

VIENNA BIENNALE FOR CHANGE 2019 BRAVE NEW VIRTUES. Shaping Our Digital World

Overview of exhibitions and projects

Opening Tuesday, 28 May 2019, 7 p.m.
Exhibition Dates 29 May – 6 October 2019

UNCANNY VALUES: Artificial Intelligence & You

An exhibition of the MAK

Curators: Paul Feigelfeld, Media Theorist, and Marlies Wirth, Curator,
Digital Culture and MAK Design Collection

MAK Exhibition Hall, Stubenring 5, 1010 Vienna

Artificial intelligence as a revolution entails re-evaluation: regarding our society, politics, economy, ecology, in short our civilization, we have to develop new values together with our machines. For this purpose art is one of the most useful fields and tools for exploring, speculating, and experimenting. After all, art itself is a form of artificial intelligence. *UNCANNY VALUES: Artificial Intelligence & You* opens up many new perspectives on a field that is currently developing at a fast pace but at the same time is becoming increasingly difficult to understand. For these new perspectives history and everyday life are just as important as scientific bases and technical media are equal to the media of art. The exhibition combines current, prominent, and critical positions in several new productions by international artists and designers as well as already historical (artistic) works, collections of knowledge, videos, and artefacts that bring together practical application and scientific thinking. The exhibition focuses on questions regarding culture and technology, human existence, power, control, and orientation in the uncanny valley of artificial intelligence.

KEY SPONSOR



29.5. – 6.10.2019

MAK DESIGN LAB

Reinstallation in context of the VIENNA BIENNALE FOR CHANGE 2019

A project of the MAK in cooperation with the Austrian Federal Ministry of Education, Science and Research

Curators: mischer*traxler Studio (Katharina Mischer, Thomas Traxler), Janina Falkner, New Concepts for Learning, und Marlies Wirth, Curator, Digital Culture and MAK Design Collection

Assistance: Viktoria Heinrich, MAK Design Collection

Communication Design and Interaction Design: LWZ, Vienna

MAK DESIGN LAB, Stubenring 5, 1010 Vienna

permanent as of 29 May 2019

The MAK DESIGN LAB will be reinstalled for the VIENNA BIENNALE FOR CHANGE 2019 and will put objects from the collection into the context of new, heterogenic perspectives. The position of design as an engine for change is reinforced. For the first time, the themes of a biennale will become visible in the concept of a permanent museum presentation.

Against the background of the challenges and possibilities of digitalization, the skills and tools of the 21st century—i.e. human abilities, forms of action, and tools—are changing the nature of our world relationship. Raising awareness for these fascinating and at the same time frightening possibilities digital innovation provides also requires considering how and by which standards we want to use these skills and tools. In a holistic approach, the reconceptualization of the MAK DESIGN LAB draws attention to this complex topic: historical objects from the collection and contemporary productions by local and international designers engage in an intensive dialogue with one another and provide a better understanding of the potential and transformation of design across disciplines and epochs.

The reorganization of the MAK DESIGN LAB is financially supported by the EU program Interreg V-A Slovakia–Austria (Project “Design & Innovation”).



EUROPEAN UNION



European Regional Development Fund

MAK Education App

As the digital medium of education of the MAK DESIGN LAB, the MAK Education App “WE ARE FUTURISTS,” developed in cooperation with the Austrian Federal Ministry of Education, Science and Research, targets tomorrow’s generation: students, teachers, and educators. It teaches the creative design of processes and provides an innovative experience of learning and culture: curiosity and joy instead of mere knowledge gain. For the VIENNA BIENNALE a prototype of the MAK Education App will be

29.5. – 6.10.2019

evaluated with the help of a selected target group and then gradually developed further.

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HYSTERICAL MINING (working title)

An exhibition of the Kunsthalle Wien

Curators: Vanessa Joan Müller, Head of Dramaturgy Kunsthalle Wien, and Anne Faucheret, Curator Kunsthalle Wien

Kunsthalle Wien Museumsquartier, Museumsplatz 1, 1070 Vienna

Kunsthalle Wien Karlsplatz, Treitlstraße 2, 1040 Vienna

In any society, one fundamental way in which gender is expressed is through technology. Technical skills and domains of expertise are divided between and within the sexes, shaping masculinities and femininities.

In the contemporary world of Western nations technology is firmly coded male. Men are viewed as having a natural affinity with technology, whereas women supposedly fear or dislike it. Men actively engage with machines, making, using, tinkering with and loving them. Women may have to use machines, in the workplace or at home, but they are deemed to neither love nor seek to understand them: they are considered passive beneficiaries of the inventive flame.

The exhibition analyzes the material worlds we are creating through technology and technology's role in shaping local and global configurations of power, forms of identity, and ways of living, drawing on radical feminist and ecofeminist theories from the 1970s until now, which constantly criticized the inherently patriarchal nature of technology, of new technology and of techno-science more generally. Its agenda is both intellectual and political.

CHANGE WAS OUR ONLY CHANCE

An exhibition of the University of Applied Arts Vienna

in collaboration with: Time's Up, Linz

AIL, Angewandte Innovation Laboratory, Franz-Josefs-Kai 3, 1010 Vienna

29 May – 27 September 2019, closed in August

In times of fundamental change, this mixture of installation and generated process aims at evoking desire for a certain kind of future. Residing in this future and looking back at our present shows us clearly how crafting a more tangible future for ourselves is possible if we initiate change today. We present an "experiential future," a walk-through story set in an immersive surrounding, a stimulation for all of the senses. Possible futures are explored in a real-life setting, in the here and now with curiosity and playfulness. Possible futures evoke the passion to boldly popularize

the complexity of our time. Possible futures are demystified and no longer feel terrifying. As people from our past had understood it: "Change was the only chance". The artist collective Time's Up from Linz in cooperation with teachers, researchers, and students of the University of Applied Arts Vienna and the Angewandte Innovation Laboratory ALL.

SPACE AND EXPERIENCE: Architecture for a Better Living

An exhibition of the MAK in cooperation with Wienerberger

Curator: Nicole Stoecklmayr, Scenes of Architecture

MAK Works on Paper Room and MAK Columned Main Hall (1st floor),

Stubenring 5, 1010 Vienna

#spaceandexperience

Architecture provides structure and form, creates spaces, and directly influences various areas of human existence as designed environment. It impacts on emotions, perceptions, as well as behavior and enables collective and individual experiences. These individual experiences are determined by expectations and values. If however, as is the case nowadays, values are undergoing fundamental changes—in particular when facing the mega challenges digitalization and climate change—this in turn will have an influence on notions of quality of life and challenges architecture will be confronted with in the future.

The exhibition's distinctive selection of realized projects illustrates the added value architecture can already today create for a better living. At the same time, the exhibition dares a glance into the future in order to formulate hypotheses on possible scenarios and design tasks for shaping the future, which will manifest themselves in planned strategies and project ideas.

In the run-up to the exhibition, in March 2019 an international symposium will take place in the MAK Lecture Hall, which will give first insights into the thematic orientation of the exhibition.

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wienerberger

29.5. – 6.10.2019

URBAN PRODUCTION: Cycles of a City

A project of the Vienna Business Agency in cooperation with the MAK

As part of the VIENNA BIENNALE FOR CHANGE 2019, the Vienna Business Agency in cooperation with the MAK will focus on "Urban Production." Central to the project are questions concerning alternatives to conventional production, currently untapped potentials of cycles, efficient use of resources, and the extent to which understanding and consumer behavior can be changed and influenced by making production processes visible (keyword: show production).

Here designers are important initiators and guides. They can trigger these changes but also positively influence resulting transformations. The city as a production site where creatives open the door to innovative approaches for promising living and working environments based on new strategies, business models, and projects is an important factor.

In *URBAN PRODUCTIONS: Cycles of a City* urban space becomes an experimental ground: In prototypical experimental set-ups urban production processes are investigated, redefined, and presented.

CHANGE! From Mass Consumption to a Sustainable Quality Society

A cooperation between the MAK and the Federal Ministry for Sustainability and Tourism (BMNT)

Design: EOOS

Content Coordination: Christoph Thun-Hohenstein, General Director, MAK
MAK DESIGN LAB, Stubenring 5, 1010 Vienna

Based on four design projects the exhibition aims at illustrating the transition from mass consumption to a sustainable quality society in concrete terms using Social Design. Regarding nutrition, mobility, circular economy, and energy, the design studio EOOS will develop three-dimensional one-to-one design studies which the visitors can experience in an interactive way. The design project is created in a participatory design approach which both integrates the users' creativity and draws on the research resources of the Federal Ministry for Sustainability and Tourism. By doing so, the exhibition shows how everybody can help form a sustainable future in an active and autonomous way.

One of the projects is the mobility solution "SOV-Social-Vehicle" which provides a future alternative to today's automobile mass consumption with the means of open source design, co-design, local manufacturing, modular design and upgradability, as well as resource conservation through ultralight construction.

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International Symposium

A conference at the Az W – Architekturzentrum Wien
Museumsplatz 1, 1070 Vienna
6 – 7 September 2019

A symposium at the Az W – Architekturzentrum Wien crosses the boundaries between disciplines in two aspects: In this project, realized by the MAK and the Slovak Design Center together with the Az W and the Kunsthalle Wien as part of the EU program INTERREG V-A Slovakia–Austria (Project “Design & Innovation”), international protagonists in the fields of architecture, art, and design discuss possible connections between alternative ecological and economical approaches. Theoretical considerations and case studies investigate topics such as ecological justice, ethics in design, architecture, and fine art, creative ecologies, and digital surveillance capitalism.

Continuously updated **additional projects, events, and educational programs** of the VIENNA BIENNALE FOR CHANGE 2019 at www.viennabiennale.org and www.MAK.at.

Vienna Biennale 2019

For Change

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The collaboration between the Slovak Design Center and the MAK and its partner institutions is co-financed with funds from the EU program Interreg V-A Slovakia–Austria (project "Design & Innovation").



Further sponsors and supporters will be announced in spring 2019.

29.5. – 6.10.2019

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