



M A K

Applied Arts | Contemporary Art

Press Release

START_UP: Designers' New Projects

Firing Cells – About Having a Moment

A juxtaposition of contemporary design with classics from the MAK

Curated by	Gregor Eichinger
Opening	Tuesday, February 23, 2010, 8 p.m.
Exhibition Venue	MAK DESIGN SPACE MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	February 24, 2010–March 28, 2010
Opening Hours	Tues MAK NITE [®] 10 a.m.–12 a.m. Wed–Sun, 10 a.m.–6 p.m., Mon. closed

Gregor Eichinger, one of the most fascinating architects and designers in Austria, is curating the exhibition *Firing Cells – About Having a Moment* for the MAK Design Space. In this showing, he will juxtapose contemporary Austrian product design with selected objects from the MAK's holdings. Eichinger's objective is not to play on obvious analogies – as in comparing an old piece of a furniture with a new one – but rather to detect qualitative relationships that cross genre boundaries and to shed light on sophisticated design strategies, historical correlates and a sense of detail, as well as similar production processes.

The title of the exhibition, *Firing Cells*, makes reference to the neuronal storm in the cells of the brain, a storm which, according to Eichinger, is touched off by qualitative characteristics and consistencies of design – independently of temporal and spatial factors. In the wake of Eichinger's *The Shape of the Café to Come*, which ran from 11 November 2009 to 31 January 2010 at MAK DESIGN SPACE, *Firing Cells* represents a further installation in the series *START_UP: Designers' New Projects*, which is being held as part of the cooperative program "design[>] new strategies" of the MAK and *departure*, the creative agency of the City of Vienna.



Eichinger has selected six current design products: the glass set *Grip*, designed by Marco Dessi and produced by Lobmeyr, consists of a decanter and a tumbler. This set reflects the specific design tradition of the glass producer J. & L. Lobmeyr. The design for the hand-blown crystal glasses is oriented on a series of cups that Adolf Loos designed for this manufactory back in 1931. Also on display will be furniture made of pre-fabricated standard construction parts and laser-sintered synthetic components by the designer group Vandasye, erotic fashion accessories made of porcelain by Susanne Bisovsky, a lamp made from traditional kimono material by the Vienna-based Japanese designer Megumi Ito, a pistol by the Glock company and flower arrangements by Blumenkraft – these will change weekly. Eichinger also aims at remembering the history of the museum itself, which was, after all, founded upon the idea of presenting domestic and foreign examples as models and stimulating inspiration for domestic craftspeople, manufacturers and producers of arts and crafts objects. This confrontation with contemporary product design, therefore, sheds new light on the historical holdings of the museum, examining and reconfirming their contemporary relevance.

In creating this juxtaposition, Eichinger takes the opportunity to reflect provocatively on just what exactly it is that appeals to us about good design – sometimes even after centuries, although fashions and lifestyles have long since changed. How is it that good design leaps out at us and gets us to experience the moment of perception consciously and intensively? Perhaps the selected pieces will spark emotions in the visitors of the exhibition, as well, and invite them to pause for a moment and be truly touched, stimulated or enthused by a particular approach to design.

All press material on the exhibition is available for download at www.MAK.at/presse.



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Press Data Sheet

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Curator	Gregor Eichinger
Exhibition assistance	Karin Ferrari
MAK Admission	€ 9.90 with MAK guide / € 7.90 / reduced: € 5.50 Free admission every Saturday [®]
MAK Press Office	Monika Meryn (head of press office) Olivia Harrer Christiane Vogl Tel. (+43-1) 711 36-229 Fax (+43-1) 711 36-227 presse@MAK.at www.MAK.at

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