

# FOR IMMEDIATE RELEASE & LISTING



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Exhibition:  
**10 Years of  
VIENNA DESIGN WEEK  
featuring the City**

SEPTEMBER 22, 2016 – JANUARY 16, 2017  
Austrian Cultural Forum New York  
11 East 52<sup>nd</sup> Street, New York

**PRESS PREVIEW**

SEP 21, 5:30 – 6:30 PM  
(RSVP to Judith Brand,  
jbrand@acfny.org)

**OPENING RECEPTION**

SEP 21, 6:30 PM – 8 PM  
(no RSVP required)

**SELECTION OF FEATURED DESIGNERS & MANUFACTURERS**

Adam Wehsely-Swiczinsky  
Adrien Rovero  
A. E. Köchert Juweliers  
Bertille & Mathieu  
BIG-GAME  
breadedEscalope  
Charlotte Talbot  
Erwin Perzy  
J. & L. Lobmeyr  
Julia Landsiedl

Julia Lohmann  
Laureline Galliot  
Ledermanufaktur Posenanski  
Marco Dessi  
Mark Braun  
Martino Gamper  
Matylda Krzykowski  
Max Lamb  
Nicolas Le Moigne  
Oscar Wanless

Petz Hornmanufaktur 1862  
Riess KELOmat  
Sebastian Pataki  
soda designers  
Thomas Petz  
Tomas Alonso  
Wiener Porzellanmanufaktur Augarten  
Wiener Silbermanufaktur  
WITTMANN Möbelwerkstätten

**CURATOR**

Lilli HOLLEIN, Director and Co-Founder, VIENNA DESIGN WEEK

**EXHIBITION DESIGN**

Alexander KADA/ Kadadesign

New York, September 5, 2016. – The **Austrian Cultural Forum New York** is pleased to announce a ten year retrospective of Vienna's largest and most influential design event, VIENNA DESIGN WEEK. The multifaceted exhibition **10 Years of VIENNA DESIGN WEEK featuring the City** will explore the history, structure, and impact of the non-profit event, which has brought renowned international designers to the city, provided a platform for the vanguard of Austria's young designers, and pushed leading design out of Vienna's galleries and into the streets of its outer districts. The exhibition will be accompanied by a 400-page publication, chronicling the first ten years of the festival.

Rather than a showcase of luxury goods, VIENNA DESIGN WEEK has served as a comprehensive forum for ideas, applications, and objects of design through its program structure since its inception in 2007. Founded under the principle and slogan "A City Full of Design," VIENNA DESIGN WEEK operates with a rotating series of venues, and different headquarters for each edition, welcoming more than 36,000 annual visitors. The festival recalls and reinvigorates the city's history as an international hub of design and architecture by pairing foreign designers with Austrian manufacturers under its *Passionswege* ("paths of passion") events to rethink their potential and processes, while its *Focus District* looks within Vienna itself, spotlighting local designers. Its *debut* program promotes educational institutions in challenging new realms of design, while *Stadtarbeit* highlights the work of individual designers – selected by a juried panel of curators – exhibiting in repurposed spaces. Following this tradition, **10 Years of VIENNA DESIGN WEEK featuring the City** will present, alongside a collection of noted designer objects, goods, and furniture from VIENNA DESIGN WEEK, a comprehensive history of the relationships the festival has built, and concepts it has revealed.

### ABOUT THE CURATOR

**Lilli Hollein**, director and co-founder of the **VIENNA DESIGN WEEK**, is a design and architecture expert; her writings and articles have appeared in renowned international specialist publications, and she was curator *inter alia* for Austria's contributions to the 7th Sao Paulo International Architecture Biennale. From 2010 to 2013 she was also jury president of the *KÖR – Kunst im öffentlichen Raum Wien* ("Art in Public Space Vienna"). She founded the VIENNA DESIGN WEEK together with Tulga Beyerle and Thomas Geisler in 2007 and has been president of Austria Design Net since 2015.

### ALSO ON VIEW

ACFNY, 11th Floor: **FREUD'S DINING ROOM**, September 22, 2016 – November 10, 2016. This special exhibition traces the journeys of five pieces of far-travelled Freudian furniture, rediscovering the significance they held for Anna Freud in the context of her forced emigration under the Nazi Regime. A series of 'Memory Objects' seeks to communicate a personal history through facilitating a sensual experience of the original furniture.

### ABOUT THE AUSTRIAN CULTURAL FORUM NEW YORK

With its architectural landmark building in Midtown Manhattan, the Austrian Cultural Forum New York is dedicated to innovative and cutting-edge programming, showcasing the best of Austrian contemporary art, music, literature, performance, and academic thought in New York and throughout the United States. In addition to presenting three group exhibitions per year in its multi-level gallery space and housing around 10,000 volumes of *Austriaca* in its state-of-the-art library, it hosts over 100 free events per year in its own auditorium and supports at least as many projects at partner institutions across the nation. Visit [www.acfny.org](http://www.acfny.org) for more information.

### MEDIA CONTACT

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### PARTNER

**VIENNA  
DESIGN  
WEEK**

