

**Conference 2016 / Invitation**

Weil am Rhein, 04.05.2016

Dear Colleagues,

We are pleased to invite you to the 20th European Museum Network Conference (MUSCON), which takes place in Vienna, hosted by the MAK – Austrian Museum of Applied Arts / Contemporary Art in cooperation with the Imperial Furniture Collection. The date of the conference is

**28 September – 1 October 2016.**

MUSCON is a working platform focused on co-producing and travelling exhibitions. As in previous years, each participant has the opportunity to present current and future projects. We promise a broad overview of upcoming and available exhibitions as well as interesting partners for potential collaborations. The conference will be completed by a special theme session. Further details on this year's theme and speakers will follow further on.

Please save the conference date and register at: <http://muscon2016.eventbrite.com>.

In addition, scheduling of the exhibition presentations for this year's MUSCON is now underway.

Please note that the 10-minute slots for exhibition presentations are limited and will be distributed on a first-come-first-served basis. The deadline for registration is on 22 August. Please submit slot reservations to [isabel.serbeto@design-museum.de](mailto:isabel.serbeto@design-museum.de). There are no participation fees involved.

Enclosed to this email you will find our hotel recommendations. We provisionally reserved hotel rooms in Vienna for conference participants. To get the quoted rates, please mention the booking reference "MAK - MUSCON" when making your reservation. We recommend that you book your hotel soon as these reserved rooms are only available until 31 August.

More details on the program will follow soon. Please do not hesitate to contact us under [muscon@design-museum.de](mailto:muscon@design-museum.de) if you have any questions or would like to receive further information about the forthcoming American MUSCON in Miami Beach (29 November 2016).

We are very much looking forward to welcoming you in Vienna!

With best regards,



Mateo Kries  
Director, Vitra Design Museum



Marc Zehntner  
Director, Vitra Design Museum



Christoph Thun-Hohenstein  
Director, MAK



Dr. Ilsebill Barta  
Federal Ministry for Science, Research and Economy  
Head of Division-Curatorial Division  
Imperial Furniture Collection

## About the Organizers

### **MAK – Austrian Museum of Applied Arts / Contemporary Art**

The MAK in Vienna is one of the most important museums of its kind worldwide. Founded as the Imperial Royal Austrian Museum of Art and Industry in 1863 and originally established as an exemplary source collection, today's MAK Collection continues to stand for an extraordinary union of applied art, design, contemporary art and architecture. Its core competence lies in a contemporary exploration of these fields aimed at revealing new perspectives and elucidating discourse at the edges of the institution's traditions.

The MAK is a place of encounter, interaction, and intercreativity. It is an international forum of cultural and artistic exchange and dialog with designers, artists, and architects on both an artistic and a scholarly level. In order to fulfill its tasks, it also uses its branch facilities in Vienna (the MAK Tower Gefechts-turm Arenbergpark and the MAK Branch Geymüllerschloß), as well as in Los Angeles (the MAK Center for Art and Architecture, L.A.) and Brno (the Josef Hoffmann Museum – a joint branch of the Moravian Gallery in Brno and the MAK, Vienna). The MAK supports the combination of different creative fields and thus breaks up the self-referential trends of some segments of the art world, providing valuable insights that contribute to a better mutual understanding.

### **Hofmobiliendepot • Möbel Museum Wien / Imperial Furniture Collection**

Originally established to store the imperial holdings of furniture, today the Imperial Furniture Collection displays about 6,500 items and is thus one of the largest collections of furniture in the world. Exhibits include imperial furniture together with furnishing of the Biedermeier, Historicism and the Viennese Modernist movement periods. One section of the museum is dedicated to contemporary Austrian furniture design. It also collects ensembles that otherwise are slowly but surely disappearing from contemporary life. Temporary exhibitions explore the architecture, design and furniture of the twentieth century or famous personalities from the Habsburg dynasty.

In 1998 the museum was reopened following extensive remodeling and restoration. The reorientation of the museum was to focus on presenting the holdings according to customary museum conventions but also to emphasize its continuing role as a repository. For this reason, 'walk-in' access was created to a repository that has remained virtually unchanged since the time of Emperor Franz Joseph.

### **Vitra Design Museum**

The Vitra Design Museum numbers among the world's most prominent museums of design. It is dedicated to the research and presentation of design, past and present, and examines its relationship to architecture, art and everyday culture. Housed in a building by Frank Gehry, the museum annually mounts two major temporary exhibitions. Smaller parallel shows are presented in the Vitra Design Museum Gallery. In June 2016 the Vitra Design Museum will open a new building: the Vitra Schaudapot, designed by Basel-based architects Herzog & de Meuron. Inside the Schaudapot, the museum will present more than 400 key pieces from its collection of furniture design, as well as temporary exhibitions, views into the depots, and a range of talks and guided tours. The work of the Vitra Design Museum is based on its collection, which encompasses not only key objects of design history, but also the estates of several important figures (including Charles & Ray Eames and George Nelson). The museum's temporary exhibitions are conceived for touring, and are shown at venues around the world. On the Vitra Campus, they are complemented by a diverse programme of events, guided tours and workshops.