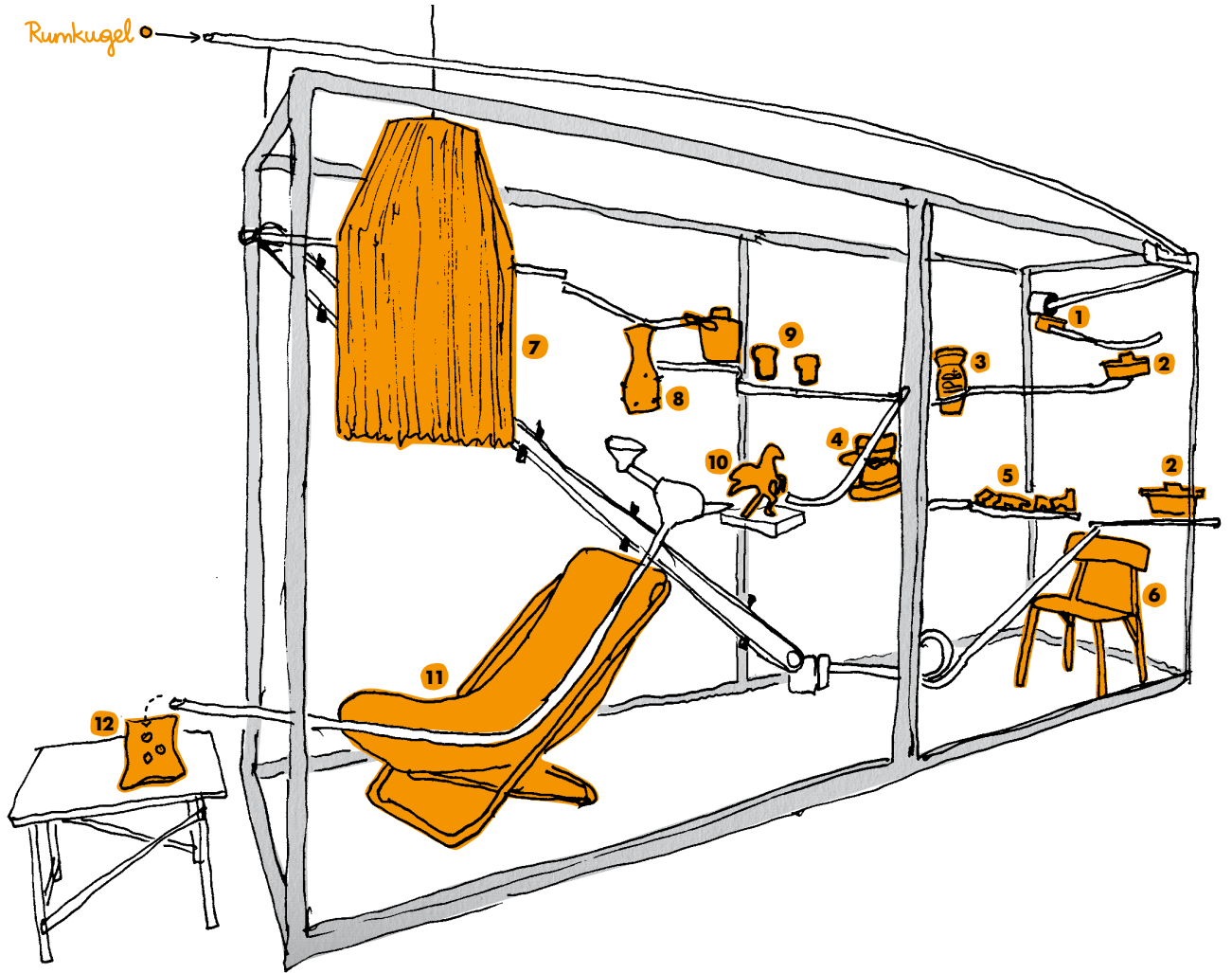


VIENNA DESIGN WEEK

1.-10.10.2010



presents mischer'traxler



VIENNA DESIGN WEEK EMBASSY ON TOUR...

Again this spring, the VIENNA DESIGN WEEK Embassy as a mobile branch of the Vienna Festival is on the road to give a glimpse onto the Austrian creative scene and to tempt everyone interested in design to be in Vienna from 1st –10th October 2010. Save the date!

www.viennadesignweek.at

...PRESENTS MISCHER'TRAXLER

Being invited to this year's DMY festival the design ambassadors from Vienna are bringing with them an experimental design position from Austria: The designer duo mischer'traxler, renowned for its exploratory approach, will be installing a giant rolling ball run. But instead of being "powered" by marbles, this one is run on traditional Viennese sweets and will above all playfully feature various projects and designers from past editions of VIENNA DESIGN WEEK. The "Rumkugelbahn" will allow for a fine insight into the Vienna on-goings.

www.mischertraxler.com

@ DMY INTERNATIONAL DESIGN FESTIVAL, BERLIN

June 9th–13th

www.dmy-berlin.com

On June 10th, 7 pm, a reception will take place at the VIENNA DESIGN WEEK Embassy in cooperation with the commercial attaché of the Austrian Embassy in Berlin.

**VIENNA
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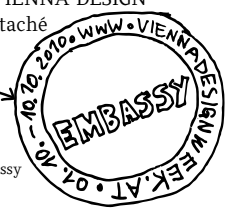
The VIENNA DESIGN WEEK Embassy
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VÖSLAUER



1 "Kitchenmanagement"

Design: dottings, www.dottings.com / Producer: Riess, 2009, www.riess.at / Presented during VIENNA DESIGN WEEK 2009 at bulthaupt studio Opernring.



2 "Aromapots"

Design: dottings, www.dottings.com / Producer: Riess, 2009, www.riess.at / Presented together with "kitchenmanagement" (see above).



3 "Caps" vase

Design: Marco Dessi, www.marcodessi.com / Producer: Augarten Porzellan, 2008, www.augarten.at / Developed and displayed within the framework of the Passionswege project at VIENNA DESIGN WEEK 2008. "Passionswege" is a core format of the Vienna festival, where designers are brought together with local manufacturers and traditional specialty shops to collaborate on a project or product.



4 Hats "M10146" and "M 10124"

spring/summer collection 2010 / Design and manufacturing: Mühlbauer Headwear, www.muehlbauer.at / Mühlbauer Headwear is a regular partner of VIENNA DESIGN WEEK, be it with great hat creations or their beautiful flagship store in the Vienna inner city.



5 "Skinni" toys

Design: Adrien Rovero, www.adrienrovero.com / Producer: Thomas Posenanski, 2009, www.ledermanufaktur.com / "Skinni" is a Passionswege project from VIENNA DESIGN WEEK 2009.



6 "Feen" chair

Design: Robert Rűf, www.roberttruef.com / Prototype, 2009 / Presented in the exhibition "Design in Times of Crisis" at the Imperial Furniture Collection during VIENNA DESIGN WEEK 2009.



7 "Fringerie" lamp

Design: dottings, www.dottings.com / Prototype, 2007 / "Fringerie" is a Passionswege project which was realized during VIENNA DESIGN WEEK 2007 in the traditional Viennese Hotel "König von Ungarn".



8 "Inefficient Vase"

Design: breaded escalope, 2009, www.breadedescalope.com / Every vase from the series is handmade, signed, and has a different amount of holes. breaded escalope design studio presented a design performance and a contribution to Passionswege within the framework of VIENNA DESIGN WEEK 2009.



9 "Alpha" bowl and glass with cap

Design: Max Lamb, www.maxlamb.org / Producer: J. & L. Lobmeyr, 2009, www.lobmeyr.at / For the Passionswege 2009, British designer Max Lamb realized several projects with the traditional Viennese glass-maker J. & L. Lobmeyr, thereby playing with modifications of the production process.



10 Porcelain Lipizzan performing the Capriole, 1833

Producer: Augarten Porzellan, www.augarten.at



11 "Lester" indoor deck chair

Design: soda designers, www.soda.at / Producer: Wittmann, 2007, www.wittmann.at / "Lester" was a Passionswege project shown during VIENNA DESIGN WEEK 2007.



12 "Bread basket"

Design: Polka, www.polkaproducts.com / Producer: Authentics, 2006, www.authentics.de / Polka design studio is a regular guest at VIENNA DESIGN WEEK, be it with their mutant Polka Pots in 2007 or with class interior designs for Hotel Altstadt Vienna in 2009.