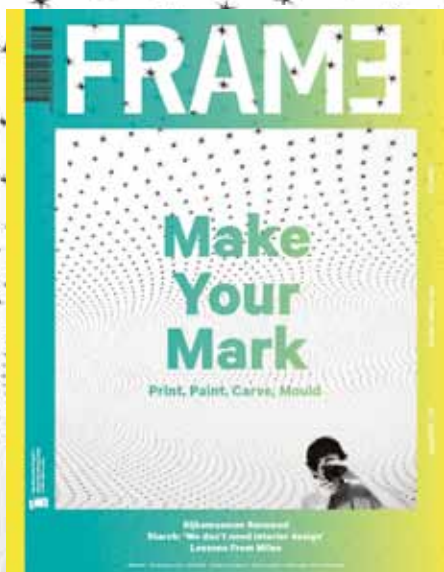
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