

Press Release

**MAK and University of Applied Arts with a New  
Exhibition Cooperation: CREATIVE CLIMATE CARE**  
Series starts with *Florian Semlitsch: Subscribe Climate Care*

Opening	Tuesday, 16 June 2020, from 6 p.m.
Exhibition Venue	MAK GALLERY MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	16 June–5 July 2020
Opening Hours	Tue 10 a.m.–9 p.m., Wed–Sun 10 a.m.–6 p.m.

With their new exhibition cooperation CREATIVE CLIMATE CARE, the MAK and the University of Applied Arts Vienna are reacting to the extremely limited conditions of production in the world of art and culture as a result of the coronavirus crisis. Young artists and creatives who have only recently graduated from university find themselves under particular pressure at present. In pop-up exhibitions at the MAK, graduates of the University of Applied Arts are given a platform and the opportunity to network with collectors, companies, and potential customers. This new series kicks off with the project *Subscribe Climate Care* by the designer Florian Semlitsch.

In the period from June to December 2020, five consecutive three-week exhibitions will be on display in the MAK GALLERY. The young creatives will explore topics pertaining to the climate, environment, and sustainability and the contribution of design, architecture, and art to developing a new mindset for active climate care. CREATIVE CLIMATE CARE simultaneously launches the MAK GALLERY's permanent future role as a CREATIVE CLIMATE CARE GALLERY.

“This focus on climate care offers an infinite pool of creativity and innovation. Artistic disciplines like design, architecture, and fine art have enormous potential and are called on to contribute their creativity and innovative skill to the topic of CLIMATE CARE,” says Christoph Thun-Hohenstein, General Director of the MAK.

The participants of the CREATIVE CLIMATE CARE series were selected in a closed competition. 20 graduates of the University of Applied Arts from the past five years submitted exhibition concepts. The board of the University Gallery in the Heiligenkreuzerhof (Brigit-

te Felderer, Cosima Rainer, Jenni Tischer, Lukas Kaufmann, Martina Schöggel, Eva Maria Stadler), MAK General Director Christoph Thun-Hohenstein, and Marlies Wirth (Curator, Digital Culture and MAK Design Collection) made up the jury who chose projects by the following candidates:

Florian Semlitsch (diploma in Design: Industrial Design 2, summer semester 2019; Prof. Anab Jain), Sophie Gogl (diploma in Fine Arts: Painting and Animated Film, summer semester 2017; Prof. Judith Eisler), Chien-Hua Huang (master's degree in Architecture: Architectural Design 2, summer semester 2020; Prof. Greg Lynn), Martina Menegon (diploma in Media Arts: Transmedia Arts, winter semester 2015; Prof. Brigitte Kowanz), and Antonia Rippel-Stefanska (diploma in Fine Arts: Sculpture and Space, summer semester 2018; Prof. Hans Schabus).

“With this selection we have succeeded in bringing an especially exciting cross section of various creative disciplines to the MAK: from industrial design to fine arts and painting, from animated film, architecture, media arts, and transmedia arts to sculpture and space,” according to the jury. The exhibition projects’ realization will be supported by the curator Marlies Wirth. Theresa Hattinger, graduate of the diploma in Design: Graphic Design (summer semester 2017, Prof. Oliver Kartak) was commissioned with the visual identity of the exhibition series.

### ***Florian Semlitsch: Subscribe Climate Care***

In his exhibition entitled *Subscribe Climate Care*, which will kick off CREATIVE CLIMATE CARE, Designer Florian Semlitsch focuses on the smartphone as the pivotal element of our increasingly digitalized society. This ubiquitous tool has long distanced itself from its initial communicative function and now serves all aspects of individual and collective entertainment, as well as marketing content and products. Just how much energy we consume when we watch high-definition videos, stream the latest episode of our favorite series on the way to work, or scroll through hundreds of pictures, is little known. Approximately 70 000 GB of information moves through the internet every second. Every GB needs roughly 5 kWh of energy. That is equivalent to the average daily requirement of an Austrian household—12.1 kWh—being consumed every 2.4 seconds.

The majority of this energy consumption can be traced back to social media platforms and video portals. An entire generation has now grown up with these media, which are an important part of the global economy. But with such enormous energy use, what content is actually being shared?

Florian Semlitsch calls our attention to the internet platforms that produce and share content about climate care. In the form of Instagram accounts, videos, and tutorials by

YouTubers or audio streams of podcasts, the content selected by Semlitsch is presented in an immersive multimedia installation and is intended to provide an introduction to the larger issue of climate care and activism: an incisive kick-off to the mindset of this new exhibition series.

Press photos are available for download at [MAK.at/en/press](https://www.mak.at/en/press).

**Overview of exhibitions in the CREATIVE CLIMATE CARE series:**

Florian Semlitsch

Pop-up exhibition 1: CREATIVE CLIMATE CARE  
(in cooperation with the University of Applied Arts Vienna)  
MAK GALLERY, 16 June (open from 6 p.m.)–5 July 2020

Sophie Gogl

Pop-up exhibition 2: CREATIVE CLIMATE CARE  
(in cooperation with the University of Applied Arts Vienna)  
MAK GALLERY, 14 July (open from 6 p.m.)–23 August 2020

Chien-Hua Huang

Pop-up exhibition 3: CREATIVE CLIMATE CARE  
(in cooperation with the University of Applied Arts Vienna)  
MAK GALLERY, 8 September (open from 6 p.m.)–4 October 2020

Martina Menegon

Pop-up exhibition 4: CREATIVE CLIMATE CARE  
(in cooperation with the University of Applied Arts Vienna)  
MAK GALLERY, 20 October (open from 6 p.m.)–8 November 2020

Antonia Rippel-Stefanska

Pop-up exhibition 5: CREATIVE CLIMATE CARE  
(in cooperation with the University of Applied Arts Vienna)  
MAK GALLERY, 17 November (open from 6 p.m.)–8 December 2020

Press Data

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Other Dates	Sophie Gogl, 14 July–23 August 2020 Chien-Hua Huang, 8 September–4 October 2020 Martina Menegon, 20 October–8 November 2020 Antonia Rippel-Stefanska, 17 November–8 December 2020
Opening Hours	Tue 10 a.m.–9 p.m., Wed–Sun 10 a.m.–6 p.m.
Curator	Marlies Wirth, Curator, Digital Culture and MAK De- sign Collection
Graphic Design	Theresa Hattinger
MAK Admission	€ 14 / Reduced € 11 / Family Ticket € 15 Every Tuesday 6–9 p.m.: admission € 6 Free admission for children and teens under 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Cäcilia Barani Sandra Hell-Ghignone Veronika Träger T +43 1 711 36-233, -229, -212 presse@MAK.at, www.MAK.at/en

Vienna, 5 June 2020