



M A K

Museum of
Applied Arts

Stubenring 5
1010 Vienna, AT

MAK.at

Donation Project

REORGANIZATION
VIENNA 1900
THE PATHMAKER TO
MODERNISM

| | |
|------------------|---|
| Exhibition venue | Upper floor, MAK 1900 |
| Exhibition space | around 540 m ² |
| Opening | Tuesday, 27.1.2026, 7 pm |
| Guest curators | Vienna 1900: Toward Modernism with Markus Schinwald Textiles and Carpets with Studio FormaFantasma |

As a fascinatingly complex cultural epoch, Viennese Modernism has long become legendary. The MAK focuses on the equally multifaceted and momentous design and arts and crafts of this period in its Permanent Collection *Vienna 1900* and, in addition to many other works, also presents those by Koloman Moser, Gustav Klimt, and Dagobert Peche. The presentation, which existed since 2013, is shown in three large exhibition rooms on the first floor.

A NEW PERSPECTIVE ON VIENNA AROUND 1900

With the reorganization of its permanent collection on Vienna around 1900, the MAK resolutely continues its policy of recent years of interpreting its collections according to recent contemporary criteria.

Markus Schinwald has been invited to evolve a concept for the reorganization from an artist's perspective in close cooperation with the collection's curators, thus continuing the MAK's internationally acclaimed policy of working with artists on revising its permanent collections. The aim is to narrate the history of art and culture in the period between the first Secession exhibition in 1898 and the end of the Second World War not, as previously, linearly and chronologically but rather by focusing on the history of ideas and design in this formative epoch.

In the Imperial Royal Austrian Museum of Art and Industry (today's MAK), founded in 1864, and the School of Arts and Crafts (today's University of Applied Arts)—that evolved from the museum and that from 1900 onwards was closely associated with the Secession—the foundations of such reform movements as the Wiener Werkstätte (whose archive the MAK now possesses), the German and Austrian Werkbund, and the Bauhaus were laid. Following the principle of the "total work of art," the intense exchange of ideas between architecture, painting, and the applied arts in Vienna formed the basis of a new aesthetics.

A new perspective on Vienna around 1900, centered on such MAK exhibitions as The Women Artists of the Wiener Werkstätte and the diverse narratives generated thereby, aims to reveal the essence of this formative epoch. Besides treasures from the museum's own collection, the reorganization will incorporate outstanding objects on loan.

The reinterpretation of objects in the collection will include both formal and social aspects as the country progressed through five different forms of government, giving rise to associative links between objects, ideas, and contexts that extend into the present. In doing so, to accompany the Vienna 1900 collection's well-known highlights Markus Schinwald has developed film-set-like scenarios and archival settings that feature objects ranging in size from bookplates to monumental pieces of furniture and wall friezes. The three new exhibition rooms offer a cross-section of these jewels of applied art such as only the MAK with its outstanding collection can offer.

OPENING AT THE END OF JANUARY, THE EXHIBITION WILL INVITE VISITORS TO EXPERIENCE VIENNA 1900 IN A NEW LIGHT – REIMAGINED, RENEWED AND READY TO INSPIRE GENERATIONS TO COME.



Gustav Klimt, Cartoon „Erwartung“, 1910/11
© MAK/Georg Mayer



Gustav Klimt, Cartoon "Fulfillment", 1910/11
© MAK/Georg Mayer



Ernst Lichtblau, Mocha Pot, Vienna, ca. 1924 ©
MAK/Katrin Wißkirchen



Felice Rix-Ueno, Fabric Length ["Hat Feather"], Vienna,
ca. 1922 © MAK/Georg Mayer



Josef Hoffmann, Tea Set, 1903 © MAK/Georg
Mayer



Model: Pagoda, Chandelier 3146-8,
Manufacturer: Lobmeyr, Design: Carl Witzmann,
1931 © J. & L. LOBMEYR GmbH

PRESERVE THE PAST. ILLUMINATE THE FUTURE.

YOUR SUPPORT

In preparation for the new presentation, many areas are being thoughtfully redesigned - from innovative lighting installations featuring historic chandeliers to improved accessibility for all visitors. The restoration of our precious collections and the creation of a dedicated MAK Guide will further enrich the museum experience.

To realize this ambitious projects, we rely on the generous support of our patrons and friends. Every contribution helps bring the exhibition *Vienna 1900* to life in a way that resonates with today's audiences while preserving its legacy for generations to come.

Depending on the level of support, there are various ways to acknowledge your contribution. Major donors who feel a special connection to this project will be prominently recognized within the exhibition throughout its entire duration — with opportunities for visibility as unique as your commitment.

HELP US BRING *VIENNA 1900* INTO THE PRESENT DAY –
PRESERVING ITS BRILLIANCE AND CREATING A LASTING
LEGACY FOR THE FUTURE.

HELP US SECURE TWO EXCEPTIONAL COSTUME DESIGNS
FOR GENERATIONS TO COME.

OUR DONATION ACCOUNTS

AUSTRIA

MAK – Österreichisches Museum für angewandte Kunst
ERSTE Bank, Am Belvedere 1, 1100 Wien
IBAN: AT13 2011 1280 2980 9212
BIC: GIBAATWWXXX

INTERNATIONAL

To get the bank information, please contact:
Harnik Law Firm
623 Fifth Avenue, 24th floor
New York, NY 10022-6831
+1 212 599-7575
Nicholas@harnik.com

CONTACT

Julia Kosely
International Friends of the MAK
ifmak@MAK.at

The MAK – Museum of Applied Arts is one of the three most important museums of applied arts in the world. It stands for the connection between the past and the future, which can also be felt and experienced when visiting its extensive collection, its spacious showrooms, and its themed special exhibitions.

Founded in 1863, the MAK is one of the most magnificent buildings on Vienna's Ringstrasse and the second oldest museum of applied arts in the world. A special feature are the exhibition rooms designed by some of the most important contemporary artists, such as Donald Judd and Jenny Holzer.

The MAK collection comprises over 900,000 objects and printed works from five centuries—outstanding examples of artistic creation in applied arts, design, architecture, fashion, and contemporary visual and digital art, including the famous Thonet bentwood furniture and furniture designs of Viennese Modernism.

MISSION STATEMENT

The MAK is the second oldest museum of applied art in the world. Founded in 1863 as the Imperial Royal Austrian Museum of Art and Industry with the aim of serving as both a sample collection and an educational and training institution, it represents the fruitful combination of past and future, of applied and fine art. Ranging from the Middle Ages to the present day, our collection's outstanding examples of artistic creativity run the gamut from applied art, design, architecture, and fashion to contemporary fine and digital art.

WE BELIEVE IN THE POWER OF CREATIVITY.

The MAK approaches its core missions—collecting, researching, and educating the context of the forward-thinking and sustainable development of our society and environment. Our narrative revolves around the impact and power of art and design, and how our understanding of history can enable us to tap into this in response to the challenges of both the present and the future.

WE STAND FOR DIVERSITY, INCLUSION, AND SUSTAINABILITY.

With our wide range of topics and educational formats we aim to start a socially relevant and lively dialogue with a broad and diverse public, whom we welcome to our museum. We encourage reflection related to everyday life, with the aspiration that every time visitors come to the MAK they find enrichment, inspiration, and guidance.

To this end, we are in constant communication with the most interesting creatives of our age, at home and abroad, visionary and interdisciplinary. We want to keep an open mind about the future and make these ideas accessible to all.