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Exhibition:

10 Years of VIENNA DESIGN WEEK featuring the City

SEPTEMBER 22, 2016 – JANUARY 16, 2017
Austrian Cultural Forum New York
11 East 52nd Street, New York

PRESS PREVIEW

SEP 21, 5:30 – 6:30 PM
(RSVP to Andy Cushman, ac@8op.us)

OPENING RECEPTION

SEP 21, 6:30 PM – 8 PM
(no RSVP required)

SELECTION OF FEATURED DESIGNERS & MANUFACTURERS

Adam Wehsely-Swiczinsky
Adrien Rovero
A. E. Köchert Juweliers
Bertille & Mathieu
BIG-GAME
breadedEscalope
Charlotte Talbot
Erwin Perzy
J. & L. Lobmeyr
Julia Landsiedl

Julia Lohmann
Laureline Galliot
Ledermanufaktur Posenanski
Marco Dessi
Mark Braun
Martino Gamper
Matylda Krzykowski
Max Lamb
Nicolas Le Moigne
Oscar Wanless

Petz Hornmanufaktur 1862
Riess KELOmat
Sebastian Pataki
soda designers
Thomas Petz
Tomas Alonso
Wiener Porzellanmanufaktur Augarten
Wiener Silbermanufaktur
WITTMANN Möbelwerkstätten

CURATOR

Lilli HOLLEIN, Director and Co-Founder, VIENNA DESIGN WEEK

EXHIBITION DESIGN

Alexander KADA/ Kadadesign

New York, September 5, 2016. – The **Austrian Cultural Forum New York** is pleased to announce a ten year retrospective of Vienna's largest and most influential design event, VIENNA DESIGN WEEK. The multifaceted exhibition **10 Years of VIENNA DESIGN WEEK featuring the City** will explore the history, structure, and impact of the non-profit event, which has brought renowned international designers to the city, provided a platform for the vanguard of Austria's young designers, and pushed leading design out of Vienna's galleries and into the streets of its outer districts. The exhibition will be accompanied by a 400-page publication, chronicling the first ten years of the festival.

Rather than a showcase of luxury goods, VIENNA DESIGN WEEK has served as a comprehensive forum for ideas, applications, and objects of design through its program structure since its inception in 2007. Founded under the principle and slogan "A City Full of Design," VIENNA DESIGN WEEK operates with a rotating series of venues, and different headquarters for each edition, welcoming more than 36,000 annual visitors. The festival recalls and reinvigorates the city's history as an international hub of design and architecture by pairing foreign designers with Austrian manufacturers under its *Passionswege* ("paths of passion") events to rethink their potential and processes, while its *Focus District* looks within Vienna itself, spotlighting local designers. Its *debut* program promotes educational institutions in challenging new realms of design, while *Stadtarbeit* highlights the work of individual designers – selected by a juried panel of curators – exhibiting in repurposed spaces. Following this tradition, **10 Years of VIENNA DESIGN WEEK featuring the City** will present, alongside a collection of noted designer objects, goods, and furniture from VIENNA DESIGN WEEK, a comprehensive history of the relationships the festival has built, and concepts it has revealed.

ABOUT THE CURATOR

Lilli Hollein, director and co-founder of the **VIENNA DESIGN WEEK**, is a design and architecture expert; her writings and articles have appeared in renowned international specialist publications, and she was curator inter alia for Austria's contributions to the 7th Sao Paulo International Architecture Biennale. From 2010 to 2013 she was also jury president of the *KÖR – Kunst im öffentlichen Raum Wien* ("Art in Public Space Vienna"). She founded the VIENNA DESIGN WEEK together with Tulga Beyerle and Thomas Geisler in 2007 and has been president of Austria Design Net since 2015.

ALSO ON VIEW

ACFNY, 11th Floor: **FREUD'S DINING ROOM**, September 22, 2016 – November 10, 2016. This special exhibition traces the journeys of five pieces of far-travelled Freudian furniture, rediscovering the significance they held for Anna Freud in the context of her forced emigration under the Nazi Regime. A series of 'Memory Objects' seeks to communicate a personal history through facilitating a sensual experience of the original furniture.

ABOUT THE AUSTRIAN CULTURAL FORUM NEW YORK

With its architectural landmark building in Midtown Manhattan, the Austrian Cultural Forum New York is dedicated to innovative and cutting-edge programming, showcasing the best of Austrian contemporary art, music, literature, performance, and academic thought in New York and throughout the United States. In addition to presenting three group exhibitions per year in its multi-level gallery space and housing around 10,000 volumes of *Austriaca* in its state-of-the-art library, it hosts over 100 free events per year in its own auditorium and supports at least as many projects at partner institutions across the nation. Visit www.acfny.org for more information.

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PARTNER

**VIENNA
DESIGN
WEEK**

