

Press-Release Pure Austrian Design at 100% East



Austrian Design Goes 100% East

The Exhibition Series “PureAustrianDesign Landing” in London at 100% East 2006

PureAustrianDesign Landing: a state-of-the-art show of the ultimate Austrian design // International Launch of www.pureaustriandesign.com: online show-rooms for Austrian design and shop // Austria Lounge // DJ-sessions: “Sound of Vienna”-showcase

From 21-24 September 2006, the 100% East design show at the emblematic Truman Brewery will host the landing of cutting edge design made in Austria, selected and compiled in the exhibition PureAustrianDesign Landing which already hit the spot in Prague and Barcelona last year. Coinciding with the renowned London Design Festival as neighbours at the same venue and as guests of 100% East, the studio JULAND BarcelonaVienna, organisers of the Austrian show, not only expect a great public attraction but also have great hopes of contributing new and surprising aspects to the heterogeneous and multidisciplinary spectrum 100% East will offer in this year’s edition.

Austrian Design Is On The Spot Again

Drawing up a line of evolution of the industrial design during the past century, it is essential to go down to the prodigious ‘boom’ of creativity in applied arts, which took place in Vienna at the end of the 19th and the beginning of the 20th century. Currents and trends, designers and architects coinciding at that moment and place had a staggering influence in modern design history. So overwhelming was the production of these years that it finished by eclipsing for decades the country’s later creative output, independently of its quality.

As if history had decided to put things in their right place, Austrian design at the beginning of the 21st century comes back again in search of the lost terrain, turning their country into an important focus point on the European design arena. Competitions, awards and fairs - many companies of the furniture industry and a burgeoning phalanx of designers move on the international stage, taking credits and meeting with a considerable international media response.



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With its intelligent forms and unique understanding of communicative processes, Wiesner Hager's office chair vision "Compod" is an international exponent for innovative office solutions, being published in the trade press all around the world. The award-winning classic chair deconstruction "Falb" by the young Vienna-based designer trio bkm makes sitting down an altogether new experience. Thomas Hasenbichler's filigree tea filter solution "Tea Flower" produced by WMF Germany/ Austria has already become a modern classic. Austrian innovative design even goes down to furniture classic updates by the Wittmann Möbelwerkstätten reediting a lot of Friedrich Kiesler's furniture pieces, like the "Cantilever Chair No.2" or the "Correalistic Instrument" from the 1940s, a seating furniture that has not lost anything of its original innovative power and ability to excite.

Since Austrian designers rarely like to shout about their work, refusing to present themselves as anything more than European citizens who happen to work in Austria, the productive design scene in Austria with its epicentre Vienna has rarely come under the spotlight as a whole. The studio JULAND BarcelonaVienna, creators of PureAustrianDesign, an initiative to promote Austrian design culture, organises and curates the exhibition series PureAustrianDesign Landing showcasing the state-of-the-art in Austria's design scene.

PureAustrianDesign Landing - The Exhibition

Protagonists of the next landing are around 80 select exhibits of furniture, lighting and industrial design from Austria's furniture manufacturers and the up-and-coming generation of Austrian designers. Ranging from internationally acclaimed, innovative furniture from established companies to fresh and playful prototype studies of gadgets by emerging designers, most of the works on exhibition may prove Austria is long overdue some serious attention.

A modern ambience particularly arranged by the studio JULAND BarcelonaVienna, showcases selected pieces of design of Austrian manufacturers and emerging designers from the scopes of furniture, lighting and industrial design. The exhibits are presented along an elevated strip of white plates meandering through the exhibition. Large sized canvases emulating an artificial Austrian mountain scenery with synthetic trees and animals form the background of the setting. A soundtrack with contemporary Austrian electronic music and selective DJ sessions with outstanding representatives of "The Sound of Vienna" accompany on a sonorous level this synthetic and modern performance of today's Austria.

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Official International Launch of www.pureaustriandesign.com on the 100% East

One of the highlights on the PureAustrianDesign event agenda in London will be the official international launch of the online platform www.pureaustriandesign.com. Being actually redesigned and newly conceived by JULAND BarcelonaVienna as a communication and information platform for and about the Austrian design scene, it will contain basically online showrooms where Austrian design companies and designers present their products. Ranging from product to fashion design, this communication tool will act as online showcase abroad and online extension of the PureAustrianDesign Landing exhibitions. Straight from the exhibition area, visitors can deepen information on individual exhibits and even buy them online.

Austria Lounge: A Zone to Delve into Austrian Culture

A special area of the exhibition, the Austria Lounge, has been set aside to provide visitors to the exhibition with the opportunity of sitting down on Austrian designer furniture in a pleasant atmosphere and hence gaining a deeper insight into the various themes of design and contemporary culture which are of major interest in Austria, including music videos and interviews with protagonists of the creative scene.

Design - Culture and Economy

Design is reflected in our clothing, our furnishings and our music. Design can be understood as a factor that spurs on a sense of community, as an expression of cultural attitudes and even as a trademark and visual symbol of a society. Preferring an articulate design style that has less a national stamp than rather a broader sense of identity, the design scene in Austria tends to think globally. In particular, given the current level of global competition, design is playing an increasingly decisive role as a competitive and identification factor for companies.

A keen eye for craftsmanship, based on a rigorous and sensible deployment of process and materials, and the ability for searching innovative solutions are only some of the characteristics that constitute the quality of Austria's design products. 'Since no one can succeed in the export trade without good design' (*Markus Wiesner, President of the Austrian Furniture Industry*), it is now high time to make Austria's design culture comprehensible beyond national borders.

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Aussenwirtschaft Österreich - *Austrian Trade Commission*

Austrian Furniture Industry

BMWA Bundesministerium für Wirtschaft und Arbeit - *Federal Ministry of Economics and Labour*

BKA Bundeskanzleramt: Kunst - *Federal Chancellery: Arts Divisio*

Fundermax

For further information, see:

www.pureaustriandesign.com

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