

Press Release, 10 October 2016

DESIGNED CLICHÉ. AUSTRIAN INDUSTRIAL DESIGN

Austrian Product Design Plays with National Clichés in Taipei

Taipei is World Design Capital 2016. From 13 to 30 October 2016, a comprehensive programme of lectures and exhibitions will take place in the Taiwanese capital. Austria will be presenting itself with the exhibition DESIGNED CLICHÉ. AUSTRIAN INDUSTRIAL DESIGN, familiarizing visitors with first-rate product design from Austria. The show in Taipei will thus offer a glimpse of Austria and highlight products by national designers and companies impacting on our country's everyday life: from Kästle skis designed by Kiska and bunk beds for children by perludi to wine beakers by Riedel. Following Helsinki (2012) and Cape Town (2014), Austria is represented at a World Design Capital (WDC) for the third time in 2016. In collaboration with the Federal Ministry of Science, Research and Economics (bmwfw), Austria Design Net has made it its goal to strengthen the awareness of Austria as a design nation.

Every two years, the International Council of Societies of Industrial Design (Icsid) appoints a city that makes exemplary use of design for the promotion of cultural, social, and economic development World Design Capital. In 2016, the World Design Capital is Taipei. Together with invited guest countries, the city is showcasing innovative industrial design in the fields of 'Life Quality and Health', 'Ecological Sustainability', 'Urban Renewal', and 'Smart Living' under the general motto 'Adaptive City – Design in Motion'.

Austria is associated with Mozart, Sound of Music, Sissi, the Alps, snow, and crystal-clear water, all of which are kitschy clichés and hard economic factors at the same time. They will be staged in the exhibition **DESIGNED CLICHÉ. AUSTRIAN INDUSTRIAL DESIGN** within the framework of the World Design Capital 2016 programme in Taipei. The show, which has specially been conceived for WDC, will highlight outstanding products and projects by national designers and companies: designs defining, facilitating, and embellishing everyday life in our country while being future-oriented and internationally successful. "Such *values as tradition and quality – both clichés and Austrian reality – are the unifying elements of all the exhibits,*" curator Bettina Steindl, head of designforum Wien, points out.

The show comprises some 50 exhibits, including a children's cutlery set developed by the Viennese studio GP designpartners for MAM, glasses and decanters by Riedel, spectacles by Roland Wolf, and even Spirit Design's Viaggio Comfort passenger train for Siemens. All of the products on view address Austrian clichés and ideas of nostalgia in a playful way. The selected items contribute to a healthy lifestyle or are industrial products facilitating and enhancing daily routines. "What we seek to present in Taipei is not only quality and technological know-how, but also a passion for design, the competitive advantage brought about by good design, and the expertise of Austrian designers. We are going to showcase products by export-oriented Austrian companies while offering a platform for both designers and their clients," says Bettina Steindl.

austria design net:

World Design Capital Taipei 2016 offers a comprehensive and publicly accessible programme encompassing, among other events, the International Design Policy Conference, the International Design Week Forum, and, last but not least, a Mix & Match organized by Austria Design Net. **DESIGNED CLICHÉ. AUSTRIAN INDUSTRIAL DESIGN** will open on 13 October.

Austria Design Net cordially invites journalists to attend the opening ceremony and visit the show at the International City Pavilion. Please contact us at: bettina.steindl@designforum.at. We look forward to your response.

Austria Design Net – An Austrian Design Initiative

In collaboration with the **Federal Ministry of Science, Research and Economics (bmwfw)** and **ADVANTAGE AUSTRIA**, **Austria Design Net** has made it its goal to strengthen the awareness of Austria as a design nation and make an appearance abroad under the umbrella brand of "Austria Design Net" as a guarantor of superior design quality from Austria. **Austria Design Net** bundles forces and budgets and makes use of synergies within the Austrian design landscape for mutual support and in order to increase the international visibility of Austrian designers and companies and their products and projects.

The following Austrian design and creative industries institutions are behind **Austria Design Net**:

austria wirtschaftsservice, Creative Industries Styria, Creative Region Linz & Upper Austria, departure creative centre, designaustria, designforum Vienna, MAK Vienna, and Vienna Design Week. Within the framework of the internationalization offensive 'go international', **Austria Design Net** cooperates with ADVANTAGE AUSTRIA of the Austrian Federal Economic Chamber/WKO and its international offices.

Austria Design Net operates the web portal **Austriadesign.net**, which functions as an international communication tool within and beyond the Austrian design scene and, as a networking node, ensures a lively and permanent presence of Austrian design, highlighting its innovative strength and high quality.
www.austriadesign.net

Participating designers and companies from Austria

13&9 Design, Andy Wolf Eyewear, BLAHA Designteam, Glashütte Comploj, dottings, EOOS, Thomas Feichtner, formquadrat gmbh, Goldkehlchen KG, GP designpartners GmbH, Christine Hechinger Design, process creative factory gmbh, HiPP GmbH & Co Export KG, KISKA GmbH, Lucy.D, MARCH GUT mo° sound, aws designteam, d.signwerk, WooDone GmbH, Organika Cases, perludi gmbh, Georg and Maximilian Riedel, ROLF – Roland Wolf GmbH, L & L Handels GmbH, Utope, Wolfgang Pichler, Spirit Design, Sunny BAG GmbH, Andreas Strauss, Ars Electronica Future Lab, and the team of Maria Gartner, Dimitar Genov, Stefan Silberfeld, and Nico Strobl.

DESIGNED CLICHÉ. AUSTRIAN INDUSTRIAL DESIGN

Opening: Thursday, 13 October 2016

Duration: until 30 October 2016

Venue: Songshan Cultural and Creative Park (133, Guangfu S. Rd., Xinyi Dist., Taipei City, Taiwan),
International City Pavilion

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Mix & Match, featuring the studios 13&9, perludi, Kiska, and designer Martin Föbleitner:

Friday, 14 October 2016, 4:00–6:00 pm

After the event you are invited to attend the Austrian Business Cocktail at Songshan Cultural and Creative Park (133, Guangfu S. Rd., Xinyi Dist., Taipei City, Taiwan), International City Pavilion.

Press images and list of participating designers and companies:

<https://www.dropbox.com/sh/4bgggjxensvj46v/AADDQ3dbnfd4oXmDK6vv1k5fa?dl=0>

Credits: see file names

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www.austriadesign.net

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