

First press release

## VIENNA BIENNALE FOR CHANGE 2019 BRAVE NEW VIRTUES. Shaping Our Digital World

Opening of the third edition of the  
multidisciplinary biennale at the end of May

Opening Tuesday, 28 May 2019, 7 p.m.  
Exhibition Dates 29 May – 6 October 2019

We are racing towards a radical new digital future in the fast lane. What about our values? Which will fall by the wayside, which new values will we need to live and shape this rapid change with confidence? "A future in love with technology but without values is worthless," Christoph Thun-Hohenstein, General Director of the MAK as well as initiator and head of the VIENNA BIENNALE, puts the curatorial positing of the third edition of the first multidisciplinary biennale worldwide in a nutshell. Taking an intercreative, pluralist perspective on fine art, design, and architecture, the *VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES. Shaping Our Digital World* will start a debate on values for the digital age. Thun-Hohenstein: "If you visit the VIENNA BIENNALE FOR CHANGE 2019, you will take home valuable perspectives and personal empowerment regarding the digital future."

The organizers of the VIENNA BIENNALE—MAK, University of Applied Arts Vienna, Kunsthalle Wien, Architekturzentrum Wien, and Vienna Business Agency, as well as Slovak Design Center as Associate Partner and AIT Austrian Institute of Technology as non-university research partner—will explore meaningful and actually applicable values for Digital Modernity in several locations.

The exhibition *UNCANNY VALUES. Artificial Intelligence & You*, shown at the MAK as a key project of the biennale, acknowledges that artificial intelligence, being one of the biggest revolutions of the digital world, entails a re-evaluation. Current, prominent, and critical new productions by international artists and designers as well as historical positions open up heterogeneous perspectives on questions regarding culture and technology, human existence, power, control, and orientation in the uncanny playing field of artificial intelligence.

But how unisex are digital technologies and artificial intelligence? Drawing on radical feminist and ecofeminist theories from the 1970s until now, the Kunsthalle Wien addresses the male coding of the digital world in its

exhibition *HYSTERICAL MINING* (working title). The exhibition analyzes the material worlds we are creating through technology and technology's role in shaping power, forms of identity, and ways of living.

*CHANGE WAS OUR ONLY CHANCE* the contribution of the University of Applied Arts Vienna to the biennale, evokes desire for our uncertain digital future in a playful way. A mixture of installation and process explores possible futures in a real-life setting, in the here and now. An "experiential future" set in an immersive environment demystifies the possible world of tomorrow and dismantles the fear it evokes.

The MAK contributes a museum approach to the complex design tasks of Digital Modernity with the reinstallation of the **MAK DESIGN LAB**, which— complemented by the MAK Education App "WE ARE FUTURISTS"—is implemented in cooperation with the Austrian Federal Ministry of Education, Science and Research on the occasion of the VIENNA BIENNALE FOR CHANGE 2019. For the first time, the visionary themes of a biennale will become visible in the concept of a permanent museum presentation. Historical objects from the collection and contemporary productions engage in an intensive dialogue with one another and provide a better understanding of the potential and transformation of design across disciplines and epochs. The reinstallation of the MAK DESIGN LAB is financially supported by the EU program Interreg V-A Slovakia–Austria (Project "Design & Innovation").

The question of a value-based change of our life styles also includes the question of responsible production and sustainable consumption. The exhibition *CHANGE! From Mass Consumption to a Sustainable Quality Society*, realized by the MAK in cooperation with the Federal Ministry for Sustainability and Tourism, provides concrete ideas. Four future-oriented design projects by EOOS on nutrition, mobility, circular economy, and energy, exemplify how a transition from mass consumption to a sustainable quality society can be achieved with the help of Social Design.

Alternatives to conventional production are addressed in *URBAN PRODUCTION: Cycles of a City*, a project of the Vienna Business Agency in cooperation with the MAK. Central to the project are questions regarding alternatives to conventional production, currently untapped potentials of cycles, efficient use of resources, and the extent to which understanding and consumer behavior can be changed and influenced by making production processes visible.

Sustainable architectural strategies are discussed in *SPACE AND EXPERIENCE: Architecture for a Better Living*, an exhibition of the MAK in cooperation with Wienerberger. Based on the assumption that digitalization and climate change have a massive influence on our ideas of quality of life and living environment, a distinctive selection of realized

projects illustrates the added value architecture can already today create for a better living. At the same time, the exhibition dares a glance into the future by formulating hypotheses on possible scenarios and design tasks for shaping the future.

The international symposium at the Architekturzentrum Wien (September 2019), realized by the MAK and the Slovak Design Center together with the Az W and the Kunsthalle Wien as part of the EU program INTERREG V-A Slovakia–Austria (Project "Design & Innovation"), will concentrate on key questions of the VIENNA BIENNALE FOR CHANGE 2019. Protagonists in the fields of architecture, art, and design will discuss possible connections between alternative ecological and economical approaches as well as topics such as ecological justice or ethics in design, architecture, and visual arts.

For a detailed overview of the projects of the VIENNA BIENNALE FOR CHANGE 2019 and the curators' biographies, please visit the press section at [viennabiennale.org/en](http://viennabiennale.org/en) and at [MAK.at/en/press](http://MAK.at/en/press).

# Vienna Biennale 2019

The *VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES. Shaping Our Digital World*

is organized by

MAK – Austrian Museum of Applied Arts / Contemporary Art

University of Applied Arts Vienna – Angewandte Innovation Laboratory

Kunsthalle Wien

Az W – Architekturzentrum Wien

Vienna Business Agency

Associate partner  
Slovak Design Center

Research partner  
AIT Austrian Institute of Technology

For Change

29.5. – 6.10.2019

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# Vienna Biennale 2019

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*VIENNA BIENNALE FOR CHANGE 2019: BRAVE NEW VIRTUES.*  
*Shaping Our Digital World*

## KEY SPONSOR



## Cooperation partners and Project sponsors

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Main sponsor of the exhibition  
*SPACE AND EXPERIENCE: Architecture for a Better Living*

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## Sponsors



The collaboration between the Slovak Design Center and the MAK and its partner institutions is co-financed with funds from the EU program Interreg V-A Slovakia–Austria (project "Design & Innovation").



Further sponsors and supporters will be announced in spring 2019.

29.5. – 6.10.2019

viennabiennale.org

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Vienna, 15 November 2018