

Press Release

For Change

## SPACE AND EXPERIENCE Architecture for Better Living

An exhibition of the MAK in cooperation with Wienerberger

Exhibition Venue	MAK Works on Paper Room and MAK Columned Main Hall (1st floor) 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.

Architecture as design is always an expression of social and cultural structures, codes, and values. It is never just a function but shapes and influences living environments. According to French cultural theorist Michel de Certeau a place becomes space only through the practices of people. However, the needs and uses of living, working, and urban space are always subject to societal and technological changes. Over the past 20 years, digitalization has reconfigured this fabric of different "spatial practices" and experiences. In which ways do people today adopt these spaces as users, how do they experience them?

Even though the basic functions of buildings still oscillate between living, education or work, and leisure, and these functions are still apparent in building typologies, a whole range of digital activities and new interactions have led to the emergence of heterogeneous spaces. Why do people frequent which places and use them for which purpose for their practices and activities? Which routes do they choose through a building, through a city, or through a landscape, and in which spaces do they like to stay? The answers to all these questions are not only dependent on particular user behavior but are also always a condition of architecture.

Architecture brings structure and form, creates spaces, and as a designed environment directly impacts on the various areas of human life. It has an influence on emotions, perception and behavior, and enables collective experiences and individual experience. However, the latter is determined by specific expectations and, above all, by personal virtues and social values. But if values are fundamentally changing, as they are today—especially in view of the mega-challenges of digitalization and climate change—then this, in turn, has an impact on notions of quality of life and on future tasks for architecture.

29.5. – 6.10.2019

On the one hand, the exhibition *SPACE AND EXPERIENCE: Architecture for Better Living* will illustrate through a distinctive selection of realized projects, which additional value and benefit architecture is already offering for a better life today. At the same time, the exhibition attempts to take a look into the future in order to formulate theses on possible scenarios and design tasks which will manifest themselves in planned strategies and project ideas. In this context, the main question is the outlook on architecture's role in the future.

The focus is on the question of what constitutes "better living"—in particular regarding materiality, ecology, design of atmospheres, participation, hospitality, design of communities, and perspective—and how architecture matters here. All architectural contributions and projects will illustrate space and experience as design tasks and offer more inclusion, more accessibility and more uniqueness, thus leading to a greater connection *with* and appreciation *of* architecture.

The exhibition *SPACE AND EXPERIENCE: Architecture for Better Living* is a cooperation with Wienerberger and—on the occasion of the 200th anniversary of Wienerberger— will be complemented by a presentation on the cultural-historical significance of Wienerberger. Three expert meetings and a symposium have already taken place in the run-up to the exhibition.

Architects and Designers: Civic Architects, ecoLogicStudio, Energy Design Cody, Farshid Moussavi Architecture, Liquifer Systems Group, mostlikely, MVRDV, Realarchitektur, Space Popular, SPAN (del Campo Manninger), Tzou Lubroth Architekten

Curator: Nicole Stoecklmayr (Scenes of Architecture, Vienna)  
International team of experts: Brian Cody, Gert Kwekkeboom, Mark Neuner, Claudia Pasquero, and Petra Petersson  
Exhibition design: Tzou Lubroth Architekten

#spaceandexperience

Main sponsor

**wienerberger**

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