

# VIENNA DESIGN WEEK

25.9.  
— 4.10.  
2015

Festival Guide  
English





### **Festival Headquarters with Info Point**

This symbol marks features and events in our Festival Headquarters, the Brotfabrik Wien. Situated in this year's focus district of Favoriten, the jewel of industrial architecture will be the bustling scene for ten days of exhibitions, guided tours, workshops and talks. The Info Point in the Festival Headquarters is the number one contact point for visitors. Several guided tours as well as the Peugeot Shuttle will start at the Meeting Point.

### **Cocktail**

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

### **Guest Country France**

This symbol marks all features and events associated with our guest country, France.

### **Focus District Favoriten**

This sign stands for all events in this year's focus district of Favoriten (10th Viennese district).

### **Talks**

This icon marks events promoting discourse, including lectures and discussions.

### **Education**

Workshops, tours, guided tours – this icon shows the range of education and communication options in the festival program.

### **Location Number**

This number specification refers to the location of each event. All addresses are listed on pages 118–119 and marked on the attached city map.

## Welcome to the VIENNA DESIGN WEEK 2015!

You are holding in your hands the Festival Guide for Austria's greatest design festival. It is sorted according to locations, theme focuses and festival formats and provides an overview of more than 150 events associated with architecture, the graphic arts and design of all kinds: product, furniture, industrial, experimental and social design.

Come with us on our trip of discovery and watch out for the yellow chairs. They show you the way to the VIENNA DESIGN WEEK events. Use our website to navigate through the ten-day program

and get in touch with us online on Facebook, Twitter and Instagram.

**All features are on show throughout the entire duration of the festival unless otherwise announced. Selective events are listed in the daily planner in this guide.**

**Admission is generally free. Please note the prices announced in the education and tour programs and also the regular admission fees of the participating museums.**

This Guide was produced with the kind support of Fedrigoni.  
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### Bonjour chers visiteurs du festival!

Our ninth year in 2015 sees us celebrating the “semaine viennoise du design” – our guest country France will make its presence felt in every nook and corner of the festival. And this is just how it should be! Because we wish, dear people, to present different insights into the world of design: Geographical cross-sections ranging from Europe to Hong Kong, and thematic focuses on social design, handicraft, the future of urban mobility, architecture and the graphic arts.

This year, we are providing a platform for young talents, but are also delighted about the presence of many great names from the world of architecture and design. The festival is curated and commissioned in its broader scope by the VIENNA DESIGN WEEK team, but otherwise our program partners – all those who contribute to the festival with their own events – are in top form this year and will make Vienna more than ever into the “city full of design”.

This year, we have hoisted the red flag in Favoriten for the festival’s focus district. The tenth district is large, many-sided and not so well known, even by the Viennese. Between the area subject to modern urban planning surrounding the new central station and the outskirts near Rothneusiedl and Oberlaa the district not only encompasses high-rise buildings housing business company headquarters but also hen coops and vineyards.

Accordingly, we have organized a large range of contributions in Favoriten. Here, too, the Festival Headquarters – set up this year on the grounds of the ever more enterprising Brotfabrik – will be the first address. This means we take you into an exhibition hall sized 1200 square meters, also a loft with a peerless panoramic view – and this is only the outer shell. We have been working on the concept throughout the last twelve months and will be sending off the results like fireworks during the ten festival days.

Fireworks often celebrate special anniversaries. We are already preparing for such an occasion in 2016, our tenth birthday, and not only promise a very special program for this, but also wish to document the success and sustainability of the festival, with statistics, data and facts packed into one volume, also with pictures reliving the wonderful time.

The VIENNA DESIGN WEEK team consists of wonderful, interesting people, who avail of as much knowledge as they do energy – which is why, as a kind of side-kick, there are quite a few features worth seeing in our window gallery in the stilwerk and a VIENNA DESIGN WEEK Embassy, with which the designers of breadedEscalope were sent to Bucharest. We are also heading for Prague this year – because we have a mission: To bring the world of design to Vienna in the autumn and to bring Austrian design to the world the rest of the year.

The success of the festival obviously rests on two supporting pillars: the public, and the designers. They breathe life into our work. We thank them for this and look forward with the greatest pleasure to tirelessly active days together.

Lilli Hollein  
Director of the VIENNA DESIGN WEEK



Gerhard Hirczi  
**CEO OF THE VIENNA BUSINESS  
AGENCY**



© Peter Rigaud

Design enables us to many aspects of our life more beautiful and simpler – in short, better. Now, for the ninth time, the VIENNA DESIGN WEEK is shifting this aspiration in the sphere of design into the spotlight of creative action in Vienna, its multifaceted festival concept inspiring more and more interest in the international public.

It is a fact that because of its interdisciplinary nature design always creates scope for cooperation and discourse. The Vienna Business Agency with its creative center departure is contributing several program items in this year's VIENNA DESIGN WEEK too, with topics such as urban manufacturing and social entrepreneurship triggering important impulses for the successful interaction of traditional industry and the creative industries in Vienna.

Norbert Kettner  
**DIRECTOR, WIENTOURISMUS**



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Thanks to its rich history of art and culture Vienna has defined its image as a city with great creative potential. What is more, the VIENNA DESIGN WEEK is giving this reputation a new boost through its enormous vigor and energy in providing a stage for contemporary Vienna as well. It offers the creative industries a platform of impressive range on an international level and a multitude of venues and locations for its meanwhile more than 30,000 visitors from all over the world. Its agenda of focusing on individual urban districts – this year the 10th – promotes the sustainable development of the city and its design scene, injects new life into neighborhoods, and fosters the city's creative potential. The VIENNA DESIGN WEEK is a stroke of luck for WienTourismus, too, because it not only helps to shape Vienna's international image as an attractive capital city with a flair for design, modern art and culture, but also gives the world yet another reason to visit the city.

Walter Ruck  
**PRESIDENT OF THE VIENNA  
CHAMBER OF COMMERCE**



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The creativity of Viennese designers is a powerhouse with an energy that lights up Vienna. The VIENNA DESIGN WEEK also plays a part in this spectacle; it is one of the most highly reputed and acclaimed festivals in its field on the international scene. One of its unique features is the fruitful cooperation between creative people and business enterprises in the "Passionswege" program item, which constantly demonstrate new, creative paths for integrating design into everyday industrial operations. The VIENNA DESIGN WEEK throws the spotlight onto creative people – but also onto the concerns that make the products and bring design into our everyday lives.

The Vienna Chamber of Commerce has supported the VIENNA DESIGN WEEK from the very beginning, and we are proud of the way this unique event has developed. To this end, I wish Vienna's creative scene all the very best and the greatest success with their works also during the VIENNA DESIGN WEEK 2015.

Josef Ostermayer  
**FEDERAL MINISTER FOR ART  
AND CULTURE, CONSTITUTION AND  
MEDIA**



© Johannes Zimmer

From silver manufactory to vinegar brewery, from museum to workshop: This year, the VIENNA DESIGN WEEK is hosting the world for the ninth time in Vienna's inner city and environs with new, creative design ideas, bringing young designers together with old-established manufactories and handicraft industries. For ten whole days a comprehensive and multifaceted program showcases design in production, in discussions and in exhibitions. The VIENNA DESIGN WEEK thus gives people a look backstage in the theatre of design – product, furniture and industrial design, eye-to-eye, to smell, to touch and to feel.

I wish all participants and all visitors a fascinating trip of discovery through the exciting miscellany that is design. To this end, I wish all design fans a suspense-packed WEEK!



# Daily Planner

The daily planner supplies a calendar overview of selective events, including cocktails, openings, talks, education and communication programs.

All features are on show throughout the entire duration of the festival unless otherwise announced. Selective events are listed in the daily planner in this guide.

## Friday 25.9.

**10am–1pm, Education**  
Guided Tour  
Gabriela Steiner-Scharfetter  
**TOUR 4: VIENNA DESIGN WEEK PASSION FOR DESIGN**  
→ p. 43

**2pm–9pm, Stadtarbeit Workshop**  
Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
→ p. 60

**3pm, Program Partners**  
Opening  
New Design University (NDU) St. Pölten  
**CHRIS LEFTERI: DO TOUCH. MATERIALS OF THE FUTURE.**  
→ p. 82

**3pm–6pm, Education**  
Guided Tour  
Gabriela Steiner-Scharfetter  
**TOUR 1: VIENNA DESIGN WEEK GOES DOWNTOWN**  
→ p. 42

**3.30pm, Program Partners**  
Talk  
New Design University (NDU) St. Pölten  
**CHRIS LEFTERI: DO TOUCH. MATERIALS OF THE FUTURE.**  
→ p. 82

**4.30pm, Guest Country France**  
Talk  
Institut Français d'Autriche  
**THE FUTURE OF THE PAST – DESIGN AS REINVENTING PROCESS**  
→ p. 33

**5pm–8.30pm, Passionswege Cocktail**  
Alexandre Echassierau (FR) with **WIENER SILBER MANUFACTUR**  
→ p. 56

**5pm, Talks**  
Talk  
austria wirtschaftsservice | aws Creative Industries  
**COME AND PLAY!**  
→ p. 35

**5pm–8.30pm, Passionswege Cocktail**  
Klemens Schillinger (AT) with **A.E. KÖCHERT JUWELIERE**  
→ p. 57

**5pm–8.30pm, Passionswege Cocktail**  
Laureline Galliot (FR) with **BACKHAUSEN**  
→ p. 58

**5pm, Program Partners**  
Talk with Hella Jongerius, Cocktail  
Vitra  
**OPEN SHOWROOM. PRODUCTION & STAGE.**  
→ p. 93

**6pm, Program Partners**  
Opening  
chmara.rosinke  
**GANZ NEUE GALERIE: SALON**  
→ p. 71

**6pm, Guest Country France**  
Opening  
Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE**  
→ p. 32

**6pm–9pm, Program Partners**  
Opening  
MAM Mario Mauroner Contemporary Art  
**ALDO BAKKER & JOAN HERNÁNDEZ PIJUAN: FIGURAS**  
→ p. 81

**6pm–9pm, Program Partners**  
Opening, Talk, Workshop  
NUE Wien  
**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**  
→ p. 85

**6pm–9pm, Program Partners**  
curated by vienna Night  
Wirtschaftsagentur Wien (Vienna Business Agency, Creative Center departure)  
**CURATED BY VIENNA 2015: TOMORROW TODAY**  
→ S. 96

**6.30pm–9pm, Program Partners**  
Opening  
Artcurial  
**SOTTSASS ON PAPER**  
→ p. 67

**6.30pm, Program Partners**  
Opening  
Interio  
**FIRST PRESENTATION: NEW AUSTRIAN DESIGN.**  
→ p. 75

**7pm–9pm, Program Partners**  
Cocktail  
Swarovski  
**JOHN PAWSON: PERSPECTIVES IN THE KUNSTHISTORISCHES MUSEUM WIEN**  
→ p. 91

## Saturday 26.9.

**11am, Guest Country France**  
Guided Tour  
Institut Français d'Autriche  
**20 ICONS OF FRENCH DESIGN**  
→ p. 32

**11am, Guest Country France**  
Guided Tour  
Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE**  
→ p. 32

**11am, Program Partners**  
Workshop  
New Design University (NDU) St. Pölten  
**CHRIS LEFTERI: DO TOUCH. MATERIALS OF THE FUTURE.**  
→ p. 82

**12pm–2pm, Special Workshop**  
breadedEscalope (AT)  
**AS IF – INTERPRETING VIENNA**  
→ p. 64

**1pm–3.30pm, Program Partners**  
Talk  
366 Concept  
**POLISH DESIGN STORIES**  
→ p. 67



**2pm–5pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 3: VIENNA DESIGN WEEK GOES WIEN AND MARGARETEN**  
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**3pm–6pm, Passionswege**  
Cocktail  
 Kneip (NO)  
 with **PEGA-CUT SCHNEIDETECHNIK**  
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**3pm–6pm, Passionswege**  
Cocktail  
 Marlène Huissoud (FR/UK)  
 with **WIENER ESSIG BRAUEREI GEGENBAUER**  
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**3pm–6pm, Passionswege**  
Cocktail  
 Marlene Wolfmair (AT)  
 with **2M WALTER AND MICHAEL MÜLLNER**  
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 1

**3pm–6pm, Passionswege**  
Cocktail  
 Stephanie Hornig (AT/UK)  
 with **ROBERT ROTH/ WIENER GEFLECHT**  
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**3pm, Program Partners**  
Opening  
 Wiener Schneckenmanufaktur  
**SNAIL FESTIVAL**  
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**4pm, Laboratory**  
Lab Talk  
 Analog Sonntag (DE)  
 Christophe Machet (FR)  
**VIENNESE (HI)STORIES**  
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**4.30pm, Stadtarbeit**  
Cocktail  
 Ebru Kurbak (TR/AT)  
**INFREQUENTLY ASKED QUESTIONS**  
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**5pm, Stadtarbeit**  
Cocktail  
 Kreta Kollektiv (AT)  
**FOTOLABOR KRETA**  
 → p. 61  
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**5pm–8pm, Stadtarbeit**  
Cocktail  
 Steineder Plankensteiner  
 Scholz (AT)  
**WHERE DO THE BRICKS COME FROM?**  
 → p. 62  
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**6pm–9pm, Program Partners**  
Workshop  
 NUE Wien  
**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**  
 → p. 85  
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**5pm–9pm, OPEN HOUSE IN THE FESTIVAL HEADQUARTERS**

Cocktails in the presence of the designers in the Brotfabrik Wien!

→ p. 24–25

## Sunday 27.9.

**11am, Guest Country France**  
Guided Tour  
 Institut Français d'Autriche  
**20 ICONS OF FRENCH DESIGN**  
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**11am, Guest Country France**  
Guided Tour  
 Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE**  
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**11am–2pm, Stadtarbeit**  
Guided Tour Pre-lunch Drink  
 Kreta Kollektiv (AT)  
**FOTOLABOR KRETA**  
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**2pm–5pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 2: VIENNA DESIGN WEEK GOES FAVORITEN BY BIKE**  
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 3

**2pm–5pm, Stadtarbeit**  
Workshop Jam  
 Microgiants (AT),  
 REPLYtoALL (HU)  
**NEW LOCAL**  
 → p. 62  
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**2.30pm–4pm, Stadtarbeit**  
Workshop  
 Alice Stori Liechtenstein (AT),  
 Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
 → p. 60  
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**6pm–9pm, Program Partners**  
Workshop  
 NUE Wien  
**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**  
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**6pm, Program Partners**  
 Talk, Cocktail  
 Romanian Cultural Institute  
 Vienna  
**PLUG TO NATURE // DELTACRAFT**  
 → p. 88  
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## Monday 28.9.

**10am–12pm, Program Partners**  
Work-in-Progress Collective  
 Furniture-Brunch  
 Neue Wiener Werkstätte  
**SPECIAL SHOW COLLECTIVE FURNITURE – LET'S CREATE TOGETHER!**  
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**2pm–5pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 1: VIENNA DESIGN WEEK GOES DOWNTOWN**  
 → p. 42  
 3

**2.30pm–4pm, Stadtarbeit**  
Workshop  
 Alice Stori Liechtenstein (AT),  
 Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
 → p. 60  
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**4pm, Program Partners**  
Guided Tour Safari  
 WIEN MITTE – The Mall  
**SHOPPING SPOTTING TOGETHER IN THE HABITAT MALL**  
 → p. 96  
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**5pm–7pm, Program Partners**  
Talk, Cocktail  
 Bildrecht | Bildraum 01  
**THOMAS FEICHTNER: DESIGN UNPLUGGED**  
 → p. 69  
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**5pm, Program Partners**  
Presentation  
 design:mikimartinek  
**SUSTAINABILITY IN DESIGN:CONTEXT**  
 → p. 73  
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**6pm, Talks**  
Talk  
 Oliver Elser  
**CONCRETE – BRUTALISM – A MISUNDERSTANDING?**  
 → p. 35  
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**6pm–9pm, Program Partners**  
Cocktail  
 Goldsmiths NIKL  
**VIENNESE RING IN THE LOBBY**  
 → p. 74  
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**6pm, Program Partners**  
Opening  
 Poligon Creative Centre  
**“CROWDFINDING”: THE EMPOWERMENT OF THE LOCAL COMMUNITY**  
 → p. 87  
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**6.30pm–8.30pm, Program Partners**  
Talk  
 wemakeit.at  
**CROWDFUNDING YOUR DESIGN**  
 → p. 93  
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**7.30pm, Program Partners**  
Talk  
 JP architektur perspektiven  
**SURSCAPE 2016 – START**  
 → p. 77  
 3



# Tuesday

## 29.9.

### 9am–5pm, Education

Guided Tour  
Wirtschaftsagentur Wien  
(Vienna Business Agency,  
Creative Center departure)  
**LEARNING JOURNEY  
CO-MAKING AND  
CO-PRODUCING**  
→ p. 45



### 4pm–7pm, Education

Guided Tour  
Gabriela Steiner-Scharfetter  
**TOUR 4: VIENNA DESIGN  
WEEK PASSION FOR DESIGN**  
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**24**

### 5pm, Program Partners

Cocktail  
Beate von Harten  
**... WHEN THREADS WEAVE  
UP TO HEAVEN ...**  
→ p. 69  
**5**

### 5pm, Program Partners

Presentation  
design:mikimartinek  
**SUSTAINABILITY IN  
DESIGN:CONTEXT**  
→ p. 73  
**40**

### 6pm, Program Partners

Cocktail  
Hofmobiliendepot · Möbel  
Museum Wien  
**JOSEF FRANK: DESIGN ON  
THE PATH TO MODERNISM**  
→ p. 74  
**18**

### 6pm, Program Partners

Presentation  
MAK  
**MARTIN MOSTBÖCK:  
AID ARCHITECTURE-  
INTERIORSDESIGN**  
→ p. 81  
**26**

### 6pm, Stadtarbeit

Guided Tour Ziegmuseum  
Steineder Plankensteiner  
Scholz (AT)  
**WHERE DO THE BRICKS  
COME FROM?**  
→ p. 62  
**16**

### 6pm–8pm, Program Partners

Cocktail  
Universität für angewandte  
Kunst Wien (Vienna University  
of Applied Arts)  
**ROBOTIC WOODCRAFT &  
LUCY.D: RANDOMIZED  
IDENTITIES**  
→ p. 92  
**49**

### 6pm, Program Partners

Guided Tour Safari  
WIEN MITTE – The Mall  
**SHOPPING SPOTTING  
TOGETHER IN THE HABITAT  
MALL**  
→ p. 96  
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### 6.30pm, Program Partners

Opening, Presentation  
Fedrigoni  
**2D\_X\_3D\_HYBRID**  
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### 6.30pm, Program Partners

Cocktail  
Slovak Institute  
**JÁN ŠICKO: MEMORY**  
→ p. 88  
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### 6.30pm, Program Partners

Cocktail  
TU Wien (Vienna University  
of Technology) e264/2  
**THE 4TH THING/NICHES**  
→ p. 91  
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### 6.30pm, Program Partners

Opening  
Wien Museum  
**AT FIRST SIGHT.  
YOUNG ILLUSTRATION  
FROM VIENNA**  
→ p. 96  
**56**

### 7pm, Program Partners

Presentation  
Wiener Stadthalle  
**STAGE FOR ART AND  
DESIGN**  
→ p. 95  
**60**

### 8pm, Program Partners

Cocktail  
MAK  
**CHMARA.ROSINKE:  
CUCINA FUTURISTA 2.0**  
→ p. 79  
**26**

### 8pm, Program Partners

Presentation  
MAK/VIENNNNA BIENNALE  
2015  
**DESIGN NITE: THE PERMA-  
NENTLY RESIDUE-LESS  
CHANGE HOSTED BY  
FREITAG PRODUCED BY  
HEUER/KARLSGARTEN**  
→ p. 79  
**26**

### 8.30pm, Program Partners

Cocktail  
Hofmobiliendepot · Möbel  
Museum Wien  
**A GROWING COLLECTION  
IS GROWING EVEN MORE**  
→ p. 74  
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# Wednesday

## 30.9.

### 2pm–5pm, Education

Guided Tour  
Gabriela Steiner-Scharfetter  
**TOUR 1: VIENNA DESIGN  
WEEK GOES DOWNTOWN**  
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**3**

### 2.30pm–4pm, Stadtarbeit

Children's Workshop  
Alice Stori Liechtenstein (AT),  
Dominik Nostitz (AT), Laura  
M. Pana (NL)  
**WELCOME TO THE LIVING  
ROOM!**  
→ p. 60

### 3.30pm–5.30pm, Special

Workshop  
breadedEscalope (AT)  
**AS IF – INTERPRETING  
VIENNA**  
→ p. 64

### 5pm, Stadtarbeit

Workshop Cooking  
Microgiants (AT),  
REPLYtoALL (HU)  
**NEW LOCAL**  
→ p. 62

### 6pm, Program Partners

Cocktail  
KUNST HAUS WIEN  
**MISCHER'TRAXLER: REAL-  
LIMITED – A SPACE/ROOM.  
AN ENDANGERED SPECIES.**  
→ p. 77  
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### 6.30pm, Talks

Talk  
Dominique Perrault and Gaëlle  
Lauriot-Prévost  
**THE SMALL AND THE  
LARGE SOLUTIONS**  
→ p. 36  
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### 6.30pm, Program Partners

Cocktail  
So Weit, die Zukunft (SWDZ)  
**OBJET DÉTOURNÉ**  
→ p. 88  
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### 6.30pm, Program Partners

Talk Design in Discussion  
UNA plant – Interior  
Architecture  
**THE PROTAGONIST**  
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### 7pm, Special

Work-in-Progress  
Eva Fischer and Eva Fischer  
**VIENNA DESIGN COOK**  
→ p. 47+64  
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### 7pm, Program Partners

Award  
Neudoerfler Office Systems  
**M1-REMIX AWARD – RETRO  
MEETS FUTURE**  
→ p. 83  
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### 7pm, Program Partners

Presentation  
Wiener Stadthalle  
**STAGE FOR ART AND  
DESIGN**  
→ p. 95  
**60**

### 7pm, Stadtarbeit

Talk  
Steineder Plankensteiner  
Scholz (AT)  
**WHERE DO THE BRICKS  
COME FROM?**  
→ p. 62  
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# Thursday

## 1.10.

### 10am–9pm, Program Partners

Long Day of Setting-up  
Neue Wiener Werkstätte  
**SPECIAL SHOW  
COLLECTIVE FURNITURE –  
LE'TS CREATE TOGETHER!**  
→ p. 83  
**33**

### 10am–1pm, Education

Guided Tour  
Gabriela Steiner-Scharfetter  
**TOUR 4: VIENNA DESIGN  
WEEK PASSION FOR  
DESIGN**  
→ p. 43  
**24**



**4pm, Stadtarbeit**  
Guided Tour Vienna and the Brick Bohemians  
 Steineder Plankensteiner Scholz (AT)  
**WHERE DO THE BRICKS COME FROM?**  
 → p. 62



**4pm–7pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 3: VIENNA DESIGN WEEK GOES WIENEN AND MARGARETEN**  
 → p. 43



**5pm, Program Partners**  
Cocktail  
 feinedinge\*  
**RAW . PORCELAIN SERVICE**  
 → p. 73



**5pm, Program Partners**  
Presentation  
 design:mikimartinek  
**SUSTAINABILITY IN DESIGN:CONTEXT**  
 → p. 73



**5pm, Program Partners**  
Cocktail  
 Wittmann  
**ORIGINAL AND RE-EDITION: KIESLER'S MERGENTINE CHAIR CHAIR**  
 → p. 97



**5.30pm–8pm, Education**  
Guided Tour  
 GB\*10  
**NO BRICKS ANY MORE**  
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**5.30pm, Program Partners**  
Cocktail  
 Superated + Labour of Wood  
**= SUPERLABOURREMIXED**  
 → p. 89



**6pm, Program Partners**  
Cocktail  
 LABVERT  
**BEER BAR FOR THE BEER MANUFACTURER R.M.MÜLLER**  
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**6pm, Program Partners**  
Cocktail  
 rausgebrannt  
**BIO-TILES**  
 → p. 87



**6.30pm, Program Partners**  
Talk  
 Hotel Schani Wien  
**SERVICE DESIGN APPLIED**  
 → p. 75



**7pm, Special**  
Work-in-Progress  
 Bernadette Wörndl and Barbara Gollackner  
**VIENNA DESIGN COOK**  
 → p. 47+64



**7pm, Program Partners**  
Talk, Cocktail  
 Buerofreunde  
**VISITING FRIENDS**  
 → p. 71



**7pm, Program Partners**  
Award  
 Rado  
**AND THE RADO STAR PRIZE AUSTRIA 2015 WINNER IS ...**  
 → p. 87



**7pm, Program Partners**  
Cocktail  
 Stamm  
**THERESIENTHAL/ FLORIAN HOLZER: THERE WILL BE LIGHT**  
 → p. 89



**8pm–11pm, Stadtarbeit**  
Talk  
 Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
 → p. 60



**8pm, Stadtarbeit**  
Guided Tour Pubs  
 Kreta Kollektiv (AT)  
**FOTOLABOR KRETA**  
 → p. 61



## Friday 2.10.

**1.30pm, Education**  
Guided Tour  
 Marion Kuzmany (ARCH ON TOUR)  
**KITCHENS: HOT AND MINIMAL**  
 → p. 44



**2pm–5pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 3: VIENNA DESIGN WEEK GOES WIENEN AND MARGARETEN**  
 → p. 43



**3pm, Program Partners**  
Talk  
 InvestHK  
**PRESENTING PMQ**  
 → p. 75



**4pm–6pm, Passionswege**  
Workshop Cane Weaving  
 Stephanie Hornig (AT/UK)  
 with **ROBERT ROTH/ WIENER GEFLECHT**  
 → p. 59



**4.30pm, Program Partners**  
Curator Guided Tour  
 MAK/VIENNA BIENNALE 2015  
**2051: SMART LIFE IN THE CITY**  
 → p. 79



**5pm, Talks**  
Talk  
 austria wirtschaftsservice | aws Creative Industries  
**EIN STANDORT FÜR DESIGN**  
 → p. 36



**5pm, Program Partners**  
Workshop Happy Cork Hour  
 Irena Übler  
**CO.MO X PORTUGUESE DESIGN**  
 → p. 77



**5pm–8.30pm, Passionswege**  
Finissage  
 Laureline Galliot (FR)  
 with **BACKHAUSEN**  
 → p. 58



**6pm–9pm, Program Partners**  
Workshop  
 NUE Wien  
**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**  
 → p. 85



**6.30pm, Talks**  
Talk  
 austria wirtschaftsservice | aws Creative Industries  
**HANDICRAFTS AND DESIGN – TRADITION REVIVED**  
 → p. 37



**6.30pm, Program Partners**  
Cocktail  
 designaustria  
**FEELGOOD APARTHOTEL: DESIGN FOR LIVING, TRYING-OUT, BUYING**  
 → p. 71



**6.30pm, Talks**  
Award, Talk  
 Erste Bank and VIENNA DESIGN WEEK  
**PANEL DISCUSSION SOCIAL DESIGN AND PRESENTATION OF THE ERSTE BANK MEHRWERT DESIGN AWARD**  
 → p. 37



**7pm, Special**  
Work-in-Progress  
 Johannes Lingenhel, Ike Ikrath, and Megumi Ito  
**VIENNA DESIGN COOK**  
 → p. 47+64



**8pm–11pm, Stadtarbeit**  
Talk  
 Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
 → p. 60







## Saturday 3.10.

**11am, Guest Country France**  
Guided Tour  
 Institut Français d'Autriche  
**20 ICONS OF FRENCH DESIGN**  
 → p. 32















**11am, Guest Country France**  
Guided Tour  
 Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE**  
 → p. 32  
 21    


**11am–4pm, Program Partners**  
Workshop  
 Wirtschaftsagentur Wien  
 (Vienna Business Agency, Creative Center departure)  
**DEPARTURE LAB @ URBANIZE!: CONSENSUS INSTEAD OF COMPETITION**  
 → p. 97  
 50   





**11am–5pm, Program Partners**  
Workshop  
 MÖBELMANUFAKTUR  
 J.PEHACK  
**SITTING, PLACING, LIGHTING, COOKING**  
 → p. 82  
 30  


**1pm–3pm, Passionswege**  
Workshop Cane Weaving  
 Stephanie Hornig (AT/UK)  
 with **ROBERT ROTH/ WIENER GEFLECHT**  
 → p. 59  
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**2pm–5pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 2: VIENNA DESIGN WEEK GOES FAVORITEN BY BIKE**  
 → p. 42  
 0  


**2pm, Stadtarbeit**  
Guided Tour Islamic Center  
 Kreta Kollektiv (AT)  
**FOTOLABOR KRETA**  
 → p. 61  
 14    



**2pm, Program Partners**  
Talk  
 wiener SITZgruppe  
**HOW TO SIT?**  
 → p. 95  
 0 


**2.30pm–4pm, Stadtarbeit**  
Presentation Performance  
 Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
 → p. 60  
 0    


**4pm–5.30pm, Future Urban Mobility**  
Guided Tour  
 [r+d] post-carbon Vienna  
**FUTURAMA REDUX**  
 → p. 55  
 0 


**5pm, Program Partners**  
Presentation, Cocktail  
 design:mikimartinek  
**SUSTAINABILITY IN DESIGN:CONTEXT**  
 → p. 73  
 40  

**5.30pm, Laboratory**  
Lab Talk  
 Ellmer Stefan & Johannes Lang (AT)  
 heri&salli (AT)  
**VIENNESE (HI)STORIES**  
 → p. 53  
 0 

**6pm, Program Partners**  
Work-in-Progress Cooking  
 with chmara.rosinke  
 MÖBELMANUFAKTUR  
 J.PEHACK  
**SITTING, PLACING, LIGHTING, COOKING**  
 → p. 82  
 30  

**6pm–9pm, Program Partners**  
Workshop  
 NUE Wien  
**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**  
 → p. 85  
 34    





**6pm–9pm, Future Urban Mobility**  
Talk  
 [r+d] post-carbon Vienna  
**FUTURE URBAN MOBILITY LAB**  
 → p. 55  
 0 





**6pm, Special**  
Cocktail  
 stilwerk limited edition window  
 gallery curated by VIENNA DESIGN OFFICE  
**A WARDROBE FOR RESISTANCE**  
**BY EBRU KURBAK**  
 → p. 65  
 51 

**7pm, Special**  
Work-in-Progress  
 Guerilla Bakery and dottings  
**VIENNA DESIGN COOK**  
 → p. 47+64  
 23 




# Sunday

## 4.10.


**11am, Guest Country France**  
Guided Tour  
 Institut Français d'Autriche  
**20 ICONS OF FRENCH DESIGN**  
 → p. 32  
 0    

**11am, Guest Country France**  
Guided Tour  
 Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE**  
 → p. 32  
 21    





**11am, Program Partners**  
Talk MAK DESIGN  
SALON-Matinee  
 MAK  
**MAK DESIGN SALON #04: DUNNE & RABY. THE SCHOOL OF CONSTRUCTED REALITIES**  
 → p. 81  
 28  



**11am–2pm, Stadtarbeit**  
Finissage Brunch  
 Microgiants (AT),  
 REPLYtoALL (HU)  
**NEW LOCAL**  
 → p. 62  
 0   





**11.30am, Guest Country France**  
Finissage Brunch  
 Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE**  
 → p. 32  
 21    



**12pm–2pm, Special**  
Workshop  
 breadedEscalope (AT)  
**AS IF – INTERPRETING VIENNA**  
 → p. 64  
 0 





**1pm, Special**  
Work-in-Progress  
 Eschi Fiege and Harriet Riddell  
**VIENNA DESIGN COOK**  
 → p. 47+64  
 23 





**2pm–4pm, Stadtarbeit**  
Finissage  
 Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
 → p. 60  
 0    


**2pm–5pm, Education**  
Guided Tour  
 Gabriela Steiner-Scharfetter  
**TOUR 2: VIENNA DESIGN WEEK GOES FAVORITEN BY BIKE**  
 → p. 42  
 0  

**3pm, Program Partners**  
Guided Tour, Talk  
 LEFT & RETURNED  
**WHAT'S LEFT?**  
 → p. 78  
 0    

**3pm, Program Partners**  
Curator Guided Tour  
 MAK  
**MAK DESIGN SALON #04: DUNNE & RABY. THE SCHOOL OF CONSTRUCTED REALITIES**  
 → p. 81  
 28  

**5pm–8pm, Stadtarbeit**  
Finissage  
 Steineder Plankensteiner Scholz (AT)  
**WHERE DO THE BRICKS COME FROM?**  
 → p. 62  
 16    

**6pm–9pm, Program Partners**  
Workshop  
 NUE Wien  
**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**  
 → p. 85  
 34    

**7pm, Program Partners**  
Talk  
 Wirtschaftsagentur Wien  
 (Vienna Business Agency, Creative Center departure)  
**DEPARTURE LAB @ URBANIZE!: CONSENSUS INSTEAD OF COMPETITION**  
 → p. 97  
 50   

**8pm, Special**  
Work-in-Progress  
 Dottore Porchetta, Stefanie Herkner and Lucy.D  
**VIENNA DESIGN COOK**  
 → p. 47+64  
 23 





# Festival Headquarters

Once Europe's largest bread factory thriving since the late nineteenth century, the jewel of industrial architecture was transformed into a cultural quarter. The area in Favoriten is an assembly around two inner courtyards of historical buildings made of facing brick and ferrous concrete in a newly integrated ensemble. The Brotfabrik Wien will be the focus of design in many events and exhibitions for ten whole days – as the Festival Headquarters of the VIENNA DESIGN WEEK.

**VIENNA DESIGN WEEK**  
**Festival Headquarters Brotfabrik Wien**  
10., Absberggasse 27

**Opening hours**  
25.9.–4.10., daily 10am–7pm, Sat 26.9.  
until 9pm

## Info Point

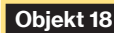
The Info Point in the Festival Headquarters is the number one contact point for visitors.

## VIENNA DESIGN WEEK Shuttle – Design driven by Peugeot

On the two Saturdays of the festival (26.9. and 3.10.) our mobility partner, Peugeot, makes it comfortable to explore the wide-stretched focus district of Favoriten.  
→ p. 28–29

⊙ This symbol marks all events in the Festival Headquarters.





## Objekt 42/Info Point Skylifts



## Objekt 84



*magdas* KANTINE serves international and traditional dishes made by expert chefs and people on the way to there. Not only regional products go into the cooking but also added social value: here young people and socially disadvantaged people get the chance of training or a job. Come for lunch, or choose a salad, soups, coffee and cake – and at *magdas* KIOSK you can find snacks, sweets and drinks to go.

[www.magdas-kantine.at](http://www.magdas-kantine.at)

**25.9.-4.10., daily 11am-7pm  
(Warm meals 12pm-3pm)**

## Objekt 19, Festival Headquarters

Guest Country France

Debut  
Future Urban Mobility  
Laboratory  
Special: VIENNA DESIGN  
WEEK Embassy  
Program Partners: 366 Concept,  
Balkan Design Network, InvestHK, Irena  
Übler, LABVERT, LEFT & RETURNED,  
Lucia Massari, Meşteshukar ButiQ,  
New Design University (NDU) St. Pölten,  
Perrier-Jouët, Studio Es, wiener  
SITZgruppe

VIENNA DESIGN OFFICE  
Special: INTERIO: NEW AUSTRIAN  
DESIGN.

# Olympus Photography Playground


magdas KANTINE & KIOSK  
Stadtarbeit

## Talks


Program Partners: Universität für  
angewandte Kunst Wien (Vienna  
University of Applied Arts)

In front of this year's Festival Headquarters we have established a Meeting Point. Several guided tours as well as a Peugeot Shuttle service will start here.



 This symbol marks the hop-in – hop-out stops.



 This symbol marks the Meeting Point.






# Features in the Festival Headquarters



## Debut



Exhibition  
Design Courses of the FH JOANNEUM Graz (University of Applied Sciences)  
**INSPIRATION EXISTS, BUT IT HAS TO FIND YOU WORKING ...**  
→ p. 50  
 

## Education

Guided Tour  
Gabriela Steiner-Scharfetter  
**TOUR 2: VIENNA DESIGN WEEK GOES FAVORITEN BY BIKE**  
→ p. 42  
  

## Future Urban Mobility

Exhibition  
[r+d] post-carbon Vienna  
**FUTURAMA REDUX**  
→ p. 55  
 

Talk  
[r+d] post-carbon Vienna  
**FUTURE URBAN MOBILITY LAB**  
→ p. 55  
 

## Guest Country France

Exhibition  
Institut Français d'Autriche  
**20 ICONS OF FRENCH DESIGN**  
→ p. 32  
   

## Laboratory




Work-in-Progress  
Analog Sonntag (DE)  
Christophe Machet (FR)  
Ellmer Stefan & Johannes Lang (AT)  
heri&salli (AT)  
**VIENNESE (HI)STORIES**  
→ p. 52–53  
  

## Program Partners



Exhibition  
366 Concept  
**POLISH DESIGN STORIES**  
→ p. 67  
  





Exhibition  
Balkan Design Network  
**YOUNG BALKAN DESIGNERS 2015: COMMON GROUNDS**  
→ p. 67  
 


Presentation  
InvestHK  
**PRESENTING PMQ**  
→ p. 75  
 



Presentation  
Irena Übler  
**CO.MO X PORTUGUESE DESIGN**  
→ p. 77  
  

Talk  
JP architektur perspektiven  
**SUPERSCAPE 2016 – START**  
→ p. 77  
 

Presentation  
LABVERT  
**BEER BAR FOR THE BEER MANUFACTURER R.M.MÜLLER**  
→ p. 78  
 

Exhibition  
LEFT & RETURNED  
**WHAT'S LEFT?**  
→ p. 78  
   

Exhibition  
Lucia Massari  
**MARBLEABILIA**  
→ p. 78  
 



Exhibition  
Meşteshukar ButiQ  
**ROMA ARTISANS: CRAFT RELOADED**  
→ p. 82  
 

Exhibition  
New Design University (NDU) St. Pölten  
**UN-FOLDING. ADAPTABLE FURNITURE FOR GEA**  
→ p. 83  
 

Exhibition  
Olympus  
**PHOTOGRAPHY PLAY-GROUND: NIGHT&DAY DISCOVERED THROUGH THE EYE OF THE CAMERA**  
→ p. 85  
 





Exhibition  
Perrier-Jouët  
**MISCHER'TRAXLER: EPHEMERÄ**  
→ p. 85  
  




Exhibition  
Studio Es  
**WHO ARE YOU?**  
→ p. 89  
 

Presentation  
Universität für angewandte Kunst Wien (Vienna University of Applied Arts)  
**NOHOME PAVILLON (DIGDESFAB14)**  
→ p. 92  
 



Talk  
wiener SITZgruppe  
**HOW TO SIT?**  
→ p. 95  
 


## Stadtarbeit

Work-in-Progress  
Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**  
→ p. 60  
   

Work-in-Progress  
Microgiants (AT), REPLYtoALL (HU)  
**NEW LOCAL**  
→ p. 62  
  

## Special

Exhibition  
breadedEscalope (AT)  
**AS IF – INTERPRETING VIENNA**  
→ p. 64  
 



Exhibition  
VIENNA DESIGN OFFICE  
**INTERIO: NEW AUSTRIAN DESIGN.**  
→ p. 65  
 

## Talks

Talk  
austria wirtschaftsservice | aws Creative Industries  
**EIN STANDORT FÜR DESIGN**  
→ p. 36  
 

Talk  
austria wirtschaftsservice | aws Creative Industries  
**HANDICRAFTS AND DESIGN – TRADITION REVIVED**  
→ p. 37  
 

Talk  
austria wirtschaftsservice | aws Creative Industries  
**COME AND PLAY!**  
→ p. 35  
 

Award, Talk  
Erste Bank and VIENNA DESIGN WEEK  
**PANEL DISCUSSION SOCIAL DESIGN AND PRESENTATION OF THE ERSTE BANK MEHRWERT DESIGN AWARD**  
→ p. 37  
 

Talk  
Oliver Elser  
**CONCRETE – BRUTALISM – A MISUNDERSTANDING?**  
→ p. 35  
 



# Focus District Favoriten

With around 190,000 inhabitants Favoriten is Vienna's most populous urban district – a small city within a city. The former working-class district is very densely populated in certain zones; on the other hand, we find fields and vineyards on its outskirts. Round about the new Central Station complex Favoriten harbors Vienna's largest area of urban development. For ten whole days the VIENNA DESIGN WEEK takes the stage here in a multitude of spaces and venues, supports local, old-established businesses and invites the public to venture into this unknown microcosm and acquire new perspectives on the multifaceted urban district.

## Features in the Focus District Favoriten

### Festival Headquarters

→ p. 20–25



### Education

#### Guided Tour

Gabriela Steiner-Scharfetter  
**TOUR 2: VIENNA DESIGN WEEK GOES FAVORITEN BY BIKE**

→ p. 42



#### Guided Tour

GB\*10  
**NO BRICKS ANY MORE**

→ p. 44



### Passionswege

#### Presentation

Kneip (NO)  
with **PEGA-CUT SCHNEIDETECHNIK**

→ p. 57



#### Presentation

Marlène Huissoud (FR/UK)  
with **WIENER ESSIG BRAUEREI GEGENBAUER**

→ p. 58



#### Presentation

Marlene Wolfmair (AT)  
with **2M WALTER AND MICHAEL MÜLLNER**

→ p. 59



#### Presentation

Stephanie Hornig (AT/UK)  
with **ROBERT ROTH/ WIENER GEFLECHT**

→ p. 59



### Program Partners

#### Talk

Hotel Schani Wien  
**SERVICE DESIGN APPLIED**

→ p. 75



#### Presentation

MÖBELMANUFAKTUR  
J.PEHACK  
**SITTING, PLACING, LIGHTING, COOKING**

→ p. 82



#### Talk

wemakeit.at  
**CROWDFUNDING YOUR DESIGN**

→ p. 93



#### Presentation

Wiener Schneckenmanufaktur  
**SNAIL FESTIVAL**

→ p. 95



### Stadtarbeit

#### Work-in-Progress

Ebru Kurbak (TR/AT)  
**INFREQUENTLY ASKED QUESTIONS**

→ p. 61



#### Work-in-Progress

Kreta Kollektiv (AT)  
**FOTOLABOR KRETA**

→ p. 61



#### Work-in-Progress

Steineder Plankensteiner Scholz (AT)  
**WHERE DO THE BRICKS COME FROM?**

→ p. 62



### Special

#### Work-in-Progress

VIENNA DESIGN OFFICE  
**VIENNA DESIGN COOK**

→ p. 47+64



\* This symbol marks all features in the focus district of Favoriten.



# **VIENNA DESIGN WEEK Shuttle – Design driven by Peugeot**

On the two festival Saturdays (26. 9 and 3.10) our partner Peugeot is making our festival visitors' exploration of the focus district Favoriten pretty comfortable!

A free service is available to the VIENNA DESIGN WEEK public in the cars of the top Peugeot brand 508 RXH, bringing them to the main hubs of activity throughout Favoriten. Most of the features in the focus district are located very close these stations. On 26.9. starting in the early evening, an extra shuttle goes from Vienna Central Station directly to the Festival Headquarters (and back).

A direct shuttle is also available to visitors to VIENNA DESIGN COOK. Departure from Vienna Central Station (Sonnwendgasse 3), more information after reservation → p. 47+64



## **Sat 26.9.+Sat 3.10.**

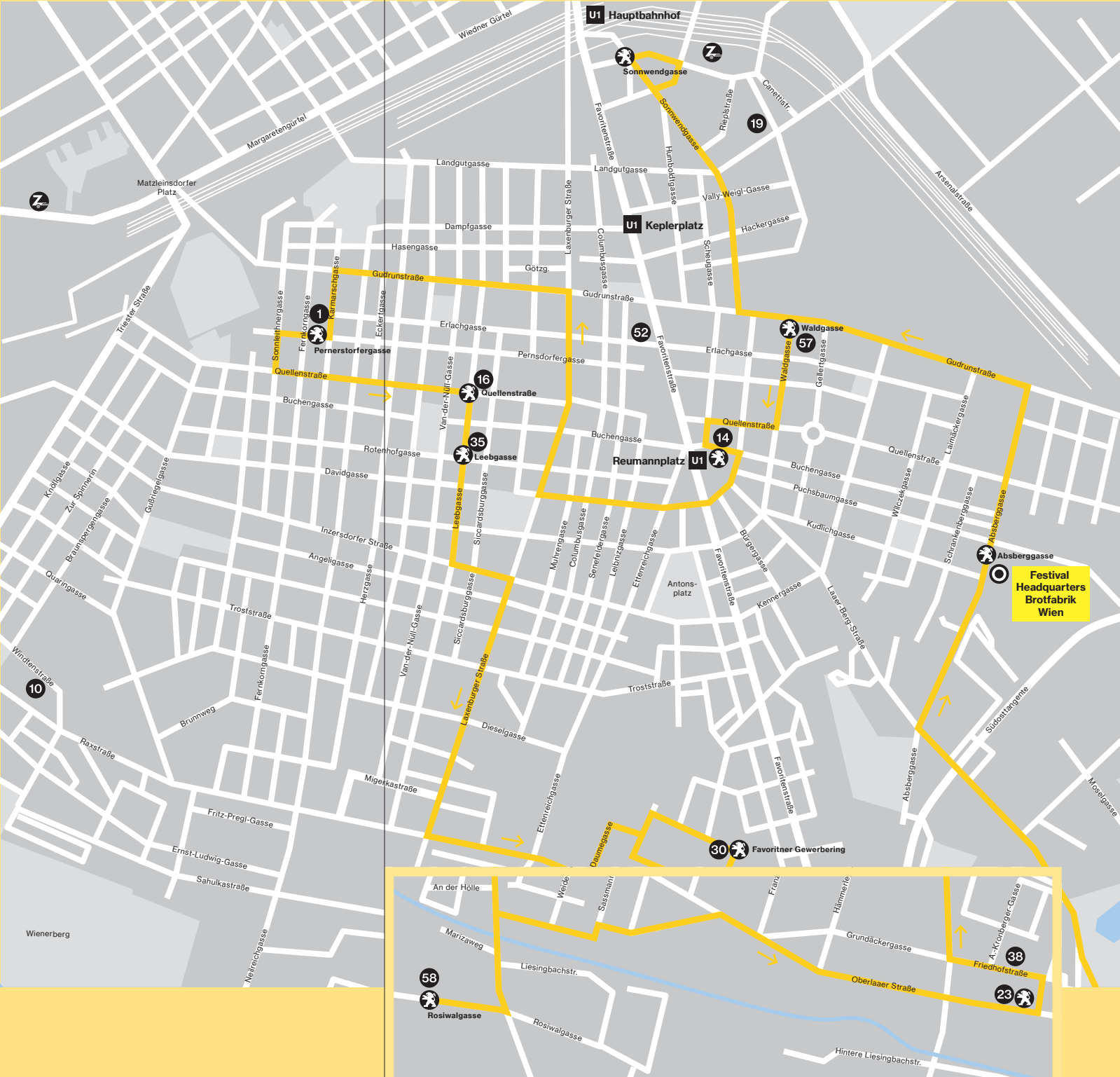
Shuttle through the Focus District:  
2pm–5.30pm

Departure from Vienna Central Station (Sonnwendgasse 3) approx. every 15 minutes, numerous hop-in – hop-out stops in the district

## **Sat 26.9.**

Shuttle between Vienna Central Station (Sonnwendgasse 3) and Festival Headquarters (meeting point): 5.30pm–9pm

-  This symbol marks the hop-in – hop-out stops.
-  Zipcar are parked here, which can be rented on an hourly basis.





# Guest Country France

Bienvenue à Vienne! In changing the focus every year, the VIENNA DESIGN WEEK enriches us with highly detailed insights into the creativity of a European country. This year the guest is: France. Great respect for materials and production methods reflects the quality of the guest country's contributions this year. The VIENNA DESIGN WEEK will be showcasing this not only in the two major guest-country exhibitions but also across the board of all festival formats.

## Features Guest Country France

### Laboratory

Work-in-Progress  
Christophe Machet (FR)  
**VIENNESE (HI)STORIES**  
→ p. 52



### Passionswege

Presentation  
Alexandre Echasseriau (FR)  
with **WIENER SILBER  
MANUFACTUR**  
→ p. 56



Presentation  
Laureline Galliot (FR)  
with **BACKHAUSEN**  
→ p. 58



Presentation  
Marlène Huissoud (FR/UK)  
with **WIENER ESSIG  
BRAUEREI GEGENBAUER**  
→ p. 58



### Program Partners

Exhibition  
Artcurial  
**SOTTSSASS ON PAPER**  
→ p. 67



Exhibition  
Perrier-Jouët  
**MISCHER+TRAXLER:  
EPHEMERÄ**  
→ p. 85



Exhibition  
So Weit, die Zukunft (SWDZ)  
**OBJET DÉTOURNÉ**  
→ p. 88




### Talks

Talk  
Dominique Perrault and Gaëlle  
Lauriot-Prévost  
**THE SMALL AND THE  
LARGE SOLUTIONS**  
→ p. 36



"Even if you think you've already gained an in-depth view of a scene, there's so much more to discover!"

**Lilli Hollein**  
Director of the VIENNA  
DESIGN WEEK

 This symbol marks all features associated with our guest country, France.



## Exhibition

Institut Français d'Autriche  
**20 ICONS OF FRENCH DESIGN**



© Harner/Mitterer/Weiss

The exhibition's goal and intention is to provide a cartographical overview of almost 100 years of French design: on show are powerfully expressive products that have had a formative influence on entire generations and in particular brought forth the "Stark children" and subsequently the French touch. 20 ICONS OF FRENCH DESIGN presents not only the most important symbols of French art, but likewise its ability to break codes, to re-interpret and to anticipate them – with one and the same aim: to serve, to inspire and to surprise. The exhibition tackles the question of what gives an object the status of an icon and shows the innovative character of French design, which epoch by epoch has made use of the most progressive techniques.

With the kind support of Kunsthalle Wien.

Curators: Cédric Morisset, Hélène Convert

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Guided Tour: 26.+27.9./3.+4.10.,  
Sat+Sun 11am**

**Cocktail: Sat 26.9., 5pm**

**Objekt 18, Festival Headquarters**



## Exhibition

Institut Français d'Autriche  
**SUPER DESIGN – THE GLASS STORY  
CONTINUES/MEISENTHAL FRANCE**



© Guy Rebmeister

Taking a comprehensive selection of exhibits from French handicrafts, SUPER DESIGN – THE GLASS STORY CONTINUES/ MEISENTHAL FRANCE illustrates how traditional industries have reinvented themselves in interaction with contemporary design. Designers are introducing added competences into the craft industries and opening a future-oriented perspective onto the opportunities offered by traditional knowledge. This has resulted in the use of new materials, new production process and forms, as well as previously unknown areas of usage.

**25.9–4.10., Mon–Fri 1pm–5pm,  
Sat+Sun 10am–1pm**

**Opening: Fri 25.9., 6pm**

**Guided Tour: 26.+27.9./3.+4.10.,  
Sat+Sun 11am**

**Finissage Brunch: Sun 4.10.,  
11.30am**

**Institut Français d'Autriche  
Salle de Bal, Palais Clam-Gallas  
9., Währinger Straße 30**



## Talk

Institut Français d'Autriche  
**THE FUTURE OF THE PAST – DESIGN  
AS REINVENTING PROCESS**



© CIAV Meisenthal

For more than fifteen years design has been specifically deployed in many regions of France in order to boost traditional sectors of industry and breathe new life into ancient knowledge, which is in part threatening to disappear. Resource centers, universities and production sites bring designers into contact with traditional and craft industries. This very cooperation frequently enables people to preserve expertise, to hand on unique manufacturing processes and rescue valuable means of production, thus radically renewing the image of a specific sector of industry, or region. With the international glass art center of Meisenthal, the Cité du Design Saint-Étienne and the Wiener Silber Manufactur.

**Fri 25.9., 4.30pm**

**Institut Français d'Autriche  
Salon rouge, Palais Clam-Gallas  
9., Währinger Straße 30**



**INSTITUT  
FRANÇAIS**  
Autriche



AMBASSADE DE FRANCE  
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**INSTITUT  
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MEISENTHAL  
FRANCE

**Cité  
du  
design  
Saint-Etienne**

  
**WIENER  
SILBER  
MANUFACTUR**  
1882



**CITROËN ADS**  
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d'Autriche





# Talks

The VIENNAS DESIGN WEEK Talks invite visitors to take an in-depth and active interest in the matter of design: the lectures of the famous French architect Dominique Perrault and the German curator Oliver Elser form a key focus on architecture. Topical aspects such as the identity-shaping role of design locations, the innovative potential of handicraft and the increasingly important genre of game design are dealt with in the three panel discussions of the **austria wirtschaftsservice**. Like further discourse events in the festival program, the Panel Discussion Social Design offers opportunities for exchange, discussion and reflection.

## Talk

austria wirtschaftsservice | aws  
Creative Industries  
**COME AND PLAY!**



Games are hot topics – also in design. Gone are the times of jump-and-run games with pixelated characters navigated in rudimentary backgrounds. Today, computer games have sophisticated stories and elaborately designed figures moving in a world that is recreated down to the smallest detail. Games are gaining in significance in other sectors as well: the agenda of playfully conveying information is on the rise, particularly in the health, security and educational sectors. The objective is to enable an authentic, credible and simultaneously entertaining learning experience – thus learning that is more sustained.

With: **Jörg Hofstätter** (CEO, ovos media), **Michael Lankes** (University of Applied Sciences Upper Austria), **Christopher Lindinger** (Futurelab, Ars Electronica Center)  
Moderation: **Kai Erenli** (Director of Studies, University of Applied Sciences bfi Vienna)

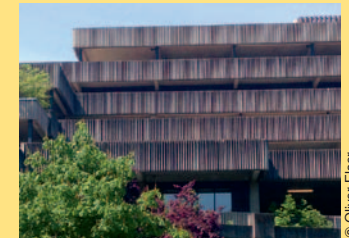
**Fri 25.9., 5pm**

**Objekt 42, Festival Headquarters**



## Talk

Oliver Elser  
**CONCRETE – BRUTALISM –  
A MISUNDERSTANDING?**




Originally, buildings made of “poor” materials, incisive but almost anonymous in their aloof simplicity, were called “brutalist”. In subsequent years innumerable buildings made of exposed concrete (béton brut) were built across the world – until the oil crisis in 1973/74. They are also assigned to brutalism, but tend to aspire towards a sculptural architectural style rather than manifest an ethical attitude. Is brutalism a misunderstanding? What made architects of the sixties so interested in concrete? And isn't concrete still fascinating today? Oliver Elser is curator at the Deutsches Architekturmuseum in Frankfurt. He is at present preparing a major exhibition on brutalist architecture. You can get involved online with the hash tag #SOSBrutalism.

**Mon 28.9., 6pm**

**Ankersaal, Festival Headquarters**

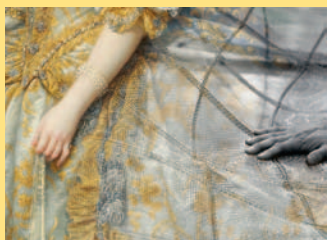


 This icon marks events promoting discourse, including lectures and discussions.



## Talk

Dominique Perrault and Gaëlle Lauriot-Prévost  
**THE SMALL AND THE LARGE SOLUTIONS**



© DPA/Adagp

Aged no more than 36 at the time and running only a small bureau, the French architect Dominique Perrault won the competition for a monumental project, the French National Library. Since then he has produced a whole number of landmark projects, including the Velodrom in Berlin, the extension of the European Court of Justice in Luxembourg and the campus of the women's university EWha in Seoul. The DC Towers planned by Perrault in Vienna impress in the cityscape of Vienna as Austria's highest buildings. Together with the designer Gaëlle Lauriot-Prévost, Perrault guides us through current projects such as the extension and renovation of the Pavillon Dufour in the Palace of Versailles, the Longchamp Racecourse and the Poste du Louvre in Paris. These collaborations demonstrate the high degree of detail in the solutions and a common language that has developed during the decades of their partnership. Guided tours at the Looshaus before and after the talk (6pm and 7.45pm, registration at [tours@vienna.designweek.at](mailto:tours@vienna.designweek.at), maximum 25 participants).

**Wed 30.9., 6.30pm**

**Maximum 100 participants**

**Looshaus**

**1., Michaelerplatz 3**



With the kind support of



## Talk

austria wirtschaftsservice | aws  
Creative Industries  
**A LOCATION FOR DESIGN**



© Kollektiv Fischka

What influences the quality of life in a region and its quality as an industrial location? The integration of design is not the least of factors that can profit locations enormously – cities but also smaller communities. Exceptionally future-oriented places and large cities are integrated into the international network of the UNESCO Creative Cities; in Austria, Graz is the only city counted among them. This talk will cast a multi-perspective light on how design can enhance concepts about location marketing: From the small community, its Habsburg-age glory now faded, to cosmopolitan cities that can offer the best conditions to the high potential sectors.

With: **Doris Fong** (Head of Creative Industries/ Invest Hong Kong), **Ike Ikrath** (Architect and hotelier), **Christof Isopp** (Zukunftsorte), **Andreas Gfrerer** (Chairman, Tourist Board Altstadt Salzburg), **Norbert Kettner** (Director, WienTourismus), **Eberhard Schrempf** (CEO, CIS)

Moderation: **Doris Rothauer** (Strategic Advisor Creative Industries), **Lilli Hollein** (Director of the VIENNA DESIGN WEEK)

**Fri 2.10., 5pm**

**Ankersaal, Festival Headquarters**



## Talk

austria wirtschaftsservice | aws  
Creative Industries  
**HANDICRAFTS AND DESIGN – TRADITION REVIVED**



© Rolf Spectacles

Handicrafts have a great tradition in Austria. But for a long time domestic handicrafts suffered under a rather dusty image. Some professions were even threatened with extinction. With the revival of people's awareness of their home country and nature, the consciousness of their own roots, quite a few old-established crafts are now making a come-back. How can handicrafts be saved from extinction? How can they stay (and become) open for innovation and the interest of young people? And how can designers and architects work eye-to-eye with artisans and craftsmen and -women? Questions for what we hope is not at all a dusty or outdated topic.

With: **Leonid Rath** (J. & L. Lobmeyr), **Nadja Zerunian** (Designer), **Christian Leidinger** (Carpenter, Die Koje), **Sebastian Menschhorn** (Designer)

Moderation: **Thomas Geisler** (MAK)

**Fri 2.10., 6.30pm**

**Ankersaal, Festival Headquarters**



aws Talks with the kind support of austria wirtschaftsservice | aws Creative Industries.



## Award, Talk

Erste Bank and VIENNA DESIGN WEEK  
**PANEL DISCUSSION SOCIAL DESIGN AND PRESENTATION OF THE ERSTE BANK MEHRWERT DESIGN AWARD**



© Kollektiv Fischka

More and more designers are going beyond purely functional and aesthetic aspects and focus on social issues – social solidarity and ecological sustainability for instance – meanwhile putting their results to discussion as part of social-political agendas. Representatives from design practices, science and politics discuss possibilities of cooperation, task areas of socially oriented design and its potential as a catalyst in social transformation processes.

At the beginning of the panel discussion, for the first time this year the Erste Bank *MehrWert* Design Award will be presented to one of the five Stadtarbeit projects.

With: **Nicolas Beucker** (Social Design Competency Center, University of the Lower Rhine), **Kathrina Dankl** (Designer), **Harald Gruendl** (EOOS/Institute of Design Research Vienna), **Julia Landsiedl** (Designer), **Sybille Straubinger** (Municipal Councillor for Arts and Science)

Moderation: **Tina Thiel** (VIENNA DESIGN WEEK)

**Fri 2.10., 6.30pm**

**Objekt 19, Festival Headquarters**





# Features Talks




## Future Urban Mobility

Talk  
[r+d] post-carbon Vienna  
**FUTURE URBAN MOBILITY  
LAB**  
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## Guest Country France

Talk  
Institut Français d'Autriche  
**THE FUTURE OF THE  
PAST – DESIGN AS  
REINVENTING PROCESS**  
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## Laboratory



Lab Talk  
Analog Sonntag (DE)  
Christophe Machet (FR)  
Ellmer Stefan & Johannes  
Lang (AT)  
heri&salli (AT)  
**VIENNESE (HI)STORIES**  
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## Program Partners



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**THOMAS FEICHTNER:  
DESIGN UNPLUGGED**  
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**SUSTAINABILITY IN  
DESIGN:CONTEXT**  
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Hotel Schani Wien  
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Talk  
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Talk  
JP architektur perspektiven  
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START**  
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Guided Tour, Talk  
LEFT & RETURNED  
**WHAT'S LEFT?**  
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Talk MAK DESIGN  
SALON-Matinee  
MAK  
**MAK DESIGN SALON #04:  
DUNNE & RABY.  
THE SCHOOL OF  
CONSTRUCTED REALITIES**  
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Talk  
New Design University  
(NDU) St. Pölten  
**CHRIS LEFTERI: DO  
TOUCH. MATERIALS  
OF THE FUTURE.**  
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Talk  
NUE Wien  
**WHY A WOMAN AND  
A MAN SHOULD WEAR  
GOOD SHOES**  
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Talk  
Romanian Cultural Institute  
Vienna  
**PLUG TO NATURE //  
DELTACRAFT**  
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Talk Design in Discussion  
UNA plant – Interior  
Architecture  
**THE PROTAGONIST**  
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Talk with Hella Jongerius  
Vitra  
**OPEN SHOWROOM.  
PRODUCTION & STAGE.**  
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Talk  
wemakeit.at  
**CROWDFUNDING YOUR  
DESIGN**  
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Talk  
wiener SITZgruppe  
**HOW TO SIT?**  
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Talk  
Wirtschaftsagentur Wien  
(Vienna Business Agency,  
Creative Center departure)  
**DEPARTURE LAB @  
URBANIZE!: CONSENSUS  
INSTEAD OF COMPETITION**  
→ p. 97  
  

## Stadtarbeit

Talk  
Alice Stori Liechtenstein (AT),  
Dominik Nostitz (AT), Laura M.  
Pana (NL)  
**WELCOME TO THE LIVING  
ROOM!**  
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Talk  
Steineder Plankensteiner  
Scholz (AT)  
**WHERE DO THE BRICKS  
COME FROM?**  
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“Experiencing creative thought and design processes close up in Viennese workshops and studios opens up valuable perspectives off the beaten track of the traditional school curriculum.”

Mag. Karin Passarnegg  
BAKIP Kenyongasse Wien 7

# Education


Making design accessible as a living experience for everyone: with its richly diverse educational and tour program the VIENNA DESIGN WEEK invites visitors of all ages to be actively informed, entertained and inspired throughout the festival. Besides the colorful design tours through Vienna, the festival program of the VIENNA DESIGN WEEK offers numerous opportunities for people to investigate design in workshops and participation projects.

**Specials for school classes:** Our school tours with design°mobil show how design influences our daily life and where design happens in Vienna.

Registration for school tours at  
[tours@viennadesignweek.at](mailto:tours@viennadesignweek.at)

KulturKontakt Austria promotes active art and culture education and communication in schools.

**KULTUR**  
**kontakt**  
AUSTRIA

 This icon shows the range of education and communication options in the festival program.



Guided Tour

Gabriela Steiner-Scharfetter  
**TOUR 1: VIENNA DESIGN WEEK GOES DOWNTOWN**



© Kollektiv Fischka

This year, too, the inner city awaits visitors with a multitude of festival events during the VIENNA DESIGN WEEK – whether elegant shops, old-established handicraft industries, or museums and exhibition venues. A stroll through the meandering alleys of the 1st district gives visitors an in-depth view of design creativity as practiced not only in the richly traditional concerns of the Wiener Silber Manufactur and A. E. Köchert Juweliere, but also the MAK and the Wien Museum.

**Fri 25.9., 3pm–6pm, Mon 28.9.,  
 Wed 30.9., 2pm–5pm**

**Start: Hrdlicka monument, Albertina  
 1., Albertinaplatz**

Guided Tour

Gabriela Steiner-Scharfetter  
**TOUR 2: VIENNA DESIGN WEEK GOES FAVORITEN BY BIKE**



© Kollektiv Fischka

For the second time the VIENNA DESIGN WEEK is organizing a bike tour, this time exploring the 10th district, where the urban landscape was once shaped by brick production sites. One tour feature concentrates on this central theme about Favoriten, otherwise the tour takes bikers to many stations of the formats Stadtarbeit and Passionswege, based on the diverse design topics featured in the Festival Headquarters. Participants get an in-depth view of local production sites, follow the development of selected social design projects and thus gain new perspectives on what is at present the most exciting district in Vienna.

**Sun 27.9., Sat 3.10., Sun 4.10.,  
 2pm–5pm**

**Start: Meeting Point, Festival  
 Headquarters**

**Tour 1 – Tour 4****Meeting point 15 minutes before start**

Please have with you a valid public transport ticket or your own bike

**Duration/Language**

approx. 3 hours, German/English

**Tickets**

Adults 9 Euros, students 6 Euros, children and young people aged up to 18 years 4 Euros, Children under 6 years free

**Maximum 20 participants**

Booking online on event page

Guided Tour

Gabriela Steiner-Scharfetter  
**TOUR 3: VIENNA DESIGN WEEK GOES WIEDEN AND MARGARETEN**



© Kollektiv Fischka

Not only its immediate proximity to the Vienna University of Technology characterizes the unique flair of Wieden and Margareten – besides countless design stores, bars and restaurants, the two neighboring districts boast a concentration of unusual business ideas as well as numerous cultural institutes, which spotlight the creative work of their countries. The tour starts on Argentinierstraße in the Romanian Cultural Institute, then makes its way from Wieden to Margareten and reaches its high point in the Festival Headquarters in the 10th district. The tour features not only the formats Laboratory and Debut, but also the guest country of the VIENNA DESIGN WEEK, this year France.

**Sat 26.9., 2pm–5pm, Thu 1.10.,  
 4pm–7pm, Fri 2.10., 2pm–5pm**

**Start: Romanian Cultural Institute  
 Vienna**

**4., Argentinierstraße 39**

Guided Tour

Gabriela Steiner-Scharfetter  
**TOUR 4: VIENNA DESIGN WEEK PASSION FOR DESIGN**



© Kollektiv Fischka

Starting out from the Kunst Haus Wien, it shows a cross section of the local design landscape, including experimental design, social design and graphic and furniture design. Spurred on by the passion for design, the guided tour traces a geographical arc from the 3rd district, Landstraße, to the 7th district, Neubau. Participants find out about showrooms, project spaces and museums, also the city's design collections.

**Fri 25.9., 10am–1pm, Tue 29.9.,  
 4pm–7pm, Thu 1.10., 10am–1pm**

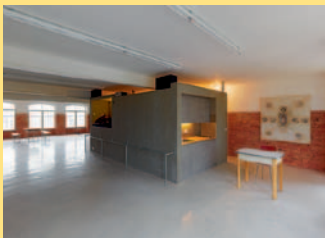
**Start: KUNST HAUS WIEN  
 3., Untere Weißgerberstraße 13**





Guided Tour

Marion Kuzmany (ARCH ON TOUR)  
**KITCHENS: HOT AND MINIMAL**



© Bruno Klotz 2011

Launching out from the groundbreaking concept of Margarete Schütte-Lihotzky's rationalized kitchen of 1926, the tour explores the latest developments in kitchen design. This includes visiting the kitchen elements integrated in minimal spatial boxes by Finn Erschen in the loft reconstructions of the Brotfabrik Wien. Concentration on essentials is embodied in the EOOS workbench, which is pared down to its veritable quintessence. To round things off, steining.designers present practical applications of the latest kitchen designs to offer refreshments and snacks.

**Fri 2.10., 1.30pm**

**Start: Secession  
1., Friedrichstraße 12**

**ARCH ON TOUR**

**Meeting point 15 minutes prior  
to departure**

**Tickets**

22 Euros incl. bus trip, specialist  
guided tours, reception at steining.  
designers

**Maximums 35 participants**

Booking online on event page

Guided Tour

GB\*10  
**NO BRICKS ANY MORE**



© Archiv Wienerberger

Where did the bricks come from – what does it look like there now? What has become of the former mining and production site? The Wienerberger brick industry brought form, work, and population to the district, leaving an architectural as well as an economic and political heritage behind it. The decision to leave the firm's headquarters on Wienerberger and to continue development of the location meant that the concern participated decisively in the urban development of its "home site" and thus in the shape of today's cityscape. A GB\*10 view of the urban transformation project "on top of the town".  
[www.gbstern.at](http://www.gbstern.at)

**Thu 1.10., 5.30pm–8pm**

**Registration at [gb10@gbstern.at](mailto:gb10@gbstern.at)  
Maximum 20 to 25 participants**

**Start: Entrance Wasserturm  
Wienerberg  
10., Windtenstraße**



More on brickmaking:  
WHERE DO THE BRICKS  
COME FROM?  
→ p. 62

Guided Tour

Wirtschaftsagentur Wien (Vienna Business  
Agency, Creative Center departure)  
**LEARNING JOURNEY CO-MAKING AND  
CO-PRODUCING**



© buerobauer

To promote the exchange between the creative industries and other sectors of industry and society, the Vienna Business Agency with its creative center departure offers the opportunity to gain new insights into the city's creativity in learning journeys. In sync with this year's idea competition Crafted in Vienna ([www.craftedinvien.at](http://www.craftedinvien.at)), the themes this year are "Co-Making" and "Co-Producing". Visitors can go on an excursion to various creative studios, investigate creative processes and themselves take part in hands-on activities and experience work salon, studio workshop and tailor's establishment. The exact agenda will be announced in good time.  
[www.wirtschaftsagentur.at](http://www.wirtschaftsagentur.at)

**Tue 29.9., 9am–5pm**

**Registration at  
[departure@wirtschaftsagentur.at](mailto:departure@wirtschaftsagentur.at)  
Limited number of participants**



## Features Education

Future Urban Mobility

Guided Tour  
[r+d] post-carbon Vienna  
**FUTURAMA REDUX**  
→ p. 55

Guest Country France

Guided Tour  
Institut Français d'Autriche  
**20 ICONS OF  
FRENCH DESIGN**  
→ p. 32



Guided Tour  
Institut Français d'Autriche  
**SUPER DESIGN – THE  
GLASS STORY CONTINUES/  
MEISENTHAL FRANCE**  
→ p. 32

Passionswege

Workshop Cane Weaving  
Stephanie Hornig (AT/UK)  
with **ROBERT ROTH/  
WIENER GEFLECHT**  
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**Program Partners**Workshop Happy Cork Hour

Irena Übler

**CO.MO X PORTUGUESE DESIGN**

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Guided Tour, Talk

LEFT &amp; RETURNED

**WHAT'S LEFT?**

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Workshop

MÖBELMANUFAKTUR

J.PEHACK

**SITTING, PLACING, LIGHTING, COOKING**

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Curator Guided Tour

MAK/VIENNA BIENNALE 2015

**2051: SMART LIFE IN THE CITY**

→ p. 79

Curator Guided Tour

MAK

**MAK DESIGN SALON #04:****DUNNE & RABY. THE SCHOOL OF CONSTRUCTED REALITIES**

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Workshop

New Design University

(NDU) St. Pölten

**CHRIS LEFTEI: DO TOUCH. MATERIALS OF THE FUTURE.**

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Workshop

NUE Wien

**WHY A WOMAN AND A MAN SHOULD WEAR GOOD SHOES**

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Presentation

Wiener Stadthalle

**STAGE FOR ART AND DESIGN**

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Guided Tour Safari

WIEN MITTE – The Mall

**SHOPPING SPOTTING TOGETHER IN THE HABITAT MALL**

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Workshop

Wirtschaftsagentur Wien

(Vienna Business Agency, Creative Center departure)

**DEPARTURE LAB @ URBANIZE!: CONSENSUS INSTEAD OF COMPETITION**

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**Stadtarbeit**Children's WorkshopWorkshop

Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)

**WELCOME TO THE LIVING ROOM!**

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Guided Tour Islamic Center

Pre-lunch Drink, Pubs

Kreta Kollektiv (AT)

**FOTOLABOR KRETA**

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Workshop Jam, Cooking

Microgiants (AT),

REPLYtoALL (HU)

**NEW LOCAL**

→ p. 62

Guided Tour Vienna and

the Brick Bohemians

Steineder Plankensteiner

Scholz (AT)

**WHERE DO THE BRICKS COME FROM?**

→ p. 62

**Special**Workshop

breadedEscalope (AT)

**AS IF – INTERPRETING VIENNA**

→ p. 64



# VIENNA DESIGN WEEK

## COOK

**Dinner is served!****When design and gastronomy are your hosts in Oberlaa****Wed 30.9., 7pm****Eva Fischer** (Foodtastic)<sup>C</sup>, **Eva Fischer** (sound:frame)<sup>D</sup> feat. **Fuxherz**, **ROBB**, **Gerald Moser**, **Hubert Peter****Thu 1.10., 7pm****Bernadette Wörndl** (Food & Design)<sup>C</sup>, **Barbara Gollackner** (undpartner)<sup>D</sup>**Fri 2.10., 7pm****Johannes Lingenhel** (Food art)<sup>C</sup>, **Ike Ikrath** (Architect and hotelier)<sup>D</sup>, **Megumi Ito** (Light Fixtures & Interior Design)<sup>D</sup>**Sat 3.10., 7pm****Guerilla Bakery**<sup>C</sup> (Sister act in the kitchen), **dottings** (Design studio)<sup>D</sup> with music by **Walther Soyka** and **Martina Rittmannsberger****Sun 4.10., 1pm****Eschi Fiege** (lovekitchen)<sup>C</sup>, **Harriet Riddell** (InStichYou)<sup>D</sup>**Sun 4.10., 8pm****Dottore Porchetta**<sup>C</sup>, **Stefanie Herkner** (Zur Herknerin)<sup>C</sup>, **Lucy.D** (Design studio)<sup>D</sup>**Curator**

Alexandra Palla

**C → Cook / D → Design****Price**

Dinner 65 Euros, Sunday lunch 45 Euros per person including drinks and shuttle

Limited number of participants!

Registration at

**eat@viennadesignweek.at**

A direct shuttle is available to visitors to VIENNA DESIGN COOK. Departure from Vienna Central Station (Sonnwendgasse 3), more information after reservation

More on VIENNA DESIGN COOK

→ S. 64

**Location Partner**10., Oberlaaer Straße 42  
www.kronbergers.at



# VIENNA DESIGN WEEK

48 Formats

48

Debut

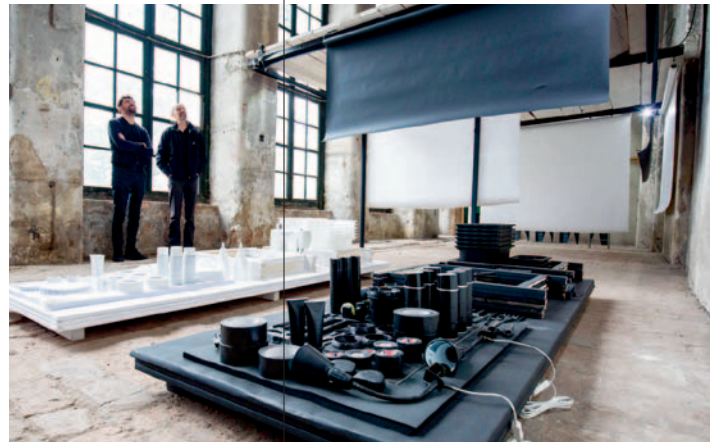
Laboratory

Future Urban  
Mobility

Passionswege

Stadtarbeit

Special



With its curated formats Debut, Laboratory, Future Urban Mobility, Passionswege, Stadtarbeit and Special the VIENNA DESIGN WEEK has taken on the task of creating a new awareness for design.

The intention is not merely to shift its aesthetic function into focus, but above all to accentuate those aspects that make design into a central part of our daily life. Thanks to their different approaches, each format illuminates and presents yet another aspect of this kind.

Formats

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# Debut

It's well known that good education provides an essential basis for the careers of would-be designers. The Debut format is the VIENNA DESIGN WEEK's concept of offering an independent presentation platform for design universities, placing the focus on a selection of outstanding works by students of design. The Debut format is traditionally not only a fitting environment for exhibiting projects by aspiring designers, but moreover offers networking potential and fosters an international image. In addition, the presented works provide insight into the culture of education and design concepts of the institution on show.

The VIENNA DESIGN WEEK 2015 is showing a selection of works from the design courses at the FH JOANNEUM (University of Applied Sciences) in Graz.

## Exhibition

Design Courses of the FH JOANNEUM Graz  
(University of Applied Sciences)  
**INSPIRATION EXISTS, BUT IT HAS  
TO FIND YOU WORKING ...**



© Marion Littenberger

The design courses of the FH JOANNEUM Graz (University of Applied Sciences) pursue a holistic approach to design, ranging from a purely user-oriented to an inter- and trans-disciplinary idea of creative action: as integrator of the humanities and social studies, science and engineering, also economics, industry, culture and administration. Design that is just as focused on research, theory and reflection as it is on practice. Design that is conscious of its social and political, cultural and intercultural responsibility, gives orientation and solves issues for society and environment. Design that sees its creative potential as enlightenment and aspires to simplification and the comprehensible rendering of complex products, services, volumes of data and information structures.

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5pm**

**Objekt 42, Festival Headquarters**



# Laboratory

As an interdisciplinary laboratory and participative showroom the Laboratory puts the spotlight on work processes of designers from the fields of architecture, graphics and product design and makes them accessible to the public.

Under the motto **Viennese (Hi)Stories** the Laboratory this year focuses on its immediate surroundings, the district of Favoriten. Around twenty visual motifs from the most populous urban district of Vienna hang on the walls as pre-printed tear-off pads for people to take with them. Room-filling instructions challenge public and design teams to work interactively and associate freely with these pictures and to try out experimental methods for telling stories.

Curators: Lilli Hollein,  
Erwin K. Bauer  
Scenography: Robert Rűf

**Viennese (Hi)Stories**  
in the Laboratory in the  
Festival Headquarters

“Two of the four design teams experiment simultaneously in this temporary free space.”

**Erwin K. Bauer**  
Curator Laboratory

The Laboratory is sponsored by the Vienna Business Agency, Creative Center departure



Ein Fonds der  
Stadt Wien



Work-in-Progress

Analog Sonntag (DE)  
**VIENNESE (HI)STORIES**



Analog Sonntag sees itself as lab, workshop, playroom and idea factory. The foremost aim of the collective is to work without digital aids: analog – hands-on and with materials that surround us. Inspiration, motivation and last but not least fun on the job are major factors in the work for Benedikt Fischer, Fabian Knöbl, Patrick Molnar and Sebastian Zimmerhackl. During the collective workshop, they endeavor to change the everyday view of things by experiments and setting tasks, and to disrupt connections – to give them another sense or non-sense. Analog Sonntag describes the voluntary eschewing of digital aids as good practice for honing their own perception and creating a welcome change from Facebook and one-dimensional channels such as television.

**25.9.–4.10., daily 10am–7pm,  
 Sat 26.9. until 9pm**  
**Analog Sonntag present in the  
 Laboratory: 25.–29.9., Fri–Tue**  
**Lab Talk: Sat 26.9., 4pm**  
**(together with Christophe Machet)**  
**Objekt 42, Festival Headquarters**



Work-in-Progress

Christophe Machet (FR)  
**VIENNESE (HI)STORIES**



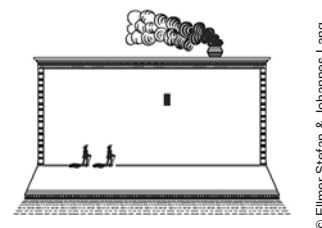
Christophe Machet explores materials, their origins and ways to employ them through design. In his work, he aims to find answers to environmental, social, ethical, political, technological and aesthetics questions. Machet creates tools and machineries to help transform materials into new products, challenging current designs in an attempt to create surprising results and generate unique aesthetics. By inventing new scenarios, he explores and revalues different kinds of waste and obsolete materials. Besides his research projects, Machet works as an industrial designer for various international clients. He co-founded The Polyfloss Factory and studied at the Royal College of Art in London and the ECAL – École Cantonale d'art de Lausanne. His work has been exhibited internationally. Christophe Machet works and lives in Paris.

**25.9.–4.10., daily 10 a.m–7pm,  
 Sat 26.9. until 9pm**  
**Christophe Machet present in the  
 Laboratory: 25.9.–29.9., Fri–Tue**  
**Lab Talk: Sat 26.9., 4pm**  
**(together with Analog Sonntag)**  
**Objekt 42, Festival Headquarters**



Work-in-Progress

Ellmer Stefan & Johannes Lang (AT)  
**VIENNESE (HI)STORIES**



Ellmer Stefan and Johannes Lang have been cooperating since 2011 on script and writing projects which gravitate towards the limits of readability, the limits of nostalgia, the limits of non-alphabetical, the limits of tolerability. Johannes Lang (b. 1981, Bregenz) – study of graphic design in Vienna and Rotterdam – attended the Type Media Master program in Den Haag – working for years on readable and unreadable scripts – teaching at the University of Applied Arts since 2013 – constant critical preoccupation with formats and conventions – preferred tools at present: pencil and Python. Ellmer Stefan (b. 1982, Hallein) – trained pre-press engineer – study of graphic design with growing tendency towards typography and script design in Vienna, Arnhem, Leipzig – at present in Oslo working as freelance script designer and guest lecturer – permanently addicted to stylistic diversity and mannerist extrapolation.

**25.9.–4.10., daily 10am–7pm,  
 Sat 26.9. until 9pm**  
**Ellmer Stefan & Johannes Lang  
 present in the Laboratory: 30.9.–4.10.,  
 Wed–Sun**  
**Lab Talk: Sat 3.10., 5.30pm**  
**(together with heri&salli)**  
**Objekt 42, Festival Headquarters**



Work-in-Progress

heri&salli (AT)  
**VIENNESE (HI)STORIES**



Heribert Wolfmayr and Josef Saller have been working since 2004 under the pseudonym of heri&salli on architectural, spatial and temporary concepts that only reach their actual objective in the realized object confronting the public gaze. Any task dealing with space and environment functions only when it involves people and thus achieves its meaning and legitimization. Space cannot exist without people, since it is based in principle on ideas and experience. Their works have been shown at the Sao Paolo Architecture Biennale, the Galerie Aedes in Berlin, the Architecture Biennale in Venice, et al. In 2014, heri&salli won the Austrian Architecture Clients' Award for the office building Office Off in Burgenland.

**25.9.–4.10., daily 10am–7pm,  
 Sat 26.9. until 9pm**  
**heri&salli present in the Laboratory:  
 30.9.–4.10., Wed–Sun**  
**Lab Talk: Sat 3.10., 5.30pm**  
**(together with Ellmer Stefan &  
 Johannes Lang)**  
**Objekt 42, Festival Headquarters**



**Laboratory different every day!**  
 Designers present at the lab talks.



# Future Urban Mobility

As the effects of urbanization and climate change intensify, the age of the automobile as we know it is slowly nearing its end. But what will the city of the future look like? How will urban mobility allow for greater freedom of movement while using fewer resources? Architecture and urban planning can stimulate new approaches to these questions, especially when paired with research and design. The Future Urban Mobility initiative 2015 is titled [r+d] post-carbon Vienna, and in the run-up to the VIENNA DESIGN WEEK design teams worked together with international and local experts to develop concepts for urban mobility after cars and oil. Vienna was used as a case study. In the result-

ing exhibition and accompanying events, post-carbon urban mobility is presented as a paradigmatic shift that could make our cities more resilient and more livable.

Curators: Joshua Grigsby and Florian Lorenz (Smarter Than Car)

In cooperation with: Zeynep Aksoz, Mark Balzar, Feng Lei, Jürgen Furchtlehner, Lukas Hartwig, Alex Hauff, Sander Hofstee, Masha Hupalo, Peraphan Jittrapirom, Christoph Köhler, Luis Lima, Julia Obleitner, Anne Porter, Roxy Rahel, Lucia Varela, Andrea Weninger, Georg Wieser

With the kind support of



[r+d] post-carbon Vienna  
energy, space, and living

## Exhibition

[r+d] post-carbon Vienna  
**FUTURAMA REDUX**



The name of the exhibition refers to General Motor's Futurama exhibit at the 1939 World Fair, which was the first to lay out a comprehensive vision of a future redesigned for motor vehicles. Three teams of designers looked back at such bold, mobility-based utopias to find inspiration and cautionary tales as they constructed systems of fossil-fuel-free urban mobility. Local and international urban planners, sociologists, climate scientists, energy specialists, and others were consulted and their expertise incorporated into the exhibition. FUTURAMA REDUX focuses on three key topics – energy, space, and living. Vienna served as laboratory and test case.

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Meet the designers: Sat 3.10.,  
4pm–5pm**

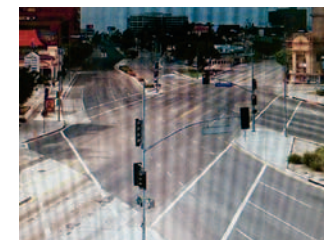
**Guided Tour: Sat 3.10.,  
5pm–5.30pm**

**Objekt 42, Festival Headquarters**



## Talk

[r+d] post-carbon Vienna  
**FUTURE URBAN MOBILITY LAB**



The FUTURE URBAN MOBILITY LAB is a day of input and discussion with designers, researchers, professionals, and visitors about the future of urban mobility. Designers will lead a guided tour of the FUTURAMA REDUX exhibition, expert researchers will give talks on why the transition to post-carbon urban mobility systems is inevitable, and a panel of practitioners will debate the challenges and impact of possible transition pathways and will illustrate how designers can best contribute.

**Sat 3.10., 6pm–9pm**

**Talk: 6pm–7pm**

**Panel discussion: 7.30pm–9pm**

**Ankersaal, Festival Headquarters**





# Passions- wege

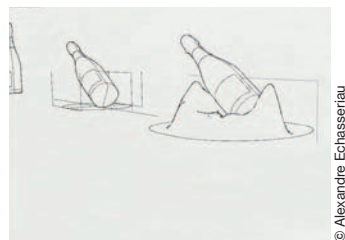
Ever since it first started, the VIENNA DESIGN WEEK has organized the Passionswege to bring together international and Austrian designers and Viennese production companies. These can then experiment, create and transfer knowledge in open work processes, free from all commercial restraints. The seven stations of the Passionswege are comprised of old established Viennese businesses in the 1st district and handicraft operations in the focus district of Favoriten. The VIENNA DESIGN WEEK shows the results of each collaborative project – object or installation – directly on site, granting backstage views and insights into frequently authentic and traditional Viennese workshops and business premises.

Curator: Lilli Hollein

The Passionswege are sponsored by the Vienna Chamber of Commerce.

## Presentation

Alexandre Echasseriau (FR)  
with **WIENER SILBER MANUFACTUR**



From courtly pomp to the dawn of Modernist forms – the repertoire of the Wiener Silber Manufactur covers styles from nearly 200 years. The silverware of the old established company is distinguished for its unusually high fineness and purity, which lends the objects a permanent luster. When he visited the workshops, the young designer and graduate of the Paris college of applied arts ENSCI – Les Ateliers Alexandre Echasseriau was thrilled at the skills of the silversmiths. Echasseriau, who himself trained as a craftsman, takes his inspiration in the Passionswege project from the craggy and sublime forms of mountains and glaciers – and puts them on ice.

**25.9.-3.10., Mon–Fri 10am–6pm,  
Sat 10am–5pm, Sun closed**  
**Cocktail: Fri 25.9., 5pm–8.30pm**  
**Wiener Silber Manufactur**  
**1., Spiegelgasse 14**



## Presentation

Klemens Schillinger (AT)  
with **A.E. KÖCHERT JUWELIERE**



The old established business enterprise was founded in 1814 and for more than 200 years has been making costly and prestigious jewelry in consummate handicraft – ranging from classical to contemporary design. As part of the Passionswege program, the former imperial and royal jeweler to the Habsburg Court and inventor of the famous Sisi stars is opening up its workshop to an Austrian designer who has returned to Vienna from London, Klemens Schillinger. Inspired by a run-up talk with Wolfgang Köchert, Schillinger decided to devote his attention to the fineness of gold and the gold rate. By means of jewelry of various sizes the designer demonstrates the fluctuations of the price of gold during the last fifty years.

**25.9.–3.10., Mon–Fri 10am–6pm,  
Sat 10am–5pm, Sun closed**  
**Cocktail: Fri 25.9., 5pm–8.30pm**  
**A.E. Köchert Juweliere**  
**1., Neuer Markt 15**



## Presentation

Kneip (NO)  
with **PEGA-CUT SCHNEIDETECHNIK**



Founded by René Gabriel in 2004, the Favoriten firm of PEGA-cut Schneidetechnik is specialized in water-jet cutting of greatly diverse materials. Using this technique, stone, metal, wood or ceramic can be cut to measure two-dimensionally into any form required. The tradition of metal handicraft in the Gabriel family goes all the way back to the Middle Ages – earlier generations already worked in related occupations as smiths, blacksmiths, hammer masters, caster masters and mechanics et al. The design studio Kneip established in Oslo and consisting of Jørgen Platou Willumsen and Stian Korntved Ruud is intensively engaged in work with handicrafts and natural materials. Inspired by the concept of the Wunderkammer – the art and curiosity cabinet – and the curios once found within them, they produced poetic and filigree objects processed with the help of the material-sensitive water-jet technique.

**25.9.–2.10., Mon–Fri 8am–5pm,  
Sat+Sun closed**  
**Cocktail: Sat 26.9., 3pm–6pm**  
**PEGA-cut Schneidetechnik**  
**10., Leebgasse 39**





## Presentation

Laureline Galliot (FR)  
with **BACKHAUSEN**



© Laureline Galliot

For 165 years the Austrian textile manufacturer of Backhausen has been developing and producing premier-quality textiles for interiors. The name of this old established Viennese firm has always been closely associated with Art Nouveau and the Wiener Werkstätte – fabrics were created in collaboration with Josef Hoffmann, Koloman Moser, Otto Wagner and more. In the course of the Passionswege the French designer Lauerline Galliot, who studied at the Paris college of applied arts ENSCI - les Ateliers, will immerse herself totally in the language of colors and forms used in the historic designs. Her approach to the cultural heritage of the Backhausen textile production is stunningly resplendent with color and meanwhile sets up the dialogue with the iconic cashiers' hall by Otto Wagner.

**25.9.–2.10., Mon–Fri 10am–5pm,  
Sat+Sun closed**

**Cocktail: Fri 25.9., 5pm–8.30pm**

**Finissage: Fri 2.10., 5pm–8.30pm**

**WAGNER:WERK Museum  
Postsparkasse  
1., Georg-Coch-Platz 2**



## Presentation

Marlène Huissoud (FR/UK)  
with **WIENER ESSIG BRAUEREI  
GEGENBAUER**



© Hélène Combal-Weiss

The history of the WIENER ESSIG BRAUEREI Gegenbauer goes back to the year 1929, when Erwin Gegenbauer's grandfather Ignaz set up a small business as sauerkraut maker on Waldgasse 3. Later, his son became a major manufacturer of vegetable preserves, his workforce eventually amounting to 600 employees. Erwin Gegenbauer, entrepreneur in the third generation, cut back operations and, alongside running small guest rooms in the brewery, concentrates today primarily on the production of premier-quality vinegars and oils. On her first visit to the vinegar brewery in Vienna, French-born designer Marlène Huissoud was particularly struck by the rich and multifaceted range of materials and smells. The designer was fascinated most of all by the pellets resulting as "waste product" in the manufacture of the oils. Reusing these high-value press cakes is the personal concern of both Gegenbauer and Huissoud. The designer has discovered a form for this.

**25.9.–4.10., Mon–Thu 8am–5pm,  
Fri 8am–12pm, Sat 2.30pm–6pm,  
Sun 3pm–6pm**

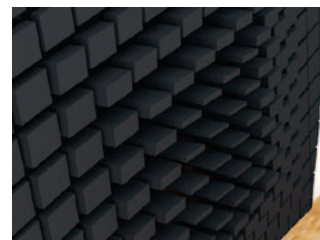
**Cocktail: Sat 26.9., 3pm–6pm**

**WIENER ESSIG BRAUEREI  
Gegenbauer  
10., Waldgasse 3**



## Presentation

Marlene Wolfmair (AT)  
with **2M WALTER AND MICHAEL MÜLLNER**



© Marlene Wolfmair

The master carpentry 2M of Walter and Michael Müllner designs and produces premier-quality furnishings. In their special workshop for sand-blasting techniques the family enterprise in the 10th district also processes and modifies the surfaces of greatly diverse materials, including glass, plastic, metal, ceramic, and wood. The Passionswege project of the young designer Marlene Wolfmair consists of a logarithmic arrangement of wooden elements, their surfaces processed through sand-blasting. Wolfmair demonstrates that not only in the digital world can the combination of design and mathematical formulas produce interesting results. Also the formula-based arrangement of simple elements can lend an extraordinary fascination to a construction. Wolfmair's project consists of an arrangement of logarithmically scaled wooden elements with sand-blasted surfaces.

**25.9.–2.10., Mon–Thu  
7am–12pm+1pm–5pm, Fri 1pm–5pm,  
Sat+Sun closed**

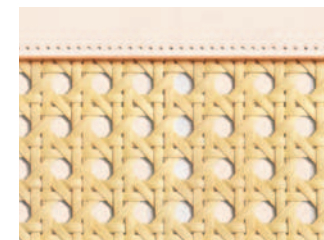
**Cocktail: Sat 26.9., 3pm–6pm**

**2M Walter and Michael Müllner  
10., Pernerstorfergasse 92**



## Presentation

Stephanie Hornig (AT/UK)  
with **ROBERT ROTH/WIENER GEFLECHT**



© Stephanie Hornig 2015

After years of practicing his actual profession, the architect Robert Roth decided to make his hobby his job. He was one of the few people who had mastered the craft of the "Wiener Geflecht", the Viennese handicraft of cane weaving, which had become widespread in seating furniture ever since the Biedermeier era and especially through Michael Thonet, who came to Vienna around 1850. For her Passionswege project the Austrian designer Stephanie Hornig, who lives in London, opted for a rather unusual processing technique in Viennese cane-weaving. Instead of hard materials such as metal and wood for her frames, she chooses flexible and yet stable materials such as leather and textile, which greatly accentuate the lightness of this form of cane-weaving.

**25.9.–4.10., Mon-Fri 12pm-7pm,  
Sat 11am-7pm, Sun 27.9. closed/  
Sun 4.10. 12pm–8pm**

**Cocktail: Sat 26.9., 3pm–6pm**

**Workshop Cane Weaving: Fri 2.10.,  
4pm–6pm, Sat 3.10., 1pm–3pm**

**Fee for materials: 9 Euros**

**Maximum 6 participants**

**Booking online on event page**

**Robert Roth/Wiener Geflecht  
10., Friedhofstraße 20**



In the neighborhood:  
**VIENNA DESIGN COOK**  
→ p. 47+64



# Stadt- arbeit

By means of an open call a jury of experts selected five projects from the field of social design that show outstanding creative qualities and potential in their social aspects. Intensive and unconventional in their presentation form, the projects of the Stadtarbeit format show how design can generate alternatives in our daily life together.

Jury members: **Nicolas Beucker** (Competence Centre for Social Design University Lower Rhine), **Ruth Goubbran** (Erste Bank), **Sabine Gretner** (Caritas, Archdiocese of Vienna), **Georg Irsa** (Caritas, Archdiocese of Vienna), **Jutta Kleedorfer** (Multiple and Interim Use, MA18), **Lilli Hollein** (VIENNA DESIGN WEEK), **Marlene Leichtfried** (VIENNA DESIGN WEEK)

As part of the focus on social design of the VIENNA DESIGN WEEK, this year for the first time the Erste Bank **MehrWERT Design Award** will be presented.

Presentation on Fri 2.10., 6.30pm during the **Panel Discussion Social Design** in the Festival Headquarters.

The Stadtarbeit projects are sponsored by the Erste Bank and realized in part in cooperation with Caritas Vienna.

## Work-in-Progress

Alice Stori Liechtenstein (AT), Dominik Nostitz (AT), Laura M. Pana (NL)  
**WELCOME TO THE LIVING ROOM!**



The goal of the project is to change urban spaces and their image, and to support social solidarity. The temporary living room is a space of discovery free of consumer compulsions and was designed in cooperation with various people of the 10th district. The project addresses migration topics in a creative way – in order to rediscover one another, to make contact, to experiment together, to exchange and to find inspiration for a peaceful co-existence. The Migration Stories Box invites visitors to leave behind their experiences or ideas on the topic as text or drawing. In return, each receives a story to take home, to rediscover or discover anew. The open living room celebrates cultural diversity for all!  
[www.migrationlab.org](http://www.migrationlab.org), [www.verein08.at](http://www.verein08.at)

**25.9.–4.10., Mon–Thu 11am–7pm,  
Fri 25.9., 11am–7pm/Fri 2.10.,  
11am–11pm, Sat 26.9., 11am–9pm/  
Sat 3.10., 11am–7pm, Sun 11am–7pm**

**Workshop I: Fri 25.9., 2pm–9pm**

**Opening: Sat 26.9., 7pm**

**Workshop II: 27.+28.9., Sun+Mon,  
2.30pm–4pm**

**Children's Workshop: Wed 30.9.,  
2.30pm–4pm**

**Talk I: Thu 1.10., 8pm–11pm (Verein08,  
8., Piaristengasse 60)**

**Talk II: Fri 2.10., 8pm–11pm**

**Presentation Performance: Sat 3.10.,  
2.30pm–4pm**

**Finissage: Sun 4.10., 2pm–4pm**

**Objekt 19, Festival Headquarters**



## Work-in-Progress

Ebru Kurbak (TR/AT)  
**INFREQUENTLY ASKED QUESTIONS**



The value of things is a construct, not an objective fact. What one considers a valuable quality, skill, interest and knowledge is socially constructed and depends on where the evaluation takes place. Every person has to develop numerous skills to survive and to socially and culturally advance in the environments they grow up in. However, when a person migrates, some of those skills become entirely obsolete. Regardless of how well educated he or she is, they have to develop a new set of skills. INFREQUENTLY ASKED QUESTIONS intends to open this topic to a public discussion by presenting a reversion of conventionally accepted roles. In an intervention designed together with the participants of the Caritas Lernsprung program, unnoted skills and knowledge meet the local public.

**25.9.–4.10., Mon–Sat 10am–7.30pm,  
Sun closed**

**Cocktail: Sat 26.9., 4.30pm**

**Marktstand 129–132,  
Viktor-Adler-Markt  
10., Viktor-Adler-Platz**



Ebru Kurbak in Special  
→ p. 65

## Work-in-Progress

Kreta Kollektiv (AT)  
**FOTOLABOR KRETA**



The Fotolabor Kreta is a combination of photo studio and urban lab. The temporary setup has the objective of creating a pictorial archive for the 10th district. To do this, different image sources are tapped: city dwellers are invited to take their own photos – cell phone, digital, analog – or have photos taken of them. Parallel to this, the Kreta Kollektiv does some photographic field research by reusing pictorial material and introducing it into new contexts. Anyone interested can browse through his or her private archive and bring photos with them – these are digitalized, duplicated and exhibited on site. The collective extends an invitation on three days to explore the surrounding neighborhood of Kreta in guided tours and make new acquaintances.  
[www.facebook.com/fotolaborkreta](http://www.facebook.com/fotolaborkreta)

**25.9.–4.10., daily 10am–8pm**

**Cocktail: Sat 26.9., 5pm**

**Guided Tour Pre-lunch Drink:**

**Sun 27.9., 11am–2pm**

**Start: 10., Quellenstraße 4**

**Guided Tour Pubs: Thu 1.10., 8pm**

**Start: Fotolabor Kreta**

**Guided Tour Islamic Center:**

**Sat 3.10., 2pm**

**Start: 10., Gudrunstraße 115**

**Fotolabor Kreta**

**10., Reumannplatz 20**





Work-in-Progress

Microgiants (AT), REPLYtoALL (HU)  
**NEW LOCAL**



© Eszter Bircsák 2015

NEW LOCAL is a social design project that builds on food as a communication platform. Through gastronomic adventures visitors are let closer to the personal stories of immigrants who have come to find a new home in Vienna. In the summer of 2015, the design teams invited them to prepare their favorite homeland recipes. Based on these findings and the available open data, the hosts organized a two-day workshop for graphic designers. Visitors are invited to see the results of this workshop, taste specialties and talk to the chefs at the Caritas Community Cooking kitchen. The latter serves as a hub for NEW LOCAL during the VIENNA DESIGN WEEK, as an open and lively space where many different events and workshops will take place. The (cook-)book will be available on the spot. With the kind support of the Balassi Institut – Collegium Hungaricum Wien.  
[www.thenewlocal.tumblr.com](http://www.thenewlocal.tumblr.com)

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5.30pm**

**Workshop Jam: Sun 27.9., 2pm–5pm**

**Workshop Cooking: Wed 30.9., 5pm**

**Registration for workshops at  
r3plyto4ll@gmail.com**

**Finissage Brunch: Sun 4.10., 11am–2pm**  
**Caritas Community Cooking, Objekt 19,  
Festival Headquarters**

Work-in-Progress

Steineder Plankensteiner Scholz (AT)  
**WHERE DO THE BRICKS COME FROM?**



© Steineder Plankensteiner Scholz

Hardly anything reminds us now of the time when Favoriten was dubbed a workers' district. Former clay pits are now bathing pools in the recreational area of Wienerberg, historic brick buildings are hidden behind plaster rendering, and "Novak" and "Vesely" have meanwhile become typical Viennese surnames. Most people have forgotten that this only happened over time. These people originally came here from Moravia and Bohemia – also to make bricks. The project focuses on the district's identity, under reproach that this is being lost because of the new social strata populating it. It is a social experiment that confronts the residents with the district's history and is produced with Favoriten people, who can show visitors on site how to make bricks.

**25.9.–4.10., Mon 11am–3pm, Tue 3pm–7pm,  
Wed 11am–3pm, Thu+Fri 3pm–7pm,  
Sat 11am–7pm, Sun 3pm–7pm**

**Cocktail: Sat 26.9., 5pm–8pm**

**Guided Tour Brick Museum: Tue 29.9., 6pm,  
Maximum 15 participants**  
**Registration at  
pia.plankensteiner@me.com  
(14., Penzinger Straße 59)**

**Talk: Wed 30.9., 7pm**

**Guided Tour Vienna and the Brick Bohemians: Thu 1.10., 4pm,  
Registration at pia.plankensteiner@me.com  
(Favoriten District Administration  
10., Keplerplatz 5)**

**Finissage: Sun 4.10., 5pm–8pm**

**GB\*10  
10., Quellenstraße 149**



# Special

In its activities throughout the year, the VIENNA DESIGN WEEK festival team under the name of the VIENNA DESIGN OFFICE acts in a great variety of functions: as communicator and ambassador, as event organizer and sponsor, as educationalist and consultant. The Special format now puts the spotlight on a cross-section of these activities: the VIENNA DESIGN WEEK Embassy will present Austrian design

abroad. The window gallery in stilwerk offers a permanent presentation platform for young design – during the festival this for example is a project by Ebru Kurbak. The feature VIENNA DESIGN COOK and the project for Interio accentuate furthermore how the VIENNA DESIGN OFFICE gives scope to the latest trends and acts as a link between design and industry.

**VIENNA DESIGN OFFICE**  
**355 + 10 days a year**



Work-in-Progress

VIENNA DESIGN OFFICE  
VIENNA DESIGN COOK



This year the VIENNA DESIGN WEEK is serving up a special version of their gourmet program: VIENNA DESIGN COOK. The food and media expert Alexandra Palla requests chefs and designers to host a dinner or lunch. How task distribution is actually organized remains open. The connections between the professions are obvious, of course: both are interested in a material's origin and quality, in virtuosity of workmanship, in exploring new task areas and in public reactions.

With: Eva Fischer<sup>C</sup>, Eva Fischer<sup>D</sup>  
Bernadette Wörndl<sup>C</sup>, Barbara Gollackner<sup>D</sup>  
Johannes Lingenhel<sup>C</sup>, Ike Ikrath<sup>D</sup>, Megumi Ito<sup>D</sup>  
Guerilla Bakery<sup>C</sup>, dottings<sup>D</sup>  
Eschi Fiege<sup>C</sup>, Harriet Riddell<sup>D</sup>  
Dottore Porchetta<sup>C</sup>, Stefanie Herkner<sup>C</sup>, Lucy<sup>D</sup>  
C → Cook / D → Design  
Curator: Alexandra Palla

**30.9.–4.10., Wed–Sat 7pm,  
Sun 1pm+8pm**  
**Price: dinner 65 Euros, Sunday lunch  
45 Euros per person including drinks  
and shuttle**  
**Registration at**  
**eat@viennadesignweek.at**

**See also**  
**→ p. 47**

**Kronbergers'**  
**10., Oberlaaer Straße 42**



In the neighborhood:  
ROBERT ROTH/WIENER GEFLECHT  
→ p. 59

Exhibition

breadedEscalope (AT)  
**AS IF – INTERPRETING VIENNA**



© Raphael Reinbach

The VIENNA DESIGN WEEK Embassy takes the stage with a selection of Austrian design objects as model for re-interpretations. Starting out from a purely verbal description by the designers, new objects are designed and created with specified tools and materials in three workshops. The original becomes visible only after it is finished and stands opposed to its re-interpretation. breadedEscalope (Sascha Mikel, Martin Schnabl and Michael Tatschl) were commissioned to produce the VIENNA DESIGN WEEK Embassy 2015. Realization is accomplished in the accustomed experimental language of the famous Austrian design bureau. The Embassy was already presented at the 2015 Romanian Design Week in Bucharest. With projects by: breadedEscalope, Celia-Hannes, MarchGut.

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Workshop: Sat 26.9., 12pm–2pm,  
Wed 30.9., 3.30pm–5.30pm,  
Sun 4.10., 12pm–2pm**  
**Maximum 5 participants  
per workshop**  
**Booking online on event page  
until 25.9.**

**Cocktail: Sat 26.9., 5pm**  
**Objekt 42, Festival Headquarters**

Exhibition

stilwerk limited edition window gallery  
curated by VIENNA DESIGN OFFICE  
**A WARDROBE FOR RESISTANCE**  
**BY EBRU KURBAK**



© Kurbak & O'Nascimento 2008

Ebru Kurbak is an artist, researcher and educator based in Vienna. In her work, she often focuses on the psychological, social and cultural implications of technology. Her window gallery exhibition A WARDROBE FOR RESISTANCE deals with the personal micro electronic space around the human body – a sphere that has emerged in the last two decades with the use of mobile communications and has increasingly been invaded because of commercial and governmental interests. The exhibition consists of a series of objects that were created over a period of time to investigate this space as an alternative setting for artistic intervention.

**25.9.–4.10., daily 10am–7pm**

**Cocktail: Sat 3.10., 6pm**

**Exhibition until 11.10.**

**VIENNA DESIGN OFFICE**  
**2., Praterstraße 1, stilwerk Wien,  
3rd floor, Shop 31**



Ebru Kurbak in Stadtarbeit  
→ p. 61

Exhibition

VIENNA DESIGN OFFICE  
**INTERIO: NEW AUSTRIAN DESIGN.**



© Robert Rüt

355 days every year the VIENNA DESIGN OFFICE does the work that the VIENNA DESIGN WEEK enthusiastically shares with the world during the remaining ten days. As adviser in design issues and organizer of exhibitions, competitions and international appearances, the VIENNA DESIGN WEEK puts its national and international network at the world's disposal. The edition by Interio Austria – realized in record time – shows for instance archetypal furniture reinterpreted by contemporary Austrian designers. The VIENNA DESIGN OFFICE headed by Lilli Hollein decided on the participating designers. In the imposing Skylofts of the Brotfabrik Wien in the setting of a living room the VIENNA DESIGN WEEK shows how a Bauernschrank – a rustic cupboard – can be sophisticatedly urban, or how a sofa can be anything other than cozyly conventional.

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5pm**  
**Skylofts, Objekt 42, Festival  
Headquarters**



Collection in a different setting  
→ p. 75



# VIENNA DESIGN WEEK

## Program Partners

Supplementing the curated formats of the VIENNA DESIGN WEEK, the projects of its Program Partners make a crucial contribution to the qualitative diversity of the festival. This year, too, businesses, museums, institutions, galleries and design bureaus from home and abroad take advantage of the opportunity to present their work in temporary projects during the VIENNA DESIGN WEEK. The program is richly multifaceted in its themes, encompassing exhibitions, lectures and workshops, also installations, experiments and more. This all-embracing repertoire of the Program Partners and their presence in countless locations all over Vienna plays a major role in assuring the success of the festival.

“Year after year, it’s a delight to experience how much commitment and motivation our program partners invest in their activities.”

**Elli Schindler**  
Project Coordinator  
Program Partners



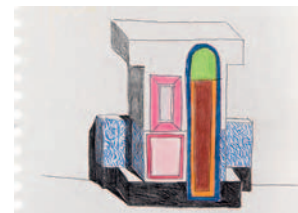
© 366 Concept

### Exhibition

366 Concept  
**POLISH DESIGN STORIES**

Writing design history is often limited to placing designer objects on a timeline. But what makes an icon? In search for an answer, 366 Concept analyzed the most notable Polish furniture designs from two most dynamic periods: the 1950s and 60s and the first two decades of the 21st Century. The selected objects were divided into two groups, according to the observation that the term “iconic” is applied both to mass produced and widely accessible pieces of furniture, as well as items, whose images were popularized through various publications and exhibitions. Each telling a unique story, the pieces contribute to a multi-faceted image of Polish design. Co-financed by the Ministry of Culture and National Heritage Poland and the Polish Institute Vienna [www.366concept.com](http://www.366concept.com)

**25.9.–4.10., daily 10am–7pm, Sat 26.9. until 9pm**  
**Talk: Sat 26.9., 1pm–3.30pm**  
**Cocktail: Sat 26.9., 5pm**  
**Objekt 42, Festival Headquarters**



© Artcurial

### Exhibition

Artcurial  
**SOTTSSASS ON PAPER**

As part of the VIENNA DESIGN WEEK France's leading auction house and European leader in design Artcurial is presenting a collection of drawings and watercolors by the world-famous designer and architect Ettore Sottsass. With exhibits from an Italian private collection the exhibition pays homage to the important Italian designer who for decades has had a formative influence on the international design scene with his works in industrial, furniture and product design. The Austrian branch of the Artcurial auction house has been established on Rudolfsplatz in Vienna since October last year. [www.artcurial.com/wien](http://www.artcurial.com/wien)

**25.9.–3.10., Mon–Fri 10am–6pm, Sat 10am–3pm, Sun closed**  
**Opening: Fri 25.9., 6.30pm–9pm**

**Artcurial**  
**1., Rudolfsplatz 3**



© Young Balkan Designers 2015

### Exhibition

Balkan Design Network  
**YOUNG BALKAN DESIGNERS 2015: COMMON GROUNDS**

The exhibition initiated by the Balkan Design Network represents an introspective view on various aspects of heritage, cultural values, vernacular roots, authenticities and imperfections as well as the interpretation of such factors within the context of the Balkan. Designers were asked to think about heritage in the broadest sense – from their personal to a collective legacy as a society. In striving for a definition of universal values at the intersection of the traditional and progressive, designers drew on cultural assets and incorporated tangible as well as more intangible forms of heritage into their work. [www.balkandesignnetwork.org](http://www.balkandesignnetwork.org)

**25.9.–4.10., daily 10am–7pm, Sat 26.9. until 9pm**  
**Cocktail: Sat 26.9., 5pm**  
**Objekt 42, Festival Headquarters**





In diesem Moment  
wird im MQ auf einer  
Design-Ikone ein Platz  
frei. Beeilen Sie sich!

*At this very moment a  
space is opening up on  
a design icon at the MQ.  
Hurry up!*

WWW.VIENNA.INFO

**VIENNA**  
NOW OR NEVER



© Beate von Harten

#### Work-in-Progress

Beate von Harten  
**... WHEN THREADS WEAVE  
UP TO HEAVEN ...**

With the motto "slow art in a fast age", the Beate von Harten atelier gives us a view of two sorts of production processes in carpet-making and tapestry: fast-forward film footage lasting only five minutes shows the protracted, three-months-long production process of the carpet *Planeten mit Himbeere*. In addition, Beate von Harten invites visitors to observe the making of a linen carpet and a small part of its creation on site. Visitors are cordially invited to help, to distract, or simply enjoy the visual experience over a drink.  
[www.beatevonharten.at](http://www.beatevonharten.at)

**25.9.–2.10., Mon-Fri  
11am-5pm, Sat+Sun closed**

**Cocktail: Tue 29.9., 5pm**

**Beate von Harten  
7., Stiftgasse 33**



© Studio Thomas Feichtner 2015

#### Exhibition

Bildrecht | Bildraum 01  
**THOMAS FEICHTNER:  
DESIGN UNPLUGGED**

In accordance with its title, the exhibition DESIGN UNPLUGGED in Bildraum 01 is devoted exclusively to pencil sketches by the designer Thomas Feichtner. Defying digital visualization, he has rediscovered the qualities of analog hand sketches as a central element of his design process. The sketches – in part unrealized products – provide an unusual view of Feichtner's daily work in design. On 28.9., Bildrecht invites the public to a panel discussion with Martin Hochleitner (Salzburg Museum) and Thomas Feichtner, followed by an Absolute Vodka cocktail reception.  
[www.thomasfeichtner.com](http://www.thomasfeichtner.com)  
[www.bildrecht.at/bildraum](http://www.bildrecht.at/bildraum)

**25.9.–4.10., Mon-Fri 1pm–  
6pm, Sat+Sun 11am–4pm**  
**Talk, Cocktail: Mon 28.9.,  
5pm–7pm**



© BMWFW

#### Exhibition

BMWFW  
**WALK OF FAME: PRIZE-  
WINNERS OF THE 2015  
STATE DESIGN AWARD**

On 23 September 2015, the Federal Ministry of Science, Research and Economy (BMWFW) once more distinguishes the best, most creative and innovative Austrian design solutions with the State Design Award. The exhibition WALK OF FAME will present the prize-winning objects and concepts in the designforum Wien. It provides visual proof that design is not only an important factor for brand positioning but also communicates product innovations in an aesthetic way and thus supports the competitive potential of Austrian business enterprises.  
[www.bmwfw.gv.at](http://www.bmwfw.gv.at)

"The award-winning projects are international success stories of the Austrian creative industries, which put innovative ideas into practice in uniquely individual and application-oriented design." (Reinhold Mitterlehner, Vice-Chancellor and Minister of the Economy)

**25.9.–4.10., Mon-Fri 10am–  
6pm, Sat+Sun 11am–6pm**  
**designforum Wien  
quartier 21/MQ  
7., Museumsplatz 1**





# Wien fördert kreatives Schaffen mit 5 Mio €.

Die vielfältige Kreativlandschaft ist ein Aushängeschild Wiens. Deshalb fördert die Wirtschaftsagentur Wien kreatives Unternehmertum – von Design über Musik bis hin zu Architektur.

**Beantragen Sie jetzt Ihre Förderung auf [wirtschaftsagentur.at](http://wirtschaftsagentur.at)**

Wien fördert Wirtschaft.

**Jetzt  
Förderung  
beantragen!**



© Buerofreunde

## Presentation

Buerofreunde  
**VISITING FRIENDS**

The favorite task of the Viennese concern is to furnish offices. Buerofreunde take a personal approach to designing spaces that aim to bring people together, encourage interaction and create a productive environment. Their product portfolio includes international brands such as Koleksiyon, Modus, Orangebox, Viccarbe and Ideapaint – market debutants distinguished by super-quality design and innovative solutions. Buerofreunde invite VIENNA DESIGNWEEK visitors to come to their showroom on Börsegasse, where they can re-discover together the concept of “office”. [www.buerofreunde.at](http://www.buerofreunde.at)

**25.9.–3.10., Mon–Fri  
9am–8pm, Sat 10am–5pm,  
Sun closed**

**Talk, Cocktail: Thu 1.10., 7pm**

**Buerofreunde  
1., Börsegasse 9**



© Chmara.Rosinke

## Exhibition

chmara.rosinke  
**GANZ NEUE GALERIE:  
SALON**

The Ganz Neue Galerie is a space for experimental aesthetic creativity. It sees the genre designations of “art” and “design” as restrictive and outdated. Instead, it aligns itself on formations such as Russian constructivism and the De Stijl and Memphis movements. The core of their activities consists in the presentation of three annual collections by the Ganz Neue Gruppe founded by breadedEscalope, chmara.rosinke and Patrick Rampelotto. In addition, designers – mainly from East and Central Europe – are invited at regular intervals to present their works. Regular evening events focus on historical and contemporary phenomena and trends in design. [www.chmararosinke.com](http://www.chmararosinke.com)

**25.9.–4.10., daily 3pm–6pm**

**Opening: Fri 25.9., 6pm**

**Ganz Neue Galerie  
1., Sonnenfelsgasse 3**



© Klaus Michael Scheibl

## Presentation

designaustria  
**FEELGOOD APARTHOTEL:  
DESIGN FOR LIVING,  
TRYING-OUT, BUYING**

aspern Vienna's Seestadt, city on the water, is a radically new urban district offering space for around 25,000 people. Just as innovative and future-oriented as the location itself is its first hotel: the Feelgood ApartHotel sees itself as an open house with showroom and market place for Austrian design. In cooperation with designaustria the facilities are fitted out with Austrian design, which is simultaneously on sale. The style of the individual apartments is just as individual as that of its visitors. Furniture and objects have been selected that have already been put on the market by producers and designers. [www.designaustria.at](http://www.designaustria.at)

**2.10.–4.10., 10am–7pm**

**Cocktail: Fri 2.10., 6.30pm**

**Presentation until 11.10.**

**Feelgood ApartHotel  
22., Mimi-Grossberg-Gasse 4**





# NEUE WEGE - WIRTSCHAFTLICH ERFOLGREICH!

**KREATIV-  
WIRTSCHAFT**

**01/514 50-1404**

[www.creativespace.at](http://www.creativespace.at)



**WKO** WIEN  
WIRTSCHAFTSKAMMER WIEN  
Weiter kommen.



© Rita Newman

## Presentation

design:mikimartinek  
**SUSTAINABILITY IN  
DESIGN:CONTEXT**

In her booklet *Creativity for Survival*, the designer Miki Martinek illustrates what she understands by sustainability in a succinct, understandable and aesthetic way, how as VIENNA DESIGN WEEK partner she has lived the change as an example since 2010, and what her ingredients are for this much-quoted "change". The designer describes in seven steps her personal development in the direction of sustainability. *Creativity for Survival* is available for purchase from the designer and her partners. Presentations on four evenings at various locations.  
[www.mikimartinek.com](http://www.mikimartinek.com)

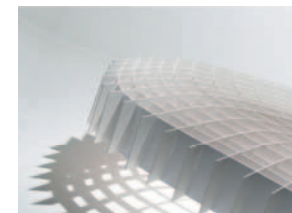
**Mon 28.9., 5pm**  
(Strickwerkstätte Veronika Persché, 17., Steingasse 8)

**Tue 29.9., 5pm**  
(Plattform d.sign, 1., Stubenring 6)

**Thu 1.10., 5pm**  
(Pregenzer Fashion Store, 4., Schleifmühlgasse 4)

**Cocktail: Sat 3.10., 5pm**

**Saint Charles Complementary**  
6., Gumpendorfer Straße 22



© Fedrigoni

## Exhibition

Fedrigoni  
**2D\_X\_3D\_HYBRID**

Exploring dimensions of paper – artist Birgit Knoechl and designer Philipp Bruni approach this common aim from different perspectives. Birgit Knoechl tries to find ways that enable the drawing to grow out of the two-dimensional surface and become three-dimensional, sculpturally spatial objects. Philipp Bruni strives for multi-dimensionality in design and uses the energy of the fragile material when transforming the surface into a three-dimensional object, opening up the imagination to further dimensions. An art-design dialog between line and space.  
[www.fedrigoni.at](http://www.fedrigoni.at)

**30.9.–3.10., Wed–Fri**  
**2pm–7pm, Sat 2pm–6pm**  
**Opening, catalogue presentation by Birgit Knoechl:**  
**Tue 29.9., 6.30pm**  
**Fedrigoni Showroom Vienna**  
7., Stiflgasse 21/13



© feinedinge

## Presentation

feinedinge\*  
**RAW . PORCELAIN SERVICE**

RAW is a dinner service made of recycled and porcelain-casting compound produced by processing polychrome porcelain residues from the ongoing production and fashioning them into a service for everyday use. During the VIENNA DESIGN WEEK the manufacturer in the 4th district invites visitors to view the various stages of the production process: the products from the collection are mold-stamped with a vignette, treated with transparent glaze within, the randomly composed porcelain casting compound making them shine out in unexpected, colorful splendor.  
[www.feinedinge.at](http://www.feinedinge.at)

**25.9.–3.10., Mon–Wed**  
**10am–6pm, Thu+Fri 10am–7.30pm, Sat 10am–6pm,**  
**Sun closed**

**Cocktail: Thu 1.10., 5pm**

**feinedinge\***  
4., Margaretenstraße 35







© NIKL

### Presentation

#### Goldsmiths NIKL VIENNESE RING IN THE LOBBY

The special feature of the Wiener Ring – the Viennese Ring – designed by Siegfried Baumgartner and made in cooperation with Stefan Nikl lies in its outward form, which corresponds to the route of the Vienna Ringstraße. For the VIENNA DESIGN WEEK, the goldsmiths NIKL are presenting their Wiener Ring collection in the illustrious Grand Hotel Wien, which was the first grand hotel to open on the Vienna Ringstraße in 1870. Highlight is the presentation of the special edition Grand Hotel Wien and an open workshop, providing a backstage view of how they are made. The cocktail evening offers the opportunity of tasting the Grand Guglhupf (a Viennese cake) and the Ringstraße anniversary cocktail. Registration and further information on the event at: [www.wienerring.at/](http://www.wienerring.at/) [viennadesignweek](http://viennadesignweek)

**28.9.–4.10., daily 2pm–6pm**  
**Cocktail: Mon 28.9., 6pm–9pm**

**Lobby, Grand Hotel Wien  
1., Kärntner Ring 9**



© Bundesmobilienvverwaltung

### Exhibition

#### Hofmobiliendepot · Möbel Museum Wien **JOSEF FRANK: DESIGN ON THE PATH TO MODERNISM**

The Imperial Furniture Museum is enlarging its Josef Frank collection for the VIENNA DESIGN WEEK 2015 and showing home furnishings Josef Frank created in 1932 for his colleague Bettina Kerner and her husband Isidore Ezra Cohen, and manufactured by Haus & Garten. The museum purchased and restored the furnishings, which are now being integrated into its permanently exhibited collection. The book by Marlene Ott-Wodni published by Böhlau includes the first scholarly catalogue raisonné of Josef Frank's furniture and interiors. After Eva B. Ottillinger's inauguration of the purchases and the revised Josef Frank collection, the book presentation of *Josef Frank 1885–1967. Raumgestaltung und Möbeldesign* will take place on 29.9. at 7 pm in the presence of the author. [www.hofmobiliendepot.at](http://www.hofmobiliendepot.at)

**25.9.–4.10, Tue–Sun  
10am–6pm, Mon closed**  
**Cocktail: Tue 29.9., 6pm**  
**Hofmobiliendepot · Möbel  
Museum Wien  
7., Andreasgasse 7**



© Gregor Sailer

### Exhibition

#### Hofmobiliendepot · Möbel Museum Wien **A GROWING COLLECTION IS GROWING EVEN MORE**

Since 2013 already, a permanent exhibition on current trends in Austrian furniture design has been on show in the Imperial Furniture Collection. The museum set itself the goal of continually enlarging this collection. For the VIENNA DESIGN WEEK 2015 it will present new arrivals by Pudelskern, EOOS, Vandasye, Ursula Klingan, Delugan Meissl Architects, Luigi Blau and Nin Prantner. Eva B. Ottillinger introduces the acquisitions for the collection of twenty-first-century Austrian furniture design over a cocktail on 29.9. [www.hofmobiliendepot.at](http://www.hofmobiliendepot.at)

**25.9.–4.10, Tue–Sun  
10am–6pm, Mon closed**  
**Cocktail: Tue 29.9., 8.30pm**  
**Hofmobiliendepot · Möbel  
Museum Wien  
7., Andreasgasse 7**



© Kurt Hoerbst

### Talk

#### Hotel Schani Wien **SERVICE DESIGN APPLIED**

Innovative service ideas such as individual hotel room selection at booking, mobile check-in, room key on the smart phone, the integrated co-working space in the lobby are all features of the Hotel Schani Wien, illustrating how the results of design research can be put into practice. Architect Gabriel Kacerovsky, client Benedikt Komarek and Vanessa Borkmann from the Fraunhofer Insititute for Work Management and Organization discuss the topic *The realization of research results in service and interior design*. [www.hotelschani.com](http://www.hotelschani.com)

**Thu 1.10., 6.30pm**  
**Hotel Schani Wien  
10., Karl-Popper-Straße 22**



© MarchGut

### Presentation

#### Interio **FIRST PRESENTATION: NEW AUSTRIAN DESIGN.**

For this project, Lilli Hollein (VIENNA DESIGN OFFICE) invited six Austrian designers to create a total of twelve pieces of furniture for a collection produced in Austria. This has resulted in unique design products with roots in the Austrian tradition: the reinterpretation of the rustic cupboard – the Bauernschrank. The table and the bench. The time-revered sideboard. The sofa. The coat rack. The bed and bureau. All these are things that make our houses into individual homes. The collection will be presented in the presence of Lilli Hollein, Janet Kath (Interio) and the designers (Patrycja Domanska, Thomas Feichtner, dottings, MarchGut, Robert Rűf and Patrick Rampelotto). [www.interio.at](http://www.interio.at)

**25.9.–3.10., Mon–Fri  
9am–7.30pm, Sat 9am–6pm,  
Sun closed**  
**Opening: Fri 25.9., 6.30pm**  
**Interio Pop-up-Store  
Ringstrassen-Galerien  
1., Kärntner Ring 5–7 and 9–13**



Collection in a different setting  
→ p. 65



© InvestHK

### Presentation

#### InvestHK **PRESENTING PMQ**

The metropolis at the heart of the Pearl River Delta established itself as an Asian art capital with the opening of Art Basel Hong Kong in 2013. Besides the growing interest in modern design, there is a burgeoning of activity providing platforms for marketing local and international brands. Doris Fong (InvestHK) and William To (PMQ) will introduce Hong Kong's new creative center: the building, over a hundred years old, was originally a residential home for married officers (Police Married Quarter) and today houses creative studios, co-working spaces and office rooms as a revitalizing project in the city center. What opportunities do these developments hold in store for Austrian design? [www.investhk.gov.hk](http://www.investhk.gov.hk)

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**  
**Talk: Fri 2.10., 3pm**  
**Objekt 42, Festival  
Headquarters**





# Vermehrt Schönes!

Wir unterstützen auch die VIENNA DESIGN WEEK und den *Mehr*WERT-Designpreis.



© Irena Übler 2015

## Presentation

Irena Übler  
**CO.MO X PORTUGUESE  
DESIGN**

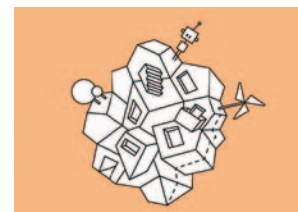
CO.MO is a modular exhibition system designed and developed by Irena Übler during the Amorim Cork Ventures program – a playful concept composed of two base elements made of cork to provide individual exhibition formats, spaces and installations. At the VIENNA DESIGN WEEK, CO.MO will be featuring four young design brands from the north of Portugal: Jinja, Maria Maleta, Nikibi and Weekend Barber. The visitors are invited to join the Happy Cork Hour – an experimental workshop where the audience is asked to deconstruct and rebuild the installation in different configurations. Portuguese wines by Quinta Nova will be served during the cocktail event and the workshop. [www.irenauebler.com](http://www.irenauebler.com)

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5pm**

**Workshop Happy Cork Hour:  
Fri 2.10., 5pm**

**Objekt 42, Festival  
Headquarters**



© Superscape

## Talk

JP architektur perspektiven  
**SUPERSCAPE 2016 –  
START**

Superscape is a biennial competition for architectural concepts that within the context of current social changes seek visionary ideas on the interaction of the private and public space in the urban context. Its second edition critically scrutinizes conventional patterns of home-living and housing, ventures on creative experiments, and within a time horizon of fifty years looks for innovative solutions for the ever-changing needs of city dwellers. The launching of Superscape 2016 presents the key focuses of content, discusses prospective positive issues, and thus opens up the submission phase. [www.jpi.at](http://www.jpi.at)  
[www.superscape.at](http://www.superscape.at)

**Mon 28.9., 7.30pm  
Ankersaal, Festival  
Headquarters**



© mischer'traxler

## Exhibition

KUNST HAUS WIEN  
**MISCHER'TRAXLER: REAL-  
LIMITED – A SPACE/ROOM.  
AN ENDANGERED SPECIES.**

The loss of biodiversity has given the impetus for the project realLimited by the designer duo mischer'traxler as part of the exhibition series GARAGE. The entire stock of an endangered species of moth is recreated in the exhibition hall of the KUNST HAUS WIEN as a synthetic light object. This freeze-frame of all specimens of this species still extant in Austria galvanizes the discussion about the plundering of sensitive, natural resources. The installation visualizes real limitations and attempts to make abstract statistics a palpable reality. [www.kunsthawien.com](http://www.kunsthawien.com)

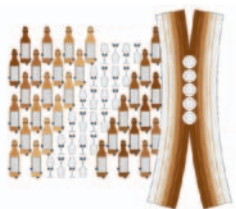
**25.9.–4.10., daily 10am–6pm**

**Cocktail: Wed 30.9., 6pm**

**KUNST HAUS WIEN  
3., Untere Weißgerber-  
straße 13**







© LABVERT

### Presentation

#### LABVERT BEER BAR FOR THE BEER MANUFACTURER R.M.MÜLLER

In its BEER BAR the design and architecture bureau of LABVERT puts the spotlight on the Craft Beer of the local brewery R.M.MÜLLER BIER. The bureau, which has already designed presentation scenarios for internationally famous beverage firms like Hennessy and Royal Salute, is thus devoting itself to a Favoriten specialty. The grain is grown on a small organic farm on the outskirts of Vienna and processed by Robert Michael Müller into exclusive beer in small quantities – following traditional recipes the R.M.MÜLLER BIER company brews only around 30 liters of beer per brew.

[www.labvert.com](http://www.labvert.com)

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Thu 1.10., 6pm**

**Objekt 42, Festival  
Headquarters**



© Klemens Schillinger

### Exhibition

#### LEFT & RETURNED WHAT'S LEFT?

Breaking-up has both seductive and ambivalent aspects. It opens up new possibilities, yet at the same time casts a shadow of melancholy onto the way ahead. Many young designers have had cause to leave educational institutes at home and seek or further develop their acquired capabilities abroad, not only to enhance their own skills but also to reflect on their own position and handicraft. All the introduced designers who have returned to Austria illustrate further developments, rejected or abandoned projects, or simply relate personal anecdotes about their flight to and from their destinations abroad.

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5pm**

**Guided Tour, Talk: Sun 4.10.,  
3pm**

**Objekt 42, Festival  
Headquarters**



© Andrea Monucchio 2015

### Exhibition

#### Lucia Massari MARBLEABILIA

MARBLEABILIA is created in collaboration with Mandruzzato Marmi & Graniti, a marble cutting manufactory based near Vicenza. The project explores new ways of reusing high quality marble scrap, such as Carrara marble and onyx, that otherwise were destined to be ground into gravel; leftovers are therefore treated in the same way as the first choice quality source material. Each element is unique; the color and type of marble depends on Mandruzzato's commissions – whether it's kitchen tops, sinks or gravestones. The choice of texture, color and material is left to this tantalizing, unpredictable process of using the leftovers as they become available.

[www.luciamassari.tumblr.com](http://www.luciamassari.tumblr.com)

**25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5pm**

**Objekt 42, Festival  
Headquarters**



© buero bauer

### Exhibition

#### MAK/VIENNA BIENNALE 2015 2051: SMART LIFE IN THE CITY

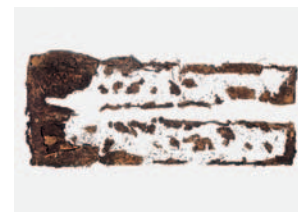
How do we want to live in the future? As part of the VIENNA BIENNALE 2015, the exhibition project organized by MAK and the Vienna Business Agency, Creative Center departure, examines the role of design as a tool for a positive change. Ten teams worked out ideas for urban everyday life in the future that can be tested and discussed. Integrated into the urban environment of Vienna they aim to provide motivation for becoming part of the process of change and an intelligent – smart – vision of the city. Curator guided tour with Harald Gruendl (EOOS/ Institute of Design Research Vienna) and Thomas Geisler, senior curator of the MAK Collection Design. The free *Ideas for Change* app assists in navigating through the "city 2051": [www.ideas-for-change.net](http://www.ideas-for-change.net) [www.mak.at](http://www.mak.at) [www.wirtschaftsagentur.at](http://www.wirtschaftsagentur.at)

**Exhibition until 4.10.,  
Tue 10am–10pm, Wed–Sun  
10am–6pm, Mon closed**

**Tue 6p.m.–10pm free  
admission**

**Curator Guided Tour:  
Fri 2.10., 4.30pm**

**MAK Exhibition Hall  
1., Weiskirchnerstraße 3**



© Oliver Nanzig

### Presentation

#### MAK/VIENNA BIENNALE 2015 DESIGN NITE: THE PERMA- NENTLY RESIDUE-LESS CHANGE HOSTED BY FREITAG PRODUCED BY HEUER/KARLSGARTEN

The designers of FREITAG are being invited to produce a MAK DESIGN NITE and an installation in the MAK DESIGN SPACE for the Biennale motto "Ideas for Change". For them, change means re-contextualization. Besides the well-known bags made of used heavy-vehicle tarpaulins, they have now developed biologically degradable textiles. F-ABRIC completes the cycle of permanently residue-less change. For their presentation-performance, food, clothes, furniture, machines, music, and ideas are taken out of their original environment and placed into surprising contexts. Organized by MAK and the Vienna Business Agency, Creative Center departure. [www.mak.at](http://www.mak.at)

**25.9.–4.10., Tue 10am–10pm,  
Wed–Sun 10am–6pm, Mon  
closed**

**Tues 6pm–10pm free  
admission**

**Party DESIGN NITE: Tue  
29.9., 8pm (MAK-Säulenhalle)**

**Presentation and pop-up  
store until 8.11.**

**MAK DESIGN SPACE  
1., Stubenring 5**



© chmara.rosinke

### Presentation

#### MAK CHMARA.ROSINKE: CUCINA FUTURISTA 2.0

Inspired by the manifesto published in 1930 proclaiming the futurist kitchen of Filippo Tommaso Marinetti, chmara.rosinke are propagating a new creative radicalness in haute cuisine. The "grand freedom" of the round white plate is to be curtailed and cooks inspired to venture on new paths in the culinary art, together with designers. Taking the spotlight this time however is not the design of the table service but cooking according to aesthetic conditions. A culinary-creative experiment, made possible through the 2014 Nespresso Design Scholarship. For the closed events Seated Dinner (with guest chef Harald Irka, Tue 29.9., 6pm) and Seated Lunch (with guest chef Reinhard Gerer, Sat 3.10., 1pm) two tickets each may be won on the MAK's Facebook page. [www.mak.at](http://www.mak.at)

**25.9.–4.10., Tue 10am–10pm,  
Wed–Sun 10am–6pm,  
Mon closed**

**Tue 6pm–10pm free  
admission**

**Cocktail: Tue 29.9., 8pm  
(MAK-Säulenhalle)**

**MAK-Lounge  
1., Weiskirchnerstraße 3**



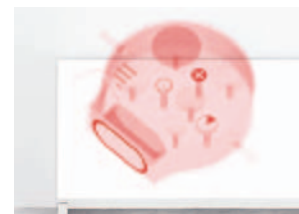


# PAPIER- KREATIONEN, DIE BEFLÜGELN

FEDRIGONI – DESIGNPAPIERE FÜR BESONDERE IDEEN

Die Leidenschaft für das Besondere und die Liebe zum Papier haben FEDRIGONI immer wieder motiviert, Außergewöhnliches zu kreieren: Feinstpapiere auf höchstem Niveau. FEDRIGONI, die italienische Feinstpapiermanufaktur, überzeugt Designer, Drucker und Verarbeiter mit einem einzigartigen Papiersortiment. Mehr als 20 Kollektionen und über 120 Sorten: Natur- und Feinstpapiere, Designpapiere, Spezialpapiere für den Digitaldruck, Konsumpapiere, Haftpapiere, veredelte Kartonagen, Geschäftspapiere und Kuverts. [www.fedrigoni.at](http://www.fedrigoni.at)

 **FEDRIGONI**  
AUSTRIA



© Dunne & Raby



© Udo Titz



© Erik & Petra Hesmerg 2007

## Exhibition

MAK  
**MAK DESIGN SALON #04:  
DUNNE & RABY. THE  
SCHOOL OF CONSTRUCTED  
REALITIES**

The London design duo Dunne & Raby examine the potentials of speculative design from the aspect of challenges and perspectives in the twenty-first century. The works of the studio act as illustrative examples of a fictive design school set up for the first time in the Geymüllerschloß. Visitors are invited to reflect on the influence of design training on the development and shaping of visions of the future. MAK DESIGN SALON Matinee with Fiona Raby, Anthony Dunne and Jurgen Bey (Studio Makkink & Bey/Director, The Sandberg Institute at the Gerrit Rietveld Academy Amsterdam). Curator guided tour with Thomas Geisler, chief curator of the MAK Collection Design, and Dunne & Raby. [www.mak.at](http://www.mak.at)

**25.9.–4.10., Sat+Sun 11am–6pm, Fri 25.9., 2pm–6pm**

**Talk MAK Design Salon  
Matinee: Sun 4.10., 11am**

**Curator Guided Tour:  
Sun 4.10., 3pm**

**MAK-Branch  
Geymüllerschloß  
18., Pötzleinsdorfer  
Straße 102**



## Presentation

MAK Design Shop  
**MARTIN MOSTBÖCK:  
AID ARCHITECTURE-  
INTERIORSDESIGN**

The architect and designer Martin Mostböck designs houses, interiors and everyday objects. Mostböck eschews superficial styling; his designs get to the basics. In doing so, he seeks and finds what is authentic. For him, architecture means a collective journey that makes everyone happy at the end, and he compares the plans of a house with work on a made-to-measure suit. Book presentation AID ArchitectureInteriorsDesign with MAK Director Christoph Thun-Hohenstein, and Martin Mostböck. [www.mak.at](http://www.mak.at)

**25.9.–4.10., Tue 10am–10pm,  
Wed–Sun 10am–6pm,  
Mon closed**

**Book presentation:  
Tue 29.9., 6pm  
MAK Design Shop  
1., Stubenring 5**



## Exhibition

MAM Mario Mauroner  
Contemporary Art  
**ALDO BAKKER & JOAN  
HERNÁNDEZ PIJUAN:  
FIGURAS**

The exhibition FIGURAS is situated at the interface of art and design and contrasts, enriches and strengthens both presented positions: Aldo Bakker's and Joan Hernández Pijuan's. Whereas the Dutch artist Aldo Bakker is driven in his creative process by his fascination for a form, the Spanish painter Pijuan reduces the chromaticity as well as the content of his paintings to its quintessence. It's the line in its perfection that unites both presentations. Aldo Bakker's sketches, which he calls *Notes*, and a selection of objects from the last decade will be exhibited alongside the reduced paintings by Pijuan. [www.galerie-mam.com](http://www.galerie-mam.com)

**25.9.–3.10., Tue–Fri  
11am–7pm, Sat 11am–4pm,  
Sun+Mon closed**

**Opening: Fri 25.9., 6pm–9pm**

**MAM Mario Mauroner  
Contemporary Art  
1., Weihburggasse 26**







## Exhibition

### Meşteshukar ButiQ ROMA ARTISANS: CRAFT RELOADED

Coppersmithing, wood carving and broom-making are handicrafts which over the centuries have signified for many Roma people identification with their ethnic group, but they also mean one special thing: their livelihood. The revival of these traditions was made possible by Meşteshukar ButiQ together with the ERSTE Foundation Roma Partnership. The re-interpreted, traditional products that craftspeople produced in cooperation with the designers Nadja Zerunian and Peter Weisz can be bought during the VIENNA DESIGN WEEK in a pop-up store. "... a time trip into a world of the past, which nevertheless mirrors the actual reality of modern Europe and, it is hoped, contributes to making people see an ethnic group in a completely new light."

www.mbbq.ro

25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm

Cocktail: Sat 26.9., 5pm

Objekt 42, Festival  
Headquarters



## Presentation

### MÖBELMANUFAKTUR J.PEHACK SITTING, PLACING, LIGHTING, COOKING

Jacqueline Pehack founded the furniture factory in summer 2015. The carpenter has already worked with architects and designers making special manufactures in her father's model carpentry. This resulted for instance in regular collaborations with the designer duo chmara.rosinke. During the festival Jacqueline Pehack opens up her workshop and shows her first solo collection of pieces that combine contemporary design and high-quality craftsmanship. There will be the opportunity to make a table lamp.

www.jpehack.at

25.9.–3.10., Mon–Thu  
5pm–7.30pm, Fri 2pm–7pm,  
Sat 26.9., 11am–5pm/Sat  
3.10., 11am–8pm, Sun closed

Workshop: Sat 3.10., 11am–5pm  
Fee for materials: 25 Euros  
Registration by 30.9. at  
jacqueline@pehack.at  
Limited number of  
participants

Work-in-Progress Cooking  
with chmara.rosinke: Sat  
3.10., 6pm

MÖBELMANUFAKTUR  
J.PEHACK  
10., Favoritner Gewerbe-  
ring 44



## Exhibition

### New Design University (NDU) St. Pölten CHRIS LEFTERI: DO TOUCH. MATERIALS OF THE FUTURE.

Metal as elastic as a rubber band. Glass, thin as a sheet of paper. Electrically conducting textiles, injection-molded paper, paneling with meadow fragrance – all this and much more is on display in the exhibition by Chris Lefteri, guru of material design and guest professor at the NDU: materials of the future, which can already be touched today, which can stimulate ideas and encourage people to use them in all kinds of fields. Whether architecture, furniture design, lighting or packaging: the areas of usage are practically without limits. The exhibition is accompanied by a lecture (*In Love With The Future: Trends in Advanced Materials*) and a hands-on workshop.

www.ndu.ac.at

25.9.–4.10., daily 2pm–7pm

Opening: Fri 25.9., 3pm

Talk: Fri 25.9., 3.30pm

Workshop: Sat 26.9., 11am  
Registration at  
info@ndu.ac.at

NDU Project Space,  
stilwerk Wien

2., Praterstraße 1, 2nd floor



## Exhibition

### New Design University (NDU) St. Pölten UN-FOLDING. ADAPTABLE FURNITURE FOR GEA

In cooperation with the furniture and shoe manufacturer GEA (Waldviertler Werkstätten) students of the Bachelor degree course Design, Handwerk & materielle Kultur created designs and prototypes on the themes of "clothes valet" and "folding screen". In doing so they had to follow the GEA company philosophy and develop high-quality, sustainable products. This resulted in more than twenty different solutions that approach the theme from various perspectives and re-interpret the retro-objects in a frequently unconventional and headstrong way.

www.ndu.ac.at

25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm

Cocktail: Sat 26.9., 5pm

Objekt 42, Festival  
Headquarters



## Presentation

### Neudoerfler Office Systems M1-REMIX AWARD – RETRO MEETS FUTURE

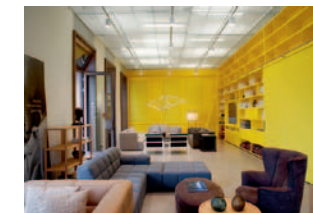
"Why invent something new when the old has so much charm?" This is the motto of the curator team Kim+Heep for the M1-Remix Award by Neudoerfler. The competition, organized for the first time, seeks the most interesting, most courageous and commercially promising re-interpretation of the legendary Neudoerfler management program M1. A top-class international jury from industry and the media awards the winning design not only a considerable cash prize but also serial production for the firm's 70th anniversary in 2016, as well as recruitment into the Neudoerfler design team.

www.neudoerfler.com

25.9.–2.10., Mon–Thu  
8.30am–6pm, Fri 8.30am–  
3pm, Sat+Sun closed

Award: Wed 30.9., 7pm

Neudoerfler Office Systems  
3., Schwarzenbergplatz 7



## Presentation

### Neue Wiener Werkstätte SPECIAL SHOW COLLECTIVE FURNITURE – LET'S CREATE TOGETHER!

Collective Furniture is a public product-finding process whereby those of the public who are interested can follow and actively cooperate in the development of a piece of furniture. Following the same method, last year the design studio breaded Escalope and the furniture manufacturer Neue Wiener Werkstätte developed modular, individually adaptable home office furniture. The special show spotlights this product innovation and also its collective process of creation. Also on display on a total exhibition space of around 500 square meters are home-living concepts of the Neue Wiener Werkstätte and the winning models of the 2014 NWW Design Awards.

www.nww.at

25.9.–3.10., Mon–Fri  
10am–7pm, Sat 10am–5pm,  
Sun closed

Collective Furniture Brunch:  
Mon 28.9., 10am–12pm

Long Day of Setting-up:  
Thu 1.10., 10am–9pm

Neue Wiener Werkstätte  
1., Schottenring 35





EINTRITT FREI

25. SEPTEMBER – 04. OKTOBER 2015

täglich 10 - 19 Uhr | 26.09. 10 - 21 Uhr

VIENNA DESIGN WEEK Festivalzentrale,  
Brotfabrik, Objekt 84  
Absberggasse 27, 1100 Wien

# NIGHT & DAY

Erlebe Licht und Raum durch das Auge der Kamera

VIENNA  
DESIGN  
WEEK  
2015 General  
Partner



OLYMPUS

PHOTOGRAPHY  
PLAYGROUND.AT

INTERAKTIVE AUSSTELLUNG

INSIDEOUT | Leigh Sachwitz (flora&faunavisions) und Andi Toma (Mouse on Mars), Sounddesign



© Thomas Licht 2015

## Presentation

NUE Wien  
**WHY A WOMAN AND  
A MAN SHOULD WEAR  
GOOD SHOES**

NUE WIEN makes contemporary leather sneakers using traditional techniques of the shoemaking craft. In producing completely repairable shoes, NUE Wien is safeguarding and vitalizing the tradition of a dying handicraft and is setting standards in international slow fashion. The shoe factory collection is produced and presented in the new studio in the center of the charming Carmelite quarter. For the VIENNA DESIGN WEEK, master shoemaker Nicole Üblacker provides insights into her shoemaking techniques in an exclusive workshop series. The opening is combined with a discussion in salon atmosphere.  
[www.nue.wien](http://www.nue.wien)

25.9.–4.10., Wed–Sun  
2pm–9pm, Mon+Tue closed  
Opening, Talk: Fri 25.9., 6pm  
Workshop: 25.9.–27.9./  
2.10.–4.10., Fri–Sun 6pm–9pm  
NUE Wien  
2., Große Sperlasse 19



© Olympus

## Exhibition

Olympus  
**PHOTOGRAPHY PLAY-  
GROUND: NIGHT&DAY  
DISCOVERED THROUGH  
THE EYE OF THE CAMERA**

The Olympus Photography Playground extends an invitation to experiment with photography. The walk-in installation NIGHT&DAY was created by the international artists MASER and Leigh Sachwitz (flora&faunavisions) in collaboration with Andi Toma (Mouse on Mars). Within this space, the people taking photographs become part of a spectacular cycle of light and shade. Using the latest technology and innovative features, light-spaces can be impressively photographed even with lowest-level lighting. Cameras can be borrowed on site. Visitors can keep the SD card including the shot photos.  
[www.photographyplayground.at](http://www.photographyplayground.at)

25.9.–4.10., daily 10am–7pm,  
Sa 26.9. until 9pm  
Cocktail: Sat 26.9., 6pm  
Objekt 84, Festival  
Headquarters



© mischer'traxler

## Exhibition

Perrier-Jouët  
**MISCHER'TRAXLER:  
EPHEMERÄ**

In celebration of beauty, and with the intention of infusing art into everyday life, the champagne house Perrier-Jouët commissioned the duo mischer'traxler to create a series of works inspired by the brand's artistic heritage. One of the results, EPHEMERÄ is an installation of interactive furniture pieces that play on the magical dialogue between mankind and nature. A table and two mirrors with nature-inspired decoration become alive when seen from a distance and react to the proximity of the audience – a delicate game of hide-and-seek Unveiled at Design Miami in December 2014, the project will be shown the first time in Europe during the VIENNA DESIGN WEEK.  
[www.perrier-jouët.com](http://www.perrier-jouët.com)

25.9.–4.10., daily 10am–7pm,  
Sat 26.9. until 9pm  
Cocktail: Sat 26.9., 5pm  
Objekt 42, Festival  
Headquarters







RADO TRUE DIAMONDS

# RADO

SWITZERLAND

TIME IS THE ESSENCE WE ARE MADE OF

RADO STORE VIENNA KÄRNTNER STRASSE 18 1010 WIEN PHONE +43 1 512 25 16



© Poligon

### Exhibition

#### Poligon Creative Centre "CROWDFINDING": THE EMPOWERMENT OF THE LOCAL COMMUNITY

The exhibition presents the success stories of young Slovenian designers – stories about empowerment and responsibility towards a local community: From an expandable bike fender that is now being sold at the MoMA's design store in New York to wooden pinhole cameras that are taking the international photography community by storm. The exhibition informs and encourages young designers to explore the benefits of crowd funding. It illustrates how to engage and interact with the community in developing sustainable projects with a social impact and furthermore stresses the importance of supporting emerging designers. With the kind support of the Slovenian Culture and Information Center – SKICA.

**25.9.–2.10., Mon–Fri**  
**9am–7pm, Sat+Sun closed**  
**Opening: Mon 28.9., 6pm**  
**Impact Hub Vienna**  
**7., Lindengasse 56**

20 Y



© Kollektiv Fischka

### Exhibition

#### Rado AND THE RADO STAR PRIZE AUSTRIA 2015 WINNER IS ...

The Swiss watch brand Rado sponsors the Rado Star Prize Austria 2015 design competition, held between January and August. Every month, participating designers are invited to realize their ideas in the window display of the Rado Boutique Vienna. The best installation is awarded a prize of 5,000 euros and the chance of being exhibited at Rado in Vienna's city center during the VIENNA DESIGN WEEK. The event includes the launching of the Rado True Special Edition 2015 – a limited-edition watch adorned with delicate details in this year's festival color.

**25.9.–3.10., Mon–Fri**  
**9.30am–7pm, Sat 9.30am–6pm, Sun closed**  
**Award: Thu 1.10., 7pm**  
**Rado Boutique Vienna**  
**1., Kärntner Straße 18**

36 Y



© rausgebrannt

### Presentation

#### rausgebrannt BIO-TILES

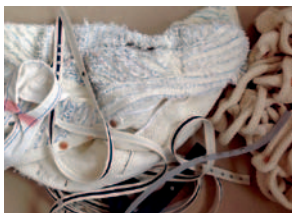
In their project BIO-TILES the Viennese design agency rausgebrannt explores the connection of laser technology, organic material and interior design. The three-dimensional wall tiles are presented as an installation and consist entirely of organic materials. Their fragrant surfaces activate all the senses and can be used furthermore for the room's acoustics. The project BIO-TILES is created in cooperation with the Tyrolean firm of Organoid Technologies and the showroom LaVisio in Vienna.

**25.9.–3.10., Mon–Fri**  
**10am–7pm, Sat 10am–5pm,**  
**Sun closed**

**Cocktail: Thu 1.10., 6pm**  
**Showroom LaVisio**  
**1., Schottenring 35**

43 Y





© Oláh Gyárfás

## Exhibition

Romanian Cultural Institute  
Vienna

### PLUG TO NATURE // DELTACRAFT

Rooted in the handicraft traditions of the Danube Delta and inspired by the success story of the canoeist Ivan Patzaichin, PLUG TO NATURE is the working concept behind the Rowmania movement and the Patzaikin brand. The DELTACRAFT object collection represents a blend of contemporary Romanian cutting-edge design and heritage craft from the Danube Delta. The collection especially highlights the manual skills that are passed on from generation to generation in an enchanted territory of fishermen, mermaids and reed. These uniquely local and personal narrations are being translated into new forms, making tradition into a source of personal design inspiration. [www.rkiwien.at](http://www.rkiwien.at)

**25.9.–4.10., daily 10am–7pm**  
**Talk, Cocktail: Sun 27.9., 6pm**

Romanian Cultural Institute  
Vienna  
4., Argentinierstraße 39



© Slovak Institute

## Exhibition

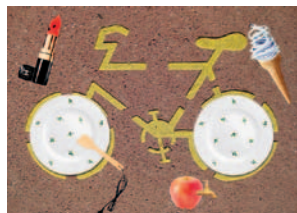
Slovak Institute  
**JÁN ŠICKO: MEMORY**

MEMORY is a light installation concerned with issues of memory, information layering, selectiveness, overlapping, and forgetting. It follows the constantly changing information on posters situated in public spaces and is based on contemporary technologies which bring together physical characteristics of photosensitive color and the use of laser – a piece of digital poster art. Not only does the work represent a formal exploration of visual compositions, but it also functions as a medium that would latently promote the Trnava Poster Triennial 2015 through the visualization of real information. In cooperation with the Jan Koniarek Gallery in Trnava (SK). [www.facebook.com/SlowakischesInstitutInWien](http://www.facebook.com/SlowakischesInstitutInWien)

**25.9.–2.10., Mon–Thu**  
**9am–12pm+1pm–5pm,**  
**Fri 9am–12pm+1pm–3pm,**  
**Sat+Sun closed**

**Cocktail: Tue 29.9., 6.30pm**

Slovak Institute  
1., Wipplingerstraße 24–26



© SWDZ

## Exhibition

So Weit, die Zukunft (SWDZ)  
**OBJET DÉTOURNÉ**

Five designers from France and Austria each choose a everyday object typical of their country. In a random procedure each designer suggests another take over his or her project. Deconstructing and adapting both objects – one's own and the proposed one – the designers create design chimeras. This results in design fiction or things that are actually usable. They tell of materiality and applied process. The exhibition will be mirrored for the duration of the VIENNA DESIGN WEEK in a room in France. [www.so-weit-die-zukunft.at](http://www.so-weit-die-zukunft.at)

**25.9.–3.10., Tue–Sat**  
**1pm–7pm, Sun+Mon closed**

**Cocktail: Wed 30.9., 6.30pm**

**Exhibition until 10.10.**

**So Weit, die Zukunft (SWDZ)**  
**3., Gärtnergasse 14**



© Stamm

## Presentation

Stamm  
**THERESIENTHAL/ FLORIAN HOLZER: THERE WILL BE LIGHT**

In cooperation with the Austrian product designer Florian Holzer, the renowned crystal glass manufactory Theresienthal introduces the factory's first lighting series: piled up to a tower the lamp's individual rings of glass refract the light in many different ways and project picturesque textures onto the its surroundings. In producing the series, Florian Holzer explored and even acquired some of the manufactory's unique cutting techniques. Each of the lamp's rings results from skillful handiwork and underscores the series perfection. [www.stamm.at](http://www.stamm.at)

**25.9.–3.10., Mon–Fri**  
**10am–6.30pm, Sat 10am–5pm, Sun closed**

**Cocktail: Thu 1.10., 7pm**

Stamm Concept Store  
1., Petersplatz 8



© Studio Es

## Exhibition

Studio Es  
**WHO ARE YOU?**

"Who are you?" This is the question Studio Es addresses to designers and artists, illustrators and photographers from all over the world. In its work as agency Studio Es ("Studio It") repeatedly has to empathize with the identities of persons and entire firms in order to transport identities in concentrated visual communication. The project WHO ARE YOU? shows how different characters are and how important it is to find individual access to them. It – is you. [www.studio-es.at](http://www.studio-es.at)

**25.9.–4.10., daily 10am–7pm,**  
**Sat 26.9. until 9pm**

**Cocktail: Sat 26.9., 5pm**

**Objekt 42, Festival**  
**Headquarters**



© Josef Weiland 2015

## Presentation

Superated + Labour of Wood  
**= SUPERLABOURREMIXED**

Within the framework of their project-oriented label fusion, the designer duo Peter Holzinger (Superated) and Sandra Knöbl (Labour of Wood) turn their attention to different aspects of sitting: with the slogans "remake", "repad", "repaint", "rebuild" and "reconsider". The cooperation between the fashion designer Holzinger and the furniture-making architect Knöbl addresses the issue of how the activity of sitting can be remixed. Visitors find out the answer during the VIENNA DESIGN WEEK in the samstag shop: also playing an important role are wood and metal, fur, hide and fabric, a kimono and a tray, chairs and table, also the much quoted golden section and ancient handicraft traditions. [www.superated.com](http://www.superated.com)  
[www.labour-of-wood.at](http://www.labour-of-wood.at)

**25.9.–4.10., daily 12pm–7pm**

**Cocktail: Thu 1.10., 5.30pm**

**samstag shop**

**5., Margaretenstraße 46**





# DER NEUE PEUGEOT 208 SETZT IHRE ENERGIEN FREI



NEUE EURO 6-MOTOREN | ACTIVE CITY BRAKE\* | PEUGEOT i-COCKPIT

PEUGEOT EMPFIEHLT TOTAL CO<sub>2</sub>-Emission: 79–104 g/km, Gesamtverbr.: 3,0–4,8 l/100 km. \*Auf Wunsch gegen Aufpreis. Symbolfoto

DER NEUE PEUGEOT 208

MOTION & EMOTION



© Orla Connolly

## Exhibition

Swarovski  
**JOHN PAWSON:  
PERSPECTIVES IN THE  
KUNSTHISTORISCHES  
MUSEUM WIEN**

Visitors to the VIENNA DESIGN WEEK can encounter a minimalist artwork by the British architect John Pawson in the entrance hall of the Kunsthistorisches Museum Wien: PERSPECTIVES. An intriguing and must-see counterpoint to the building's historic architecture, it draws the eye and simultaneously offers new architectural insights and outlooks which transcend our habitual visual perception. Swarovski and the Kunsthistorisches Museum Wien invite visitors to a cocktail in the presence of John Pawson. [www.khm.at](http://www.khm.at)

**25.9.–4.10., Tue–Sun  
10am–6pm, Mon closed**

**Cocktail: Fri 25.9., 7pm–9pm  
Admission free**

**Kunsthistorisches Museum  
Wien  
1., Maria-Theresien-Platz**

25 Y



© Swarovski Wien

## Exhibition

Swarovski  
**CRYSTAL WORLDS  
STORE VIENNA**

In 2015 the long established Austrian enterprise celebrates its 120th anniversary. Swarovski has always been renowned and still is for its innovative energy, handicraft and art, and also for superlative quality and precision in producing cut crystal. In Swarovski's Crystal Worlds Store – a place where design and modern art are fused into a crystalline shopping environment – visitors of the VIENNA DESIGN WEEK can now discover how the rich facets of crystal are reinterpreted in the current installations by star designer Jean Paul Gaultier. [www.swarovski.com/wien](http://www.swarovski.com/wien)

**25.9.–4.10., Mon–Fri  
9am–9pm, Sat 9am–6pm,  
Sun closed**

**Swarovski Crystal Worlds  
Store Vienna  
1., Kärntner Straße 24**

48



© TU Wien

## Presentation

TU Wien (Vienna University  
of Technology) e264/2  
**THE 4TH THING/NICHES**

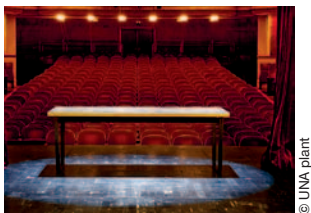
The department of three-dimensional design at the TU Wien is engaged among other things in product design at the interface of architecture and art. In the summer semester 2015, students worked together with members of the Viennese public with an interest on the theme of the public space in the 4th district. The results – part functional objects, part sculptures – were interpreted in UHPC concrete and can help in vitalizing and identifying the 4th district as seating, sound bodies, and artistic and other creative forms. The program was sponsored by the Institute of Building Construction and Technology at the TU Wien and the action program Grätzloase ("neighborhood oasis"). More projects in close proximity. [www.kunst2.tuwien.ac.at](http://www.kunst2.tuwien.ac.at) [www.tuwien.ac.at](http://www.tuwien.ac.at)

**25.9.–4.10., daily 10am–6pm  
Cocktail: Tue 29.9., 6.30pm**

**Heuer am Karlsplatz  
4., Treitlstraße 2**

22 Y





© UNA plant

### Presentation

UNA plant – Interior Architecture  
**THE PROTAGONIST**

For the post-war re-opening of the Burgtheater, in 1955 a new stage floor was put in. For 56 years the greatest actors in the German language had trodden these boards; on them they had endured stage fright, they had loved, they had fought – theatre history was written into them. After the renovation of the stage floor in 2011 the designer Ulrike Nachbargauer kept the historic boards and made them into a unique table. This – THE PROTAGONIST – forms the foundation of her idea of having pieces from the theatre live on in a new environment and of turning stage properties of high-quality craftsmanship into “stage treasures”.  
[www.der-protagonist.com](http://www.der-protagonist.com)  
[www.una-plant.at](http://www.una-plant.at)

**25.9.-4.10., Mon-Fri 8am–end of the evening performance, Sat+Sun 9am–12pm or an hour before the start until end of the evening performance**

**Talk Design in Discussion:**  
**Wed 30.9., 6.30pm**

**Booking office hall,  
Burgtheater Vienna  
1., Universitätsring 2**



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### Presentation

Universität für angewandte Kunst Wien (Vienna University of Applied Arts)  
**NOHOME PAVILLON (DIGDESFAB14)**

The noHOME pavilion's aim is to create an enclosed shell that reflects subjective feelings of the missing private sphere and addresses various aspects of homelessness in an abstract way. Its visual design and structure examines and implies this lack as well as the lack of a protective function, the ambiguity between inside and outside and the perception of a mainly hostile environment. By Andrei Gheorghe, Robert Vierlinger and students of the IoA, Vienna University of Applied Arts.  
[www.i-o-a.at](http://www.i-o-a.at)  
[www.dieangewandte.at](http://www.dieangewandte.at)

**25.9.–4.10., daily 10am–7pm, Sat 26.9. until 9pm**

**Opening: Sat 26.9., 7pm  
Festival Headquarters**



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### Presentation

Universität für angewandte Kunst Wien (Vienna University of Applied Arts)  
**ROBOTIC WOODCRAFT & LUCY.D: RANDOMIZED IDENTITIES**

Because of their complex kinetics and multifaceted programming potential, industrial robots are opening up new opportunities for designers and architects. The interdisciplinary research team of Robotic WoodCraft – including teachers and students of the Vienna University of Applied Arts – got together with the Lucy.D Design studio and developed the installation RANDOMIZED IDENTITIES. Using minimal, random modifications of computer data, they created new structures and forms within the series. During the VIENNA DESIGN WEEK the public can experience robotic aesthetics live on site in the main hall – the aula – and the department of wood technology.  
[www.roboticwoodcraft.com](http://www.roboticwoodcraft.com)  
[www.dieangewandte.at](http://www.dieangewandte.at)

**25.9.–2.10., Mon–Fri 9am–8pm, Sat+Sun closed  
Cocktail: Tue 29.9., 6pm–8pm**

**Aula and Wood Technology Dept., Vienna University of Applied Arts  
1., Oskar-Kokoschka-Platz 2**



© Vitra

### Presentation

Vitra  
**OPEN SHOWROOM. PRODUCTION & STAGE.**

Since its opening in 2014 the Vitra Showroom has developed into a central hotspot for office and living design. Changing constantly, it is a stage for products and productions: it invites people to dialog, to come and see and be amazed, on 750 square meters of space. In a special exhibition during the VIENNA DESIGN WEEK the Vitra Showroom is showing products and ideas by Hella Jongerius. The renowned designer is famous above all for her unique combination of high and low tech, of industry and handicraft, of tradition, of contemporary themes and the zeitgeist. A design talk is being organized in which she talks about her ideas and concepts.  
[www.vitra.com](http://www.vitra.com)

**25.9.–3.10., Mon–Fri 10am–6pm, Sat 10am–4pm, Sun closed**

**Talk with Hella Jongerius, Cocktail: Fri 25.9., 5pm  
Registration at  
[info.at@vitra.com](mailto:info.at@vitra.com)  
Limited number of participants.**

**Vitra Showroom  
1., Schottenring 12**



© Volvo

### Presentation

Volvo  
**DESIGNED AROUND YOU – THE VOLVO XC90 IN THE RINGSTRASSEN-GALERIEN**

As head of exterior design at Volvo the Austrian Maximilian Missoni is responsible for the outward appearance of the new icons produced by the Swedish automobile brand. Not least because of its design can the new Volvo XC90 claim to follow in the design footsteps of the legendary P1800 or the Volvo B 18. This year Volvo is celebrating its debut as partner of designaustria and partner of the 2015 Austrian State Design Award. On its transit journey to the Ringstrasse-Galerien in Vienna the new Volvo XC90 is accompanied by selected pieces of Scandinavian furniture design.  
[www.volvocars.at](http://www.volvocars.at)

**28.9.–4.10., Mon–Fri 10am–7pm, Sat 10am–6pm, Sun 8am–5pm  
Presentation until 7.10.**

**Ringstrassen-Galerien  
1., Kärntner Ring 5–7 and 9–13**



© wemakeit

### Talk

wemakeit.at  
**CROWDFUNDING YOUR DESIGN**

Covering production costs in advance, financing infrastructure, launching the pre-sales of a collection or sounding out customer requirements for an entirely new idea – crowd funding is a multi-tasker! In its talk the platform wemakeit.at explains how crowd funding functions and can be tackled with success. Christoph Markovsky from the fashion label Mavienna reports how he managed in spring 2015 to raise 13,000 euros for sample collection, lookbook and infrastructure through wemakeit.at. Questions are desired explicitly as part of the event. Those who have an idea themselves for a crowd funding campaign are invited to bring it with them and introduce it! wemakeit.at

**Mon 28.9., 6.30–8.30pm  
Hotel Schani Wien  
10., Karl-Popper-Straße 22**







Courtesy of Marcelle Alix and Ellen de Bruijne Projects



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[www.viennabiennale.org](http://www.viennabiennale.org)

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## Presentation

### Wiener Schneckenmanufaktur SNAIL FESTIVAL

Since 2008, the Viennese farmer Andreas Gugumuck has been breeding edible snails for Austrian gastronomy on his old farm in Rothneusiedl/Vienna. The annual highlight is the SNAIL FESTIVAL, held in late September in selected restaurants. Around the same time, this year Gugumuck is opening his new Wiener Schneckenmanufaktur, specializing in the humane manufacture of innovative snail products. The courtyard bistro on site is open during the entire period. The program includes snail tasting, workshops and finding the public's choice of the best snail butter.  
[www.wienerschnecke.at](http://www.wienerschnecke.at)

25.9.–4.10., Wed–Sun  
4pm–10pm, Mon+Tue closed  
Opening: Sat 26.9., 3pm  
Wiener Schneckenmanufaktur  
10., Rosiwalgasse 44

58 ★ Y



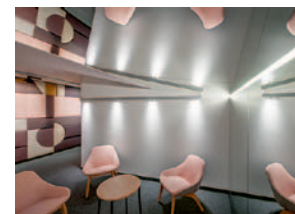
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## Talk

### wiener SITZgruppe HOW TO SIT?

Spring core with horse-hair lining or 3D printing – in the panel discussion held by the wiener SITZgruppe the public is invited to take part in a tryout sit-in to test the difference to conventional foam upholstery themselves. Experts from the fields of furniture construction, material research, material supply, movement therapy and so forth discuss questions about sitting on sustainable materials: can contemporary furniture get along without foam and plastic? What kinds of things come out of the 3D printer? How could new digital technologies revolutionize the traditional crafts of the upholsterer and decorator? And what status do ecologically sustainable materials hold in this revolution?  
[www.wienersitzgruppe.at](http://www.wienersitzgruppe.at)

Sat 3.10., 2pm  
Objekt 42, Festival  
Headquarters



© Hertha Hurnaus

## Presentation

### Wiener Stadthalle STAGE FOR ART AND DESIGN

The international competition for the building of the Vienna Stadthalle in the 1950s was won by Roland Rainer and the Finn Alvar Aalto ex aequo. The final vote was for the Austrian architect, who was also commissioned to design major parts of the interior design and furnishings as well as the event halls. Christa Stürzlinger redesigned the premium areas of the Stadthalle for the 2015 Eurovision Song Contest. They were put on show for two days by the architect and the design experts from Lichterloh. An optimal focus was directed on Rainer's cloakrooms, his legendary stacked chairs and the tapestry by Herbert Boeckl, likewise other artworks, not least by the new light concept.  
[www.stadthalle.com](http://www.stadthalle.com)

29.+30.9., Tue+Wed 7pm  
Registration at  
[www.stadthalle.com](http://www.stadthalle.com)  
Wiener Stadthalle  
15., Roland-Rainer-Platz 1

60 ↻





© Wien Mitte/Julia Landsiedl

## Exhibition

**WIEN MITTE – The Mall  
SHOPPING SPOTTING  
TOGETHER IN THE HABITAT  
MALL**

In order to keep up with competition from virtual media, in future the traditional shopping mall will have to offer an added social value. For the VIENNA DESIGN WEEK 2015 the installation SHOPPING SPOTTING has been set up in the largest and most up-to-date shopping center in the inner city of Vienna, WIEN MITTE – The Mall. For four months it lets people observe “dying-out” types of shoppers and their behavior within today’s merchandise territory – taking a bird’s eye view and without compulsion to buy. During the VIENNA DESIGN WEEK the designer Julia Landsiedl invites people to explore the biotope mall in two safaris on foot.  
[www.wienmitte-themall.at](http://www.wienmitte-themall.at)

**25.9.–4.10., daily 9am–9pm**  
**Guided Tour Safari: Mon 28.9., 4pm, Tue 29.9., 6pm**  
**Registration at centermanagement@wienmitte.at**  
**Start: Centerinfo**

**WIEN MITTE – The Mall**  
**3., Landstraßer Hauptstraße 1b**



© Francesco Ciccolella

## Exhibition

**Wien Museum  
AT FIRST SIGHT.  
YOUNG ILLUSTRATION  
FROM VIENNA**

Illustration is everywhere. Whether in newspapers, advertising or packaging design, whether political reporting, fashion or cookery recipes: illustration stands out from the image avalanche, catches the eye. As an applied art it has to work at first sight, but closer perusal is rewarding. This compact exhibition presents several representatives of the latest generation of illustrators in Vienna. The range includes striking children’s book illustrations and advertising and extends even to the garish Gig poster – the borders to free art, comics and graffiti are blurred. The exhibition is designed by Studio VIE.  
[www.wienmuseum.at](http://www.wienmuseum.at)

**29.9.–4.10., Tue–Sun 10am–6pm, Mon closed**  
**Opening: Tue 29.9., 6.30pm**  
**Exhibition until 31.1.**

**Wien Museum**  
**4., Karlsplatz 8**



© Wirtschaftsagentur Wien

## Exhibition

**Wirtschaftsagentur Wien  
(Vienna Business Agency,  
Creative Center departure)  
CURATED BY VIENNA 2015:  
TOMORROW TODAY**

In the project CURATED BY VIENNA, since 2009 the Vienna Business Agency with its creative center departure has been supporting systematic cooperation between Viennese galleries for contemporary art and international curators. The essay providing the title *Tomorrow Today* by the philosopher Armen Avanessian tackles the subject of creative strategies for a post-capitalist era. Avanessian investigates future (and already existent) alternative models of art and the economy. International curators are organizing exhibitions on this topic in twenty selected Viennese galleries.  
[www.curatedby.at](http://www.curatedby.at)

**25.9.–4.10., Tue–Sat 11am–6pm, Sat 11am–3pm, Sun+Mon closed**  
**curated by vienna Night: Fri 25.9. 6pm–9pm**  
**Exhibitions until 17.10.**



© TracyShaun

## Talk, Workshop

**Wirtschaftsagentur Wien  
(Vienna Business Agency,  
Creative Center departure)  
DEPARTURE LAB @  
URBANIZE!: CONSENSUS  
INSTEAD OF COMPETITION**

For fifteen years now the Hamburg drinks producer Premium has been practicing an industrial model of a different kind: its philosophy of success has been shaped by radically democratic structures, fair standards and fair wages without further striving after profit. This best-practice agenda was already submitted in the white paper of the Vienna Business Agency dealing with social entrepreneurship. Together with the urbanize! festival during the VIENNA DESIGN WEEK, a departure lab and a talk will take place with Uwe Lübbermann, founder and central moderator of the Premium drinks collective. It invites creative people, social entrepreneurs and urban initiatives interested in putting social change into practice.  
[www.urbanize.at](http://www.urbanize.at)  
[www.wirtschaftsagentur.at](http://www.wirtschaftsagentur.at)

**Workshop: Sat 3.10., 11am–4pm**  
**Registration at departure@wirtschaftsagentur.at**

**Talk: Sun 4.10., 7pm**  
**urbanize! Festival Headquarters**  
**3., Vordere Zollamtsstraße 7**



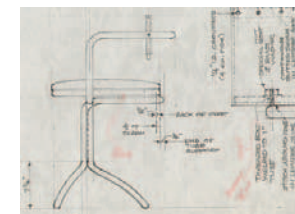
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## Presentation

**Wirtschaftsagentur Wien  
(Vienna Business Agency,  
Creative Center departure)/  
MAK  
DESIGN NITE: THE PERMANENTLY  
RESIDUE-LESS  
CHANGE HOSTED BY  
FREITAG PRODUCED BY  
HEUER/KARLSGARTEN**

The MAK and departure invite visitors again to the DESIGN NITE! Keeping to the VIENNA BIENNALE motto “Ideas for Change”, the designers from FREITAG – well known for their bags made of used truck tarpaulin – are putting on a performance-oriented presentation about their new recoverable textile line F-ABRIC. In sync with two of this year’s key focuses of the Vienna Business Agency – social entrepreneurship and “Crafted in Vienna” – FREITAG is committed to the sustainable handling of resources and to urban production; in F-ABRIC it is completing the circuit between these two polarities. During the DESIGN NITE visitors can experience a subtle shifting of familiar interrelationships to the point of permanent change without residues.  
[www.wirtschaftsagentur.at](http://www.wirtschaftsagentur.at)

**Tue 29.9., 8pm**  
**MAK-Säulenhalle**  
**1., Stubenring 5**



© Wittmann

## Presentation

**Wittmann  
ORIGINAL AND RE-EDITION:  
KIESLER’S MERGENTINE  
CHAIR**

In partnership with the Kiesler Foundation, the Wittmann furniture workshops are presenting an overview of Friedrich Kiesler’s furniture designs – ranging from Correalistic Instrument to Party Lounge. A special focus is on the addition to the collection of Kiesler re-editions: the Mergentine Chair. Kiesler designed the three-legged chair in 1935 for the apartment of Charles and Alma Mergentine in New York. In cooperation with the Kiesler Foundation, the Wittmann furniture workshops are reviving the furniture design. Original and the first prototype of the re-edition can be seen together in the Wittmann showroom.  
[www.wittmann.at](http://www.wittmann.at)

**25.9.–3.10., Mon–Fri 10am–6pm, Sat 10am–3pm, Sun closed**

**Cocktail: Thu 1.10., 5pm**  
**Wittmann Showroom**  
**1., Friedrichstraße 10**





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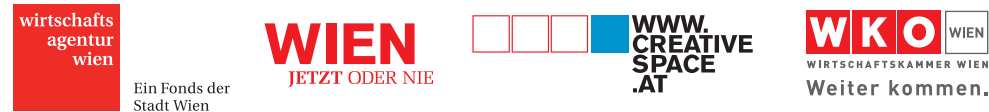


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