

Press Release

For Change

CLIMATE CHANGE! From Mass Consumption to a Sustainable Quality Society

A cooperation between the MAK and the
Federal Ministry for Sustainability and Tourism

Exhibition Venue	MAK DESIGN LAB MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	29 May – 6 October 2019
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m.

With the exhibition project *CLIMATE CHANGE! From Mass Consumption to a Sustainable Quality Society*, the well-known Viennese design studio E00S (Martin Bergmann, Gernot Bohmann, and Harald Gruendl) revolves around the contribution transformation design can have towards the necessary turnaround of climate change. E00S revisits the pillars of a sustainable climate protection—circular economy, energy, mobility, and nutrition—with a participative approach. Five design installations will outline images and stories of a new way of life with which we can contribute to a ceasing of the exploitation of resources, a reduction of harmful emissions, and hence to a deactivation of the time bomb of climate change.

“Especially with regard to climate change, transformation design can trigger processes of change. However, the transition from the current world-destroying way of life to a future-proof, sustainable one is not only a question of design but also of a participative society. All our united creativity can produce common property which can be used and improved by everybody. United, change will be faster,” Harald Gruendl states.

CLIMATE CHANGE! refers to the Austrian climate and energy strategy *#mission2030* (2018) as well as the guide *Qualitätsstandards für Circular Design* [Quality Standards for Circular Design], developed by the IDRV – Institute of Design Research Vienna and published by designaustria (2019).

The presented works will not only encourage an active participation in a sustainable life style but can also be viewed as pilot projects for possible working procedures and potentials of design in the future:

SOV – Social Vehicle (E00S, since 2018)

Mobility is one of the main contributors to climate change. Traffic causes almost one third of greenhouse gases in Austria. Since 1990, emissions have even increased by more than 60%. Electromobility is a climate-

29.5. – 6.10.2019

friendly alternative we can already make use of in the form of trains or trams. Electric bikes are one of the top-selling individual electric mobility solutions. A surprising amount of 94% of all car rides are shorter than 50 km. Still, electric cars offered by the car industry are often not bought because of their insufficient range. The open-source hardware project SOV initiated by EOOS makes it possible to build a *Social Vehicle* locally in small workshops. The plans can continuously be improved by the DIY-community. The SOV provides a new category of mobility solutions and, in addition, qualified and autonomous work locally.

Power Plant (EOOS, 2019)

This work presents an extension module of the mobility project. The vehicle has a top part which can produce electricity from solar modules. The SOV is parked in sunny passages and always positions itself—like a heliostat—towards the sun. Consequently, the public space is not only used for parking but also for producing energy.

The Kitchen (EOOS, 2019)

Circular economy means inserting resources into either biological or technical circuits. At the final stage of their cascade use, biological resources turn back into earth. In their everyday real-life laboratories, pioneers of the zero-waste movement prove that it is possible to live almost entirely without “waste”. The non-biological waste of one year fills no more than a jam jar, while week after week we are throwing away trash cans full of plastic waste and other recyclable materials. *The Kitchen* provides the space for a discussion about solutions for a life without wasting food and packaging.

Socket (EOOS, 2019)

A socket for charging vehicles as a “peer-to-peer” solution: Electromobility isn’t getting off the ground, also because many people who are inclined to buy these vehicles don’t have any access to public charging infrastructure close to their homes or their offices. It turns out that many problems are of systemic nature. The project provides an alternative citizens could autonomously operate and set up and which uses digital technologies to distribute energy and self-manage it.

Lunar Lander (EOOS, 2018)

The image of a lunar module is the scenario of *Lunar Lander* which applies the technology of a microbial fuel cell developed by Bristol University (Bristol Robotics Laboratory, Ioannis Ieropoulos). A universal urinal (men/women) collects urine which is transformed to electricity by microbes. A battery stores the continuously produced electricity and makes it available for use as low-voltage electricity. On the one hand, the project investigated the potential of design to place new technologies in the focus of a wide audience and hence also to provide an opportunity for them to

Page 3

be discussed. On the other hand, the project looked into our excessive energy consumption. An insect could probably live for thousands of years with the energy created while in our lives it is barely enough to illuminate the toilet or charge a mobile phone.

Design: EOOS

Content Coordination: Christoph Thun-Hohenstein, General Director, MAK

 **Federal Ministry**
Republic of Austria
Sustainability and Tourism

Press Contacts

MAK Press and Public Relations
Judith Anna Schwarz-Jungmann (Head)
Cécilia Barani, Sandra Hell-Ghignone, Veronika Träger
MAK, Stubenring 5, 1010 Vienna
T +43 1 711 36-233, -212, -229
presse@MAK.at, MAK.at
press@viennabiennale.org, viennabiennale.org

Vienna, 22 March 2019

For Change

29.5. – 6.10.2019

viennabiennale.org