

Press-Release

Pure Austrian Design Landing 2005



AUSTRIAN DESIGN SHOWCASED WITH STRONG PUBLIC SUCCESS IN THIS AUTUMN'S PURE AUSTRIAN DESIGN EXHIBITIONS IN PRAGUE AND BARCELONA

Over 14,000 design fans in Prague and Barcelona showed up in a total of 20 days of PureAustrianDesign Landing, a state-of-the-art show of contemporary Austrian design, curated and organised by the studio JULAND BarcelonaVienna.

They could appreciate 80 selected design exhibits of 56 exhibitors, furniture manufacturers, designers and design students. For the first time on the international stage, the PureAustrianDesign exhibition landed for six days in the so called "Superstudio" of Prague's Karlin Hall, main venue of the seventh edition of the established Czech design festival designblok 05, registering a number of up to 10,000 of visitors.

The second landing of PureAustrianDesign followed two weeks later in the exhibition hall of the Catalan designers' organisation FAD in the centre of Barcelona presenting an independent exhibition which registered over 4,000 visitors and widely exceeded the expectations of the hosts at FAD.

The studio JULAND BarcelonaVienna together with the hosts in Prague and Barcelona and the institutional partners from Austria were impressed and pleased by the enthusiastic response to this state-of-the-art show of Austrian design. Up to 120 Austrians were involved in the PureAustrianDesign events, ranging from representatives of the Austrian furniture industry and the Chamber of Commerce, who supported the landings of Austrian design in Prague and Barcelona, through to designers and design students who exhibited individual objects or took part in the eclectic PureAustrianDesign fringe events in the case of Barcelona.

For more information, see:

- exhibition programme PureAustrianDesign Landing
- PureAustrianDesign Landing in Prague
- PureAustrianDesign Landing in Barcelona

Cooperation partners of "PureAustrianDesign Landing":

Federal Chancellery: Arts Division
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PURE AUSTRIAN DESIGN SHOWCASED ON 350 M2 IN THE “SUPERSTUDIO” OF DESIGNBLOK 05 IN PRAGUE

designblok 05, Superstudio, Karlin Hall, Prague, October 3 - 9, 2005

For the first time on the international stage, the Pure Austrian Design exhibition landed in the so-called “Superstudio” in Prague’s Karlin Hall on the 7th edition of the already established Czech design festival designblok 05. In a building from the first half of the last century in the midst of Karlin district next to the centre, an old industrial quarter at the Vltava River, which - with its many factories and warehouses converted to lofts, creative offices and designshops - is evidence of the economic and creative boom of Prague, Pure Austrian Design weightily presents itself on almost 350 m2 showcasing over 70 selected exhibits of contemporary furniture and product design from Austria. Up to 10,000 visitors showed up at the design world in the Karlin hall during the six days’ design festival.

Two days of structure work for over 70 design exhibits

Everything began on September 30 at 3 p.m. with the arrival of the truck with furniture and exhibition elements crush laden to the top of the tarpaulin. Under nearly nonstop use of the fork-lift truck the very heavy components of the exhibition architecture were brought into position. Two days’ structure work transformed the initially dusty venue with patina from long gone industrial times into a multicoloured austrian design landscape. Finally, the design exhibits were placed on an elevated strip of platforms with brown ornamentation, which in its radiating white stood out from the grey industrial concrete floor and meandered through the exhibition area. Chairs, armchairs and tables of established companies of the furniture industry next to prototypes of up-and-coming or still studying designers, who partly presented their products for the first time on an international stage, waited for press and media, which were there to stay on Monday, October 3, at 11 a.m. at the official press conference of designblok.

The press conference of designblok 05 with the participation of PureAustrianDesign

Jana Zielinski, director of designblok, talked to the press underlining the internationality of this design event with the participation of the Austrian initiative Pure Austrian Design and the Portuguese itinerant exhibition “Voyager”. Beside the Karlin’s district mayor and further important participants of this year’s edition of designblok, Andrés Fredes from JULAND BarcelonaVienna, one of the initiators of Pure Austrian Design, focused on the most important elements of the exhibition and pointed out the book “Pure Austrian Design”, with its extensive collection trigger and basis for this exhibition series about contemporary design from Austria.



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A very special surprise guest at the vespertine opening

Final touches and furniture shifts in the exhibition area of Pure Austrian Design before the next date: the official opening in the same evening. Speeches by Prague's mayor and representatives of the sponsors in the presence of a numerous invited audience and VIPs led to the actual climax of the evening: Accompanied by music, a magnificent white horse opened "in persona" the one-week design festival. The four-legged surprise guest, who had modelled for the designblok poster, obviously affected by applause invited to tour the entire exhibition.

„Come Together“ in the “Pure Austrian Design” – world with numerous Austrian attendance

The very next day in the morning: “Come together” in the “Pure Austrian Design” - world. Up to 50 guests, designers and producers met in the Austria Lounge under the rolled up awning of the company “SunSquare”. Among others appeared Davide D'Agosto and Slavoj Rihosek from the company EWE, Zdenek Brisuda, representative of Wiesner Hager, Fritz Köhler from SunSquare and Mrs. Netzer, deputy commissioner of Austrian Trade in Prague, Walter Persché, director of the Austrian cultural forum in Prague, with his wife Andrea Schrammel, Jana Zielinski as a representative of designblok and Dolunay Yerit from the Austrian furniture industry, which supported the Pure Austrian Design exhibition in Prague. With tea and coffee and the alternatively sweet or salty pastry of the present Lower Austrian confectioner Karl Piaty, who has been giving proof of his baking talent already at some former “Pure Austrian Design” – events, Andrés Fredes and Julia Taubinger introduced the exhibition to the audience. Both Dolunay Yerit and Jana Zielinski underlined the successful presentation of the exhibition and the large range and quality of the featured objects. Also positively impressed, Mr. Davide D'Agosto from the company EWE who emphasised the increasing role Austrian design furniture plays in the Czech market. Designer Adam Wehsely Swiczinski of “aws design”, also represented with an exhibit, highlighted that the project Pure Austrian Design shows that only a consistent networking makes possible an state-of-the-art show like this.

With the best wishes for the remaining days of the exhibition, the meeting turned into a comfortable lounge ambience, under the grooves and beats Stefan Lechner aka AudioFurniture DJ Soul Pilot at the turntables sent into the widths of the design-loaded industrial building of Karlin: Daily, short DJ sessions waited for at least 10,000 design-interested “Superstudio” visitors within the following five days in the multicoloured landscape of Pure Austrian Design.

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For further information, see:

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SUCCESSFUL PURE AUSTRIAN DESIGN LANDING EXHIBITION AT FAD IN BARCELONA

FAD - Foment de les Arts Decoratives, October 27 - November 12, 2005, Barcelona

Following on from the success of Prague, the second PureAustrian-Design Landing show in the centre of Barcelona was a real hit with the Catalan public, attracting almost 600 guests in the opening and bringing broad smiles to the faces of the organisers JULAND BarcelonaVienna, the hosts at FAD and the partners who had travelled from Austria. They were also very pleased by the enthusiastic response to the fringe events which complemented the main show. Around 70 Austrians were involved in the PureAustrianDesign event, ranging from representatives of the Austrian furniture industry and the Chamber of Commerce, who support the landing of Austrian design in Barcelona, through to designers and design students. Prominent figures from Barcelona's design scene also declared themselves very impressed by the show and the quality of the exhibits. Widely more than 4,000 people visited the two weeks' design show.

The workshop for design students at the Istituto Europeo di Design, the "design journey" organised in conjunction with the Austrian Trade Commission Barcelona and the panel discussion featuring prominent representatives of the Catalan and Austrian design scene were all well-attended and showcased exciting content.

The opening - a big hit with the public

Around 600 design enthusiasts attended the opening ceremony on 27 October in FAD's newly renovated exhibition hall, filling to bursting point the rooms between the white platforms used to show off the design objects in all their glory. Following the opening speeches by renowned Catalan architect and current FAD President Beth Galí, the Austrian Trade Commission representative in Barcelona Heinz Walter and the chairman of the austrian furniture industry organisation Markus Wiesner, who all emphasised the quality of the exhibition and the design articles on show, the next speakers were Andrés Fredes and Julia Taubinger from JULAND BarcelonaVienna who, somewhat taken aback by the large number of visitors, thanked all the partners for their excellent teamwork and invited the guests to experience the world of Austrian design.

This signalled the start of the part of the evening that everyone had been looking forward to. With the musical ambience provided by AudioFurniture DJ Karl Möstl, who had flown in from Austria with his personal "Sound of Vienna", the guests enjoyed a selection of tapas from the buffet and cast an interested eye over the design objects on show.



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Healthy audience and enthusiastic exchange of opinions during the panel discussion

On the first day of the exhibition (Friday 28 October), a panel discussion involving representatives of the Catalan and Austrian design scene on the subject of "Design as an identity factor – between a global world and a local culture" was held in the exhibition rooms. Around 80 guests enjoyed a lively discussion between Fernando Amat from Designshop Vinçon, Heinz Hofer-Wittmann from Wittmann Möbelwerkstätten, Javier Nieto from designer furniture company Santa & Cole, Oriol Pibernat, Director of the EINA design school, Martín de Azúa, renowned designer from Barcelona and Andrés Fredes from JULAND BarcelonaVienna. Under the multilingual stewardship of Tulga Beyerle, a design curator from Vienna, and Uli Marchsteiner, an Austrian designer who lives in Barcelona, the participants discussed the controversial issue of the tension between the global and the local design world - the global design language which dominates the international market and which tends to reflect corporate culture to a greater extent than the approach to design which expresses local circumstances and advocates diversity and difference at a local level.

Workshop and "design journey" brings together Austrian and Catalan participants

The "Urban Furniture for Vienna" workshop organised for students from various design schools in Barcelona and also involving students from the University of Applied Arts Vienna was held on 27 October at the Istituto Europeo di Design. Oscar Guayabero, Catalan designer and Vice-President of FAD, Vienna-based designers Fidel Peugeot from the Walking Chair Design Studio, Rainer Mutsch and the Japanese architect Makoto Fukuda, who lives in Barcelona and has developed projects for renowned architects such as Enric Miralles and Toyo Ito, used practical examples from their own work to highlight approaches and methods for the creative processes employed when designing furniture and products for the public arena. An exhibition is planned next spring in Vienna which will showcase a selection of the best pieces of work submitted by the workshop participants from Vienna and Barcelona.

A further highlight of the fringe events was the two-day "Journey into the future of design" exhibition which was organised in close cooperation with the Austrian Trade Commission Barcelona. Around 20 furniture companies and designers from Austria assembled on the morning of 27 October in the foyer of FAD where they were welcomed by Heinz Walter, Austrian Trade Commission representative in Barcelona, and given more detailed information on the programme featuring numerous company visits. The agenda for October 27 and 28 included visits to the EINA design school, the Arquitectura and BD design studios and the internationally renowned furniture and urban furniture companies Escofet and Santa & Cole. As well as giving participants an insight into the production facilities, there was also plenty of opportunity for them to get to know each other and exchange experiences.

The final destination of the design journey was the opening of the PureAustrianDesign Landing exhibition at FAD, providing all those involved in the activities with the chance to discuss matters in further detail in a relaxed atmosphere or enjoy a glass of local sparkling wine and watch the guests move around the arched hall of the FAD against the background of selected examples of Austrian design.

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FAD - Foment de les Arts Decoratives

Istituto Europeo di Design

www.fadweb.org

www.ied.it

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PURE AUSTRIAN DESIGN LANDINGS - The Concept

Pure Austrian Design Goes International

PureAustrianDesign Landing is an initiative based on the book "Pure Austrian Design + AudioFurniture" published by the JULAND BarcelonaVienna studio. This book includes a CD with selected tracks from the electronic music scene and reflects the most interesting and representative elements of contemporary design culture in Austria. Many of the companies and designers who will be attending the Prague event already feature in this book and have taken part in previous **Pure Austrian Design** exhibitions.

The message has never been clearer since the presentation of almost 450 pages of **Pure Austrian Design**, the book on Austria's current furniture design scene, which took place in the spring of this year in Vienna: Austria is the home of excellent design and compares favourably on an international scale. "Since no one can succeed in the export trade without good design" (Markus Wiesner from Wiesner Hager Büromöbel) and Austrian design culture needs to be particularly nurtured and consolidated, it is now high time to present **Pure Austrian Design** to a wider international audience.

A synthetic landscape provides the backdrop for the Austrian design world

More than 70 selected designer items from more than 60 Austrian furniture manufacturers and up-and-coming designers will be presented in a relaxing, contemporary environment designed by the JULAND BarcelonaVienna studio. Visitors will be able to walk around a 300 m² arena covered by green artificial turf and find out more about the world of Austrian design. The exhibits will be presented on a raised strip consisting of white panels winding its way through the presentation space. Large-format screens printed with synthetic trees and animals will form the backdrop in an attempt to recreate an artificial Austrian landscape.

A soundtrack featuring examples of contemporary electronic music 'Made in Austria' and afternoon DJ sessions will provide the musical accompaniment to this synthetic representation of Austria as it is today. A gallery of large-format photographs of Austrian design pieces serves to expand the spectrum of this exhibition of the creative talents of Austrian designers. 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.



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A wide range of examples of contemporary Austrian creativity

More than 70 exhibits will be on show to demonstrate what Austrian design culture currently has to offer. The spectrum of examples of Austrian creativity ranges from awnings to chairs for the public arena and tea filters.

The range of seating furniture includes chairs, armchairs and benches and ranges from re-interpretations and updates through to innovative objects which explore the new possibilities for seating furniture. **Wittmann Möbelwerkstätten** is represented with an update of a furniture classic: Friedrich Kiesler's "Correalistic furniture" from the 1940s is a piece of seating furniture which has still not lost its innovative power and ability to excite. **Thonet Vienna** will be showcasing "Czech", a re-interpretation of the classic Thonet chair No.14. The young designer trio **bkm** has deconstructed a classic chair form to make sitting down an altogether new experience. A prime example of their work is "falb" which has already won several prizes and attracted a lot of attention. **Bene**, the office furniture specialist, will be unveiling its creations "Rondo" and "Filo", intelligent and sensuous seating furniture for a range of different communication situations extending well beyond the traditional concept of the office. Another Austrian company renowned for innovative solutions when it comes to office communication is **Wiesner Hager** which will be showcasing its new "Compod" office chair vision. Wiesner Hager has already attracted a lot of attention from the international trade press with its intelligent forms and unique understanding of communicative processes.

A bench consisting of timber ribs and felt, which can be converted into stools if desired, "From stool to bench" from the designer workshop **Dür**, underlines the search for new seating solutions as does "Eater's Gift" from the two women designers at **Lucy. D**, who have developed a foldaway back-rest, offering a comfortable, upholstered designer bench which combines style and functionality and is ideal for eating or relaxing. The L-shaped bench for the dinner table, a classic element of Austrian homeliness, has been reinterpreted by the furniture company **Gruber + Schlager** with the contemporary, minimalist "Coco" exhibit. Minimalism and purism are also the focus at **viteo outdoors**, a recently formed company which specialises in creating attractive furniture made of steel and wood for the outdoor environment such as its "Sunset" garden swing. Another product intended for outdoor use is the "Aluminium bench" from **guggenbichler design** which is also lightweight and capable of being stacked away. The foldaway "Deckchair" from **Novaform** demonstrates the consistent application of functionality and aesthetics. **Polka** will be showcasing formal, sensuous solutions with its individually tattooed "White Tattoo" leather sofa. **Verena Litzka** will also be in attendance with its stylish "Chaise Longue".

Wood has a long tradition in Austria as material for furniture production, with attention being paid to the smallest detail. Examples include the tables from **Dür** ("Portable"), **Willi Ostermann²** ("Exposition") and **Holzwerkstatt Traxler & Schwarzböck** ("Sponkspizza") which exude simple and minimalist elegance. **Team 7** will also be showcasing its "Magnum" table, whose outstanding design was recognised this year with the "red dot award" and which represents perfection in terms of material purism and simplicity. Functionality and a keen sense for technical solutions are the main strengths demonstrated by the tables created by younger designers

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such as the height-adjustable “offset mufo reloaded” made of stainless steel and fibreglass panels from **Jakob Edlbacher** and the foldaway aluminium table entitled “Peterchen” (Little Peter) from **d+ buero für design**. Demonstrating a real sense of fun, the design studio **Walking Chair** has re-evaluated the concept of the conference table with “ping meets pong”, a circular table which can be converted into a table tennis table once the meeting is finished. Sensuousness and clear forms also characterise the low-riding “Roadster” from **Streitner AG**’s “Card Mobile” series. Alongside this carriage, the series also includes a wide range of furniture on wheels, offering a quirky, colourful and mobile storage solution for the home.

Product design is represented with several very special objects: **Thomas Hasenbichler**’s tea filter has already become a modern classic. The “Hurly Burly” extractor hood from **Jakob Edlbacher** shows with a high level of innovation that everyday solutions can look completely unique without having to impact on functionality. Another innovative product is the “sunsquare” awning from **Sunsquare**, which offers impressive versatility through a minimalist, modular and expandable high-tech solution with an integrated motor for automatically retracting the awning and represents a high-quality product which satisfies even the most discerning aesthetic tastes. Further examples of innovative ideas include **Petra Sumasgutner**’s “Emergency puncture repair kit for motorbikes” and the “Rino” clothes hook created by **Patrick Rampelotto**. With lamps conceived by young designers such as **Polka** (“Cut”), **Matthias Meinharter** (“Lighttube.sys”), **Karin Kitzwögerer** (“7794”), **Robert Rűf** (“PLG”) and **Alexander Gufler** (“Desklamp”) and many others, the exhibition encompasses a wide range of formal and technical lighting solutions conceived in a spirit of fun, inventiveness and innovation.

Design as a competitive factor

Design gives rise to desire in a world of objects. In today’s society, art, advertising and pop culture have an all-pervading visual influence. A creation has an artistic value well beyond its practical value and gives real enjoyment to cultured users and consumers. We see design wherever we look.

Design is reflected in our clothing, our furnishings and our music. Design can be understood as a factor which promotes a sense of community, as an expression of a cultural attitude and even as a trademark and visual symbol of a society. In particular, given the current level of global competition, design is playing an increasingly important role as a competitive and identification factor for companies.

Pure Austrian Design promotes Austrian design culture

With its **Pure Austrian Design** exhibition, **JULAND BarcelonaVienna** is promoting Austrian design culture at a national and international level. The aim is to establish Austria as an active centre of design at the heart of Europe and highlight the protagonists of this creative sector beyond the borders of Austria. **Pure Austrian Design** is a phenomenon which – accompanied by a book, a virtual platform on the Internet and a number of exhibitions – promotes dialogue between the various interested groups in order to support the search, within a global context, for values which establish the identity of a local and outward-looking design culture.

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The **JULAND BarcelonaVienna** studio regards itself as a creative space for experimentation and offers unconventional solutions to the challenges which face the sectors of architecture, design, multimedia, events, music and publishing every day.

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