

MuseumsQuartier Wien

Press Information

November 2023

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Fact Sheet

Location	MuseumsQuartier Wien, Museumsplatz 1, A-1070 Vienna
Hours	The complex is open to the public 24 hours a day. Hours of the individual institutions: www.mqw.at
Year Opened	2001
Visitor Statistics	Entire complex: approx. 4,5 million
Net Floor Area	approx. 90,000 m ²
Resident Institutions	Q21 LEOPOLD MUSEUM museum moderner kunst stiftung ludwig wien (mumok) Architekturzentrum Wien Kunsthalle Wien Halle E+G Tanzquartier Wien ZOOM Kindermuseum DSCHUNGEL WIEN Theater for Young Audiences wienXtra-kinderinfo
MQ Point Info-Tickets-Shop	Daily, 10:00–19:00, Main Entrance Tel: 0820/600 600 (in Austria only) Tel: +43/1/523 58 81-1731 (from other countries) Fax: +43/1/523 58 81-1733
Management	MuseumsQuartier Errichtungs- und Betriebsgesellschaft Managing Director: Mag. Bettina Leidl Museumsplatz 1, A-1070 Vienna Tel: +43/1/523 58 81, Fax: +43/1/523 58 81 86 Email: office@mqw.at Web: www.mqw.at
Press Contact	MQ: Bernardo Vortisch Phone: +43/1/523 58 81-1712, Fax: +43/1/523 58 86 Email: bernardo.vortisch@mqw.at
Public Transport/Parking	Subway (<i>U-Bahn</i>): U2 (MuseumsQuartier); U2, U3 (Volkstheater) Bus: 48a (Volkstheater), City-Bus 2A (MuseumsQuartier) Streetcar (<i>Strassenbahn</i>): 49 (Volkstheater) There is a parking garage at the MuseumsQuartier.
Information	Tel: 0820/600 600 (in Austria only) Tel: +43/1/523 58 81-1731 (from other countries) Web: www.mqw.at , www.Q21.at

Barrier-Free MQ	The entire MQ complex offers barrier-free access to all facilities. Halle E+G is equipped with a sound amplification system for the hearing impaired. Handicapped parking is available within the complex and in the parking garage.
MQ Wheelchair Service	Wheelchairs can be borrowed free of charge at MQ Point (ID deposit required).
Lost & Found	Lost & Found is at the security office at the Main Entrance.
MQ Event Locations	Various indoor spaces and courtyards at the MQ can be rented for events. For further information visit event.mqw.at or contact event@mqw.at .

The MuseumsQuartier Wien – Art Space – Creativity Space – Living Space

Opened in 2001, the MuseumsQuartier Wien is one of the largest cultural complexes in the world and offers about 90,000 square meters of space for modern and contemporary art and culture. Located in the immediate vicinity of Vienna's most popular cultural attractions, it is an oasis of culture and recreation in the heart of the city, with courtyards, outdoor restaurants, cafés, and shops. Historic buildings from the 18th and 19th centuries, including a 400-meter Baroque facade, are joined with contemporary museum architecture to create a one-of-a-kind architectural setting.

The MQ is a place of diversity. In one of its aspects, it is an **art space** exploring a wide variety of different art movements and styles. Renowned museums and exhibition halls are just as much at home here as small cultural initiatives, classics of modernism, and young artists of the current century.

The spectrum ranges from large art museums like the LEOPOLD MUSEUM (with the world's largest collection of works by Egon Schiele) and the mumok (museum moderner kunst stiftung ludwig wien) to contemporary art exhibition spaces like Kunsthalle Wien and festivals like the Wiener Festwochen and ImPulsTanz. Additional highlights include an international state-of-the-art center for contemporary dance (Tanzquartier Wien), the Architekturzentrum Wien, and outstanding art and cultural facilities designed especially for children (ZOOM Kindermuseum, wienXtra-kinderinfo, DSCHUNGEL WIEN Theater for Young Audiences).

In Q21, which was opened in 2002, the emphasis is less on the presentation of art than on its production. Q21 is a **creativity space** and provides workspace for around 50 initiatives, organizations, agencies and editorial offices working within the cultural sphere. This creative space is spread out over an area of more than 7000m² within the MuseumsQuartier Wien, enabling Q21 to bring “hands on creativity” into one of the world's largest complexes for art and culture. Q21 tenants work across a wide variety of fields. Be it an international film or dance festival, indie game development, art book publishing or a fashion boutique, all with their own themes and forms of production, the initiatives complement the traditional museums and event spaces at the MuseumsQuartier Wien. An important part of Q21 is its international Artist-in-Residence program. To date, over 600 international artists have already been given an opportunity to live and work in one of the eight guest studios in the complex and collaborate with the resident Q21 cultural service providers.

In addition to being an art space and creativity space, the MuseumsQuartier is also a **living space** that can be enjoyed in many ways. For instance, the courtyard furniture elements invite visitors to sit back, relax, and have a good time, alone or in the crowd, or meet friends in a casual setting. Terrace cafés, bars, shops, and relaxation zones provide a comprehensive range of recreational activities in the heart of a spectacular cultural environment. This is why the MuseumsQuartier is also referred to as a “third place” for visitors, a term coined by American sociologist Ray Oldenburg. He defines such places as social, public places where the emphasis is on communication and interaction. Home is a “first place” and work a “second place.” Austrian marketing expert and dramaturge Christian Mikunda praises the MuseumsQuartier Wien as a successful example for such a “third place” on an international scale.

The contrast of old and new, the symbiosis of art space, living space, and creativity space, and the combination of architectural styles from different centuries – already defining characteristics of the complex when it first opened in 2001 (“Baroque Meets Cyberspace”) – have since become even more relevant.

Crystallization Point of a Cultural District

The MQ is also an ideal starting point for a wide variety of activities in the center of Vienna. Some of the most famous cultural attractions Austria has to offer are in the immediate vicinity: the Secession, the Vienna State Opera, the Musikverein, the Künstlerhaus, the Volkstheater, the Kunsthistorisches Museum, and the Naturhistorisches Museum. Contemporary galleries, Viennese cafés, the restaurant and bar scene of the Spittelberg quarter, and Vienna's longest shopping street (Mariahilfer Strasse) are all within walking distance of the MQ. Passageways, arcades, and plazas in and around the MQ open up entirely new perspectives of Vienna's cityscape for cultural tourists and the local population alike.

The Architecture: A Built Vision

Today's MuseumsQuartier has a dynamic history. Almost three hundred years passed from the beginning of the construction of the imperial stables in the early 18th century and the area's later use as a fairground and exposition center to the opening of the MuseumsQuartier Wien in 2001. The architectural evolution of the complex was marked by periods of interruption and expansion. The historic buildings, which at first sight appear to originate from the same period, were in fact built in different phases. Although the most recently introduced structures clearly have the most defining influence on the appearance of the MQ today, new buildings have been added to the complex throughout its existence, not only since the advent of the MuseumsQuartier. Ortner & Ortner, an acclaimed Austrian architectural firm that has also attracted attention with projects in cities like Zürich, Dresden, and Berlin, designed the MuseumsQuartier with the intention of unifying the existing historic buildings with contemporary architecture. At the MQ, Laurids Ortner ensured that the design facilitated a connection on all levels between old and new, art and recreation, artists and the public.

The MuseumsQuartier was created in a revitalized ensemble of Baroque stables in the middle of Vienna's city center. Together with the Hofburg palace, the Neue Burg, and the museums of art and natural history, the complex represents a historically unique force field that was originally intended to complete the planned Kaiserforum. The MuseumsQuartier is the largest cultural project in the history of the Republic of Austria. Its numerous portals and passageways, newly designed forecourt, and relaxation zones in the interior courtyards form an urban axis that brings the city's individual cultural areas even closer together.

The interplay between historic and contemporary architecture, both on the outside and on the inside, is the defining motif of the MuseumsQuartier. The most prominent new structures are home to the three biggest institutions in the Main MQ Courtyard: the LEOPOLD MUSEUM, the Museum Moderner Kunst Stiftung Ludwig Wien (mumok), and the Kunsthalle Wien behind the former winter riding hall. These buildings interact with each other and also refer to the urban design situation of the inner city and the adjacent 7th District. Additionally, their designs reflect the different contents of the institutions they house. A detailed architectural description is in the section "An Architectural Tour of the Complex."

Architect Manfred Wehdorn was responsible for the renovation and adaptation of the structures classified as historic monuments, in particular the Fischer von Erlach Wing, which today houses the Q21 creative cluster. The structural units integrated within the Baroque architecture are representative of the Viennese tradition of small-scale architecture and were designed by young Austrian architects.

In designing the Fischer von Erlach Wing and the Oval Wing, special attention was given to the historic features of the MuseumsQuartier structures:

For instance, the meandering **Electric Avenue (designed by PPAG Anna Popelka und Georg Poduschka)** with its shops and presentation spaces is an angular variation on the rhythm of the nooks and windows of the existing Baroque structure. The glass walls accompanying the passageways from the Forecourt to the Main Courtyard are integrated in this same rhythm. All of the walls and ceilings are the same silver color. Offices are located on the upper deck.

In the **Oval Wing (designed by BEHF)** the partial rhythmic opening of the roof to the south created little green courtyards. They serve as a buffer zone between public passageways, offices, and the living rooms and bedrooms of the residential apartments.

In **frei_raum Q21 exhibition space** (designed by awg_AllesWirdGut), activities revolve around a free-standing installation that functions as a base station of sorts for the 400-square-meter exhibition and event space. As a connecting element, multipurpose furniture elements are distributed through this part of the building like a backbone. Several rooms were created by introducing a gallery level. The scaled texture of the grey Eternit fiberboard paneling is a striking visual element.

The Baroque arches and ceilings that form an important aspect of the architectural appearance of the MQ figure prominently in the design of the various eating and drinking establishments.

For example, the architectural firm Gruppe EOK - Gregor Eichinger transformed the historic emperor's loge into **HALLE**, a modern café restaurant set in the stylish ambience of the former winter riding hall. The elegant furnishings (by Eichinger oder Knechtl) form a modern counterpoint to the old stucco.

French architects Anne Lacaton and Jean Philippe Vassal were responsible for the design of Café Restaurant **Kaan**. The ceiling tiles, produced in Istanbul, were specially designed in cooperation with the architects by Asiye Kolbai-Kafalier, a Turkish artist living in Vienna.

Glacis Beisl, in turn, was redesigned by the architectural firm Arkan Zeytinoglu and combines Viennese tavern tradition with modern elements. Dark wood juxtaposed with absinthe green Resopal tabletops and a terrazzo floor create a distinctive look. The winter garden and pergola define the outdoor seating area and establish a connection with the interior space. Sunscreens form an exterior shell and establish an interface with the surroundings by breaking up the outer surface.

Now 4,5 Million Visitors a Year

Every year 4,5 million people come to the MuseumsQuartier Wien, either to visit the cultural institutions or to benefit in other ways from this cultural oasis with its special atmosphere, cafés, bars, and restaurants, and courtyard events. In 2022, the number of visitors has been measured with the help of movement flow analyses..

Since the first year of its existence, the visitor numbers in the MuseumsQuartier Wien has risen to 4,5 million – twice the amount measured in 2002 (2 million). Currently, about 12,800 people come to the MuseumsQuartier every day.

MQ Campaigns

One of the primary tasks of MQ E+B is to handle the national and international positioning of the complex and the location branding. Unmistakable advertising is an important aspect in this area. The MQ is known for its yearly advertising campaigns and has already won many national and international prizes for them.

The objective of the campaigns is to communicate the diversity of the cultural offerings and the multiple functions of the MQ as “art space,” “creativity space,” and “living space,” to arouse people’s curiosity, and to make art and culture an integral part of their everyday life.

MQ Point as a Central Contact Point for Visitors

Located at the Main Entrance, MQ Point is a central starting point and ticket and information resource for MQ visitors. It also features a gift shop. An average of about 1,300 people come to MQ Point per day. In addition to its selection of unusual gift items and MQ merchandise, the shop offers monthly changing presentations of products by Austrian designers.

MQ Point mainly functions as a ticket sales office and information center. It sells tickets for the majority of MQ institutions and a variety of combination tickets.

Due to partnership agreements with ticket agencies like ÖTicket, tickets for thousands of cultural events throughout Austria can be purchased at MQ Point as well. Plus, discounts are available for Wien Karte holders, AUA passengers, customers of Twin City Liner, "Friends of MERKUR" and many others.

Popular Outdoor Programs in the Courtyards

Courtyard Furniture

The courtyard furniture created by architects PPAG Anna Popelka and Georg Poduschka in 2003 is an important element in the design of the courtyards and an important element in many events. It quickly made the Main MQ Courtyard one of Vienna's favorite hangout spots in warm weather. Multiple configuration options make these architectural elements functional both in the summer and winter seasons.

In addition, the color of the furniture elements changed annually, redefining the appearance of the courtyards and open spaces in the MuseumsQuartier each year. The colors have been White (2002), Swimming Pool Blue (2003), Pale Pink (2004), Pistachio Green (2005), Blissful Red (2006), Crème Beige (2007), Almostaustria Violet (2008), Lemon Yellow (2009) and Candy Shop Pink (2010).

In summer 2010, the Enzis were joined by the Enzos. Design modifications (they are hollow, unlike the first version) and a new production method make them even more robust and resistant to damage. Since the outer contours and size of the furniture have not been changed, the pieces can be configured in the same variety of combinations as previously. The first colors in 2010 were Lush Meadow Green, Ivory Tusk White, Strawberry Field Red, and Candy Shop Pink.

In summer 2013 the design of the MQ furniture was updated once again, building on the form, geometry, and combinability of the Enzis and the production technology and material of the Enzos. The color, "Tröpferlbadblau", beat "Havannarot" and "Volksmöbelorange" in a public vote. As in previous years, for the latest generation of the furniture, the "Viena" model (following "Enzi" and "Enzo"), a public vote decided the color in 2015: "mermaid", in 2017: "twinnigreen", in 2018: "Sunset", in 2020 "Libelle", 2022 „MA48orange“.

In 2005, the MuseumQuartier's courtyard furniture won the Adolf Loos Prize for Design in the then newly introduced category spatial design. In 2007, the MQ furniture was nominated for the Design Prize of the Federal Republic of Germany for the first time.

Courtyard Program

In addition to the organization of the successfully established seasonal outdoor programs Sommer im MQ and Winter im MQ, MuseumsQuartier Errichtungs- und BetriebsgesmbH continuously makes an effort to expand its offerings of high-quality activities in the courtyards and open spaces in the MQ. Partnerships exist with numerous event organizers in order to offer a diverse and free program in the outdoor areas year-round and attract new visitor groups to the MuseumsQuartier and its institutions.

The institutions based in the MQ also stage a number of successful events and activities in the courtyards throughout the year.

The seasonal programs Sommer im MQ and Winter im MQ feature attractive events for MuseumsQuartier visitors in the courtyards.

In summer, the focus is on fashion and design events, the O-Töne literary festival, the digital film festival frame[o]ut, DJ music, children's programs, and dance performances.

In wintertime, the MQbis create a special Christmas atmosphere.

Q21

Q21

the creative space at MuseumsQuartier Wien

Information for press

Established: September 2002
Head: Anne Zimmermann
Chief Curator: Verena Kaspar-Eisert
Curators: Elisabeth Hajek, Simon Mraz
Production: Maria Stephan, Chiara Pompermaier, Matthias Scheibner
Communication & Education: Magdalena Winkelhofer
MQ Press Officer: Bernardo Vortisch
Facilities Manager and Tenant Relations: Fidelis Hochstetter
www.Q21.at

creative space

Q21 provides workspace for around 50 initiatives, organizations, agencies and editorial offices working within the cultural sphere. This creative space is spread out over an area of more than 7000m² within the MuseumsQuartier Wien, enabling Q21 to bring “hands on creativity” into one of the world’s largest complexes for art and culture.

Q21 tenants work across a wide variety of fields. Be it an international film or dance festival, indie game development, art book publishing or a fashion boutique, all with their own themes and forms of production, the initiatives complement the traditional museums and event spaces at the MuseumsQuartier Wien.

Q21 tenants operate autonomously. Some run small exhibition spaces or occupy offices in the publicly accessible indoor area on the ground floor of the baroque Fischer von Erlach wing, open daily from 10.00-22.00. Others curate the artistic passageways which connect the MQ’s various courtyards. A number of Q21 tenants are housed on the upper floors of the baroque wing like tricky Women, VIS – Vienna Independent Shorts, Schlebrügge, see list at <https://www.mqw.at/institutionen/q21/institutionen>

Tours provide visitors with an insight into their offices and working practices. Registration and information: tour@mqw.at

Themed passages – art in public space

The MuseumsQuartier complex is accessed from passageways on all sides. Elongated, barrel-vaulted passages dating back to the baroque era connect the individual courtyards to one another. Some of these have been artistically designed and established as themed passages. Permanent ceiling paintings are complemented by changing exhibitions shown in the passages, programmed by external curators. Accompanying publications are available from vending machines on site for 2 euros.

LITERATURpassage

Opened in 2013, the passage has functioned as a place of change since 2023 under the title "Transit" - poetic attacks, aesthetic manipulation. The visitor enters the passage and leaves it as an other. In addition to the vending machine, the wall newspaper and the showcases, which are re-equipped every three months, accompanying events and readings take place. Artist Johanna Kandl was responsible for the permanent design of the passage. She drew inspiration from the colourful endpapers used in baroque book production. Curated by students of the Institute for Language Arts at the Angewandte. <https://sprachkunst.uni-ak.ac.at/jenny/uber>

TONSPUR_passage

The TONSPUR_passage, located between the MQ entrance near Volkstheater and the Main MQ Courtyard, was created in May 2006 as Vienna's first permanent venue for sound art. Since then, several different sound art pieces have been developed and realized each year by a changing lineup of artists – among them Artists-in-Residence at Q21. The visual design was contributed by Esther Stocker. Curated by Georg Weckwerth. www.tonspur.at

KABINETT comic passage

The KABINETT comic passage was opened in September 2007. It presents international comics creators working in very different ways with combinations of words and images. The ceiling painting in the passageway was designed by Stéphane Blanquet. Curated by Sibylle Vogel and Thomas Kriebaum. www.kabinettpassage.at

STREET ART PASSAGE VIENNA

This public space presents works by international and local street artists. A permanent installation titled "Invaded Bridge" was conceptualized by French artist Invader, and Lois Weinberger provided the passage with a permanent text installation on the elevator tower.

Typopassage Wien

The Typo-Passage, the "micro museum for design", exhibits texts of socio-political relevance while at the same time examining the font in which they are set. For each exhibition, an author is invited to publish a text taken from their own work and a designer to typeset this text. Curated by Toledo i Dertschei. www.studiotid.com

Meteoritenpassage

Back in 1999, a meteorite was laid as a foundation stone of the emerging new MQ cultural complex. As celestial phenomena and messengers of the gods, meteorites bear witness to the eternity of the cosmos as well as to the formation of the various chemical elements in the stars. Relocated to the MQ, the primordial substance of this messenger from space refers to both the organization of matter and the diversity of cultural traditions and forms of expression. www.meteoritenpassage.org

Sternenpassage

Sternenpassage ("stars passage") Sternenpassage highlights various artists whose work broadly relates to photography and illumination. It presents their works across four illuminated circular display cases on the walls, combining them with telescope images of outer space. The diagram on the ceiling dates back to the Baroque period and depicts a comet's elliptical path, held in place by a mysterious structure of particles. www.sabinejelinek.at

Brückenpassage

A passageway as a compact traffic tool: this narrow space features a staircase, a bridge, a lift and several railings and doors. Artist Hans Schabus covered the walls and ceilings in hammer paint—a kind of varnish primarily used for the manufacturing of machines. The colour reseda green creates a link to Otto Wagner's Stadtbahn ("Vienna Metropolitan Railway") and connects the passage to a larger urban space. The lower part of the passage houses Pfeiler exhibition space, featuring the sculptures of young artists. www.skulpturundraum.at

PERFORMANCE PASSAGE – Raum für Poetiken des Dazwischen

Designed after the artistic concept of Christoph Meier, the PERFORMANCE PASSAGE appears doubled by an entirely mirrored ceiling. Just like in front of the wall of a dance studio or the ceiling of a discotheque anyone can be a performer here, anyone can observe themselves. The installation concept, conceived and curated by Andrea Maurer, aims for a situational intervention, expanding the mirrored space through a linguistic-experimental, poetic dimension.

Artist-in-Residence Program

Since 2002, MuseumQuartier's Artist-in-Residence Programme has collaborated with partners to offer each year ca. 60 international artists the opportunity to live and work at MuseumsQuartier, where they can develop their artistic projects and get to know the local arts and culture scene. By integrating international artists, the residency programme also aims to continuously enliven arts and culture in the Austrian capital with outside stimuli and foster exchange.

Resident artists benefit from the immediate proximity to the local cultural scene enjoyed by their host cultural organisations, who in turn expand their international reputations and networks through their guest artists. In addition to the Federal Ministry for European and International Affairs, which invites artists of all genres from Central and Eastern Europe to take up residencies in Vienna, since its inception the exchange programme has been co-financed by tranzit.org/ERSTE Foundation as its main partner.

frei_raum Q21 exhibition space

Exhibitions of contemporary art are presented in two of MuseumsQuartier's exhibition spaces, 'MQ Freiraum' and the 'MQ Salon' in the baroque Fischer von Erlach Wing. The focus is on video works, installations and art that deals with socio-political issues.

Archive exhibitions: <https://www.mqw.at/mqfreiraumsalon>

Outreach

The outreach program offers individual visitors, groups, school classes and (international) delegations the opportunity to discover the variety on offer at Q21. Tours provide an insight into the work of the editorial offices, archives, organizations and agencies based at the MuseumsQuartier. Tours also include a visit to the current exhibition at the frei_raum Q21 exhibition space and international guest artists throw open the doors to their studios.

Contact: tour@mqw.at

Languages: German, English

Price per person: 3 euros

Group price on request (a group of 15 or more will be split)

Length: circa 60 minutes

Individual visitors and groups

Tours of Q21 are tailored-made to a group's needs. This enables a high level of customization and focus on a particular theme. Taking the motto "art comes from communication" as a starting point, the outreach team endeavors to facilitate direct contact between visitors, artists and cultural producers.

School groups

"Is that meant to be art? I could do that!" One of the outreach team's main tasks is to familiarize young people with contemporary art. A tour of the MuseumsQuartier might represent their first contact with current artistic production. However, the students are not just encountering contemporary art, but the curators and artists behind it. This allows for a concrete illustration of the ideas behind the works and enables the necessary emotional connection to the topic in question.

Outreach programs for art and culture are available for all school ages. Schools from outside Vienna can book a Q21 tour as part of "Wien Aktion – Österreichs Jugend lernt die Bundeshauptstadt kennen" organized by the Federal Ministry of Education and Women's Affairs.

In cooperation with JEF – Young European Federalists, artists participating in exhibitions at frei_raum Q21 exhibition space also offer themed workshops for children and young people. Q21 can organize free information events for teachers on request.

International delegations and corporate events

With around 60 cultural institutions, the MuseumsQuartier Wien is not just one of the world's largest complexes for art and culture. With its courtyards, cafés and shops, it also offers a unique mix of historical buildings from the 18th and 19th centuries and contemporary museum architecture. Q21 has an outstanding international reputation as a creative space within the MQ and welcomes companies looking to explore this as part of a corporate event. Q21's outreach team can assist with planning a visit, helping each company to find just the right "connections" between it and the MQ as a space of art and culture.

The MuseumsQuartier Wien as a Cultural Landscape of Variety

The Institutions in the MQ

1. Museums

LEOPOLD MUSEUM

Artistic Director: Hans-Peter Wipplinger

Managing Director: Moritz Stipsicz

Press contact: Klaus Pokorny, Veronika Werkner

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Masterpieces of Viennese Modernism and Austrian Expressionism

The Leopold Collection is one of the world's most important assemblages of Austrian art. Encompassing well over 5,000 pieces, the collection was put together by collectors Rudolf and Elisabeth Leopold in only five decades and in 1994 was transferred to the Leopold Museum foundation.

World's Largest Egon Schiele Collection

The LEOPOLD MUSEUM presents the world's largest collection of works by Austria's most important Expressionist, Egon Schiele (1890-1918). Masterpieces from the era around 1900 by artists ranging from Gustav Klimt to Kolo Moser are juxtaposed with fin-de-siècle Austrian arts and crafts objects. The emphasis is on products made by the Wiener Werkstätte, including furniture, glassware, and ceramic objects by Otto Wagner, Adolf Loos, Josef Hoffmann, Koloman Moser, Franz Pöwölny, Dagobert Peche, and many others. Austrian Expressionism is represented with seminal works by Oskar Kokoschka and the reclusive artists Richard Gerstl, Albin Egger-Lienz, and Alfred Kubin. Austrian artists after 1918 in the collection include Herbert Boeckl, Hans Böhler, Anton Faistauer, Anton Kolig, and Wilhelm Thöny. The collection also features important works from the 19th century by artists such as Ferdinand Georg Waldmüller, Friedrich Gauermann, August von Pettenkofen, Anton Romako, Emil Jakob Schindler, and Carl Schuch. Important objects of non-European art complete the presentations.

Cutting-Edge Architecture

The LEOPOLD MUSEUM was purpose-built by the Ortner & Ortner architectural team for the permanent presentation of this collection and is one of the central architectural attractions in the MuseumsQuartier Wien. The exhibition area covers five levels and a total net floor space of 5,400 square meters.

An interdisciplinary program of accompanying events including lectures, symposiums, music, and performances is an integral part of this unique museum.

mumok – Museum moderner Kunst Stiftung Ludwig Wien

Artistic Director: Karola Kraus
Managing Director: Cornelia Lamprechter
Press contact: Katharina Murschetz
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Email: press@mumok.at
Web: www.mumok.at

Modern.Contemporary.International

The museum moderner kunst stiftung ludwig wien (mumok) is the largest museum for modern and contemporary art in Central Europe and has an extensive collection of international art from the 20th century to the present. Presentations of works from the collection and changing exhibitions of contemporary art make the 4,500-square-meter museum a leading location for exciting encounters with the art of our time in Vienna's historic city center. Under the management of Edelbert Köb, the mumok was established in the MQ Wien, the third location in its history after 20er Haus and Palais Liechtenstein. It has been in the building designed by architects Ortner & Ortner since 2001 and offers an ambitious exhibition and education program. Karola Kraus assumed directorship in October 2010. She will be reopening the mumok in fall 2011 after some structural modifications (June to September 2011) with "The Museum of Wishes," a major presentation of the collection.

The Collection

The collection spans from Cubist, Futurist, and Surrealist works of classical modernism to Pop Art, Fluxus, and Nouveau Realism from the 1960s and 1970s. The early 20th century is represented with paintings and sculptures by masters like Henri Matisse, Wassily Kandinsky, Paul Klee, Pablo Picasso, and Alberto Giacometti. The collection includes important works of Pop Art by Andy Warhol and Roy Lichtenstein as well as definitive examples of Fluxus, conceptual art, and Viennese Actionism. In recent years, the mumok collection has been expanded with present-day film, video, and photographic art.

The Exhibitions

Major exhibitions focus on art of the present and avant-garde, with retrospectives on artists such as Yves Klein, John Baldessari, Jeff Wall, Erwin Wurm, and Sigmar Polke; thematic exhibitions explore present-day media art, photography, and performance. A younger generation of artists is showcased in the mumok-Factory, with an emphasis on experimental media and performance art.

Architekturzentrum Wien – Az W

Director: Angelika Fitz
Managing Director: Karin Lux
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Web: www.azw.at

The Architekturzentrum Wien is Austria's premier architectural museum and was opened in 1993. This makes it the "oldest" cultural institution to have provided uninterrupted programs in the MuseumsQuartier. The Architekturzentrum Wien is a center for architecture and building culture. It is an exhibition platform, knowledge and research center, and information source for everyone interested in architecture and the art of building.

The Architekturzentrum Wien's broadly diversified program has earned it a solid reputation on a national and international level. In addition to its permanent exhibition, "a_show: Austrian Architecture in the 20th and 21st Century," it presents several changing exhibitions a year alongside a comprehensive selection of educational programs and other events introducing the most exciting aspects of modern architecture. The emphasis is on architecture of the 20th and 21st centuries as well as the future.

The Az W also offers a number of accompanying cultural services, including a specialized reference library in the historic octagon building that is open to the public free of charge and an online building database and encyclopedia of architects on the Az W website www.azw.at.

But the Az W is just as much a knowledge and research center. It houses a comprehensive collection relating to 20th-century architecture. The Az W archive is a knowledge pool that is actively used by both architectural professionals and the interested public. It consists of the Achleitner Archive, historically relevant estates and gifts from architects, and a collection of individual projects.

A series of excursions called "sundays" offers an opportunity to those interested in architecture to explore the latest architectural developments in and around Vienna. Destinations include everything from attic conversions and vineyard architecture to avant-garde renovations of historic sites and single family dwellings.

The partner program of the Architekturzentrum Wien makes it easy and convenient to take advantage of the full range of offerings, including special partner events.

A special attraction is the Architekturzentrum Wien's café-restaurant, designed by French architect duo Anne Lacaton and Jean-Philippe Vassal. The oriental ceiling tiles designed by Asiye Kolbali-Kafalier, a Turkish artist living in Vienna, create a perfect atmosphere for concluding an exhibition visit with a good meal or a drink.

2. Exhibition Halls

Kunsthalle Wien

Director: Ivet Ćurlin, Nataša Ilić & Sabina Sabolović

Managing Director: Wolfgang Kuzmits

Press Contact: Katharina Schniebs

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Web: www.kunsthallewien.at

The Kunsthalle Wien is Vienna's exhibition institution for international contemporary art. In two locations in the middle of the city (Karlsplatz and the MuseumsQuartier), it serves as one of the most vital facilities for contemporary art in Vienna. Program highlights range from the presentation of young emerging artists to major projects and monographic exhibitions with prominent international stars who were at the forefront of innovative trends in recent decades.

3. Performing Arts

Halle E+G

Director: Ela Monaco

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The former imperial stables in the heart of Vienna served as a fair and exposition center for many years. In 1985 the Wiener Festwochen used the Messepalast complex for cultural purposes for the first time. Between 1985 and 1997, Halle G and Halle E, a neo-Baroque building under heritage protection (formerly the winter riding hall), evolved into important venues for festival events. Between 1998 and 2001 the Messepalast was converted into the MuseumsQuartier, one of the largest cultural districts in the world. Halle E+G officially opened during the Wiener Festwochen in May 2001 with a spectacular guest performance of the Chinese Kunqu opera “Mudan Ting.”

Since then, many highlights of Vienna’s cultural calendar have taken place in the two halls. In addition to the events staged by the Wiener Festwochen, the ImPulsTanz festival, Tanzquartier Wien, and the young Vienna music theater scene, many other unusual and international productions from the disciplines of music, theater, and dance are presented there. Halle E (880 seats) and Halle G (320 seats) are multifunctional and flexible venues. The stage technology, including lighting and sound, can be adapted to suit individual productions. The successful combination of Baroque and modern architecture also makes Halle E+G a popular location for corporate and institutional events, congresses, and presentations.

Wiener Festwochen

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Web: www.festwochen.at

Founded in 1951, the Wiener Festwochen is one of the leading cultural festivals in Europe today. The Wiener Festwochen continuously seeks to promote new ideas, interpret present-day trends, and introduce the public to ideas that go beyond the boundaries of art. In terms of content, it focuses on the artistic exploration of other countries and cultures while at the same time collaborating with Vienna's art and cultural scene.

A common thread in the festival's program is the courage to take risks and create or help create cultural events that combine the highest artistic standards with socially relevant topics.

The Wiener Festwochen first started using the site of today's MuseumsQuartier for cultural purposes in 1985, and from 1985 to 1997 continuously staged highly acclaimed performances in several halls in the complex. Some 200 Wiener Festwochen productions took place in that period, attracting a total of about 400,000 visitors. Musical theater highlights included the "Black Rider" production by Robert Wilson featuring Tom Waits and William Burroughs, "Death of Klinghoffer," a contemporary opera by John Adams directed by Peter Sellars, and the world premiere of the opera "The Cave" by Steve Reich. Theater events included a sensational guest performance of "Les Atrides" by Théâtre du Soleil. Robert Lepage and Jan Fabre presented international avant-garde theater as part of the Wiener Festwochen.

In 2001 the Wiener Festwochen celebrated its return to the MuseumsQuartier. Halle E opened with a spectacular guest performance of the Chinese opera "Mudan Ting." Halle E+G have been one of the main venues Wiener Festwochen events ever since. More than 200,000 people have come to Festwochen performances here since 2001. The Wiener Festwochen has made a significant contribution to the vitalization and internationalization of the new MuseumsQuartier as the city's most important cultural venue.

Tanzquartier Wien

Artistic Director: Bettina Kogler
Executive Director: Ulrike Heider-Lintschinger, MAS
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Center for Contemporary Dance and Performance

Structure

The Tanzquartier Wien (TQW) was founded in 2001 by the City of Vienna and is the first production and event facility in Austria dedicated exclusively to the genre of contemporary dance and performance.

During the season from early October to late June, the weekly changing program of performances mainly takes place in TQW Halle G and in the TQW Studios. Performances are also held at TQW Halle E once or twice a year. Various contemporary training sessions and workshops for professional dancers are offered in the three dance studios during the day. In addition, the studio complex includes a public theory and media center encompassing a library (with specialist literature on themes like dance theory and history), a media collection (with an archive of all performances at the Tanzquartier and videos featuring local and international artists), several PC workstations, free WLAN, and a Mac for video editing. Current themes relating to contemporary dance and performance art are explored in lectures, discourse, and other events on a regular basis.

Program

The Tanzquartier Wien's program is dedicated to choreography in all its facets and variety. As one of the most important centers for contemporary dance and performance in Europe, the Tanzquartier Wien combines artistic creation with the related theoretical discourse and the relevant practice and research aspects of training. This can take place in the form of dynamic, perception-focused dialogue with the spectators, a time/space structure, or a moment of encounter between artistic creation and sociological development.

Against the backdrop of the transdisciplinary appreciation of art fostered by TQW's location in the midst of the MuseumsQuartier Wien, TQW's activities and programs are informed by the experience of contemporary trends and developments in dance and the wealth of opportunities to dialogue with artists that the MQ Wien offers.

Artistic processes are important for TQW. It facilitates, initiates, supports, and protects them, and it also participates in their risks. TQW curates a program of international guest performances, local and international coproductions, artist residencies, workshops, educational events, and project forms focusing on aspects of artistic research. Its core objectives are to pick up open ends, take them further, and communicate what goes on between the working process and the production.

Dance and performance studies form an integral part of TQW's programming and program development, and since its founding TQW has played an active role in defining these fields. It will continue to juxtapose historic concepts with the progressive and continuous development of artistic theory, and the connection between articulated and unarticulated aspects of artistic and theoretical practice will remain a central interest.

Since the 2009/10 season, the exploration of choreography has been a special focus. The objective is not to elevate dance over other arts and principles of design. Beyond using and integrating media,

TQW is interested in the choreographic understanding of dance, performance, and other disciplines, in the communication that occurs in and through choreography, in the way this art form transcends and eliminates boundaries. TQW also embraces “social” choreography with elements and dynamics of movement and engagement in culture, society, and political life.

Open Place of Encounter

An open house is a welcoming space. The TQW is a place and act of encounter with contemporary choreographic art, and its intent is to actively create openings and motivations that encourage a deep appreciation of dance and performance without framing it as a necessity. In addition to the dedicated audience that it already attracts, TQW seeks to appeal to spectators looking for heightened sense perception who are eager to immerse themselves more profoundly in dance and performance.

Together with the artists and the spectators, paths are forged through the diverse topographies of the choreographical landscape. The present and the past, the existing and the fictitious are turned upside down and inside out. TQW invites us on an exciting journey into one of the most exciting art forms of the present and the future.

Venues:

Tanzquartier Wien/Halle G and Tanzquartier Wien/Studios

4. Children's Culture

ZOOM Kindermuseum

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Bringing All the Senses into Play

ZOOM Kindermuseum was founded in 1994 as Austria's first children's museum. It attracts about 105,000 visitors per year. ZOOM moved into its current location in the MuseumsQuartier Wien in 2001.

ZOOM offers four different areas: the exhibition, ZOOM Atelier, ZOOM Lab, and ZOOM Ozean. The emphasis is on **kids ages 8 months to 14 years**. But accompanying adults are also invited to actively participate in the programs. ZOOM encourages kids to ask, investigate, feel, and play to their heart's content. They can explore the world with all their senses here. They can touch and try out objects and gain understanding through direct contact. Play is a big part of ZOOM's activities because it makes learning an individual and creative process.

The museum presents two interactive exhibitions per year in its 600-square-meter gallery space, the largest area at ZOOM. Kids ages 6 to 12 get a first-hand, hands-on experience of subjects ranging from science to art, everyday culture, and architecture.

In ZOOM Atelier workshops, artists encourage children ages 3 to 12 to try out techniques and materials that are rarely found in playrooms, schools, and kindergartens. They can paint, cut, tear, build, spray, brush, felt, paste, glue, model, draw, and much more.

ZOOM Trickfilmstudio is a multimedia animation lab where kids and teens ages 8 to 14 can slip into the role of scriptwriters, directors, camerapeople, photographers, sound technicians, and producers. They produce their own animation films using the latest technologies.

ZOOM Ozean is a one-of-a-kind play and adventure zone specially designed for the age-specific development of children aged 8 months to 6 years. In 2008, ZOOM Ozean was expanded in terms of both space and content to make the program even more attractive for toddlers and young children stimulate their curiosity and thirst for knowledge even more effectively.

The program also includes a wide variety of special events like a series of readings for children and a lecture series where people introduce themselves and their jobs.

Hours:

ZOOM Kindermuseum is a program museum. The individual programs start at set times (see below). Advance reservations are highly recommended.

DSCHUNGEL WIEN Theatre for Young Audience

Artistic Director: Anna Horn
Managing Director: Alexandra Hutter
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Focuses

Since October 1, 2004, **DSCHUNGEL WIEN Theatre for Young Audience** has been serving the public as an open center for children, families, teens, and young adults. It is hub of art and culture for young audiences, offering productions for age groups ranging from small children to young adults. The program covers every aspect of theater, including narrative theater, puppet, object, and figure theater, dance, dance theater, interdisciplinary forms, modern media, and film.

DSCHUNGEL WIEN presents premieres by Viennese theater groups, guest performances with renowned provincial theaters, performances focusing on individual countries, selected international guest performances, and festivals like the international SZENE BUNTE WÄHNE dance festival and the DSCHUNGEL WIEN MODERN festival. There are also workshops, seminars, studios, installations, and dialogue events with artists.

International Guest Performances

DSCHUNGEL WIEN's successful productions and coproductions are frequently invited to international festivals and have repeatedly thrilled audiences in Europe, Asia, Australia, and South America.

Cultural Education for Institutions of Learning

Cultural education programs help institutions of learning introduce kids to a total theater experience. DSCHUNGEL WIEN offers presentations for educators, learning material to be used in advance of and after performances, other material to accompany performances, educational programs focusing on theater and dance, rehearsal visits, artist talks, and workshops.

The DSCHUNGEL Lounge promotes direct contact between educators and artists and serves as platform for dialogue.

The Theater

The theater has two auditoriums, two foyers, and a seminar room. Its kid-friendly family café DSCHUNGEL WIEN CAFÉ/BAR has two terraces and attracts a broad clientele of all ages.

wienXtra-kinderinfo

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Web: www.kinderinfowien.at

Free Recreation Information

The wienXtra-kinderinfo service provides free and comprehensive information on all recreational opportunities in Vienna for kids aged 13 and under. From exciting children's theater to nearby music schools, volleyball training courses, and fascinating museum events, wienXtra-kinderinfo knows when, where, and how kids can spend their free time the way they want to. It pays special attention to kids culture, games and sports, creativity, dance, and music.

Information Pool for Recreational Activities

The 170-square-meter wienXtra-kinderinfo center in the MQ provides friendly information and advice and a wide range of the latest brochures, flyers, and information materials on various children's programs. While the kids climb, crawl, and slide in the wienXtra-kinderinfo play area, adults can do their own research or just ask the team for advice. And of course wienXtra-kinderinfo also provides information by phone, fax, or email.

Play Area, Service Excellence, and Expertise

The wienXtra-kinderinfo teams consists of six staff members and is managed by Sabine Krones. It features a kid-friendly atmosphere, high-quality service, customer-friendly hours, and extensive networking with service providers for children in Vienna.

A Partnership Between wienXtra and the Magistrate Department for Youth (MA 13)

The kinderinfo office is a facility operated by wienXtra, a resource and guidance center for children and young adults that works on behalf of the City of Vienna. As a free service, wienXtra-kinderinfo provides comprehensive information and competent advice on kids culture and family recreation in Vienna, making it easy to plan exciting and diversified activities for kids ages 13 and under in Vienna.

Hours:

Tue-Fri 14:00-18:00, Sat, Sun, and holidays, 10:00-17:00, closed Mon

Free admission

Information and Contact:

wienXtra-kinderinfo, Museumsplatz 1, Fürstenhof

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Architecture

An Architectural Tour of the Complex

Coming into the MuseumsQuartier through the Main Entrance in the Fischer von Erlach Wing, you find yourself in the Main MQ Courtyard, one of the largest enclosed piazzas in the city. Directly in front of you is the former winter riding hall built in classicist style. It now houses the Halle E+G event halls. The new Kunsthalle Wien is directly behind it. To each side are two slightly diagonally placed new buildings, the LEOPOLD MUSEUM on the left and the Museum Moderner Kunst Stiftung Ludwig Wien (mumok) on the right. The buildings interact with each other and also refer to the urban design situation of the inner city and the adjacent 7th District. Additionally, their designs reflect the different contents of the institutions they house.

The light structure of the LEOPOLD MUSEUM is the only building in the complex to reflect the orthogonal arrangement of the former imperial museums and hence continues the axis of the Kaiserforum that was planned at the time. The Museum Moderner Kunst Stiftung Ludwig Wien on the right-hand side, conversely, reflects the block-like development structure of Vienna's 7th District. In the courtyard itself, the spatial square of the former imperial stables dominates. It diverges from the axis at a slight angle.

To the left and right of the former winter riding hall, large outdoor stairways lead to the entrances of the LEOPOLD MUSEUM and mumok museums. From there, stairways and bridges lead to the roof of the Oval Wing and continue to the adjacent 7th District. The entrance to the shared foyer of Halle E+G and to the Kunsthalle Wien is on the narrow right-hand side of the former riding hall. This means that like in historic times you enter the building from the side.

In terms of coloring, the white limestone paving of the courtyard continues in the facade of the LEOPOLD MUSEUM. It symbolizes the consolidated historicity of the Leopold Collection. The stone, block-like cube exudes a delicate and cultivated elegance, reaching 24 meters above ground and 13 meters below with three underground levels. The exhibition halls are arranged like spokes of a wheel around the inner atrium, and on the upper floors are flooded with light.

The building is strikingly contrasted by the anthracite-colored basalt facade of the mumok, a slender stone structure with a spherically cambered roof that looks like it just emerged from the depths. The building's rounded edges, in contrast to the distinctive angularity of the LEOPOLD MUSEUM, create the impression that the structure is still in the process of forming. It has two underground levels and three levels above ground, connected in the interior by a contiguous, 41-meter-high room. The entrance levels of the two museums are at a height of four meters, which is intended to relativize the steep incline leading up to the 7th District.

The Kunsthalle Wien is clad entirely in red bricks on its exterior. In contrast to the buildings in front of it, its brick exterior makes it reminiscent of a production hall. This idea refers to its focus on changing exhibitions of contemporary art. From the outside, the Kunsthalle Wien looks like a horizontal rectangular block that has been sliced off on either end. It is an independent building, but closely adjoins the riding hall along its length, and its tiled roof overlaps the edge of the latter's roof. In keeping with the explicit wishes of the KUNSTALLE's management, the only openings for daylight in the building are narrow slits on the front side. Artificial lighting is used consistently to enhance the perception of the art.

The individual buildings are unified by the context of the complex itself and by elements such as the shared courtyards with their many outdoor restaurants.

Continuing the tour from the Main Entrance and along the Fischer von Erlach Wing to the left in the direction of Mariahilfer Strasse, you come to Fürstenhof, home of the MuseumsQuartier's three children's institutions: ZOOM Kindermuseum, DSCHUNGEL WIEN Theaterhaus, and wienXtra-kinderinfo. In former times, the carriage house and horse pond were located here. If you continue to Klosterhof, you will come through one of the four creatively designed theme passages in the complex, KABINETT comic Passage, with a ceiling fresco by Stéphane Blanquet. Klosterhof leads to Mariahilfer

Strasse, one of the largest shopping streets in Austria.

After passing through the Main Entrance, if you head in the other direction along Q21 in the Fischer von Erlach Wing, you will come to the theme passage dedicated to sound art, TONSPUR_passage in the Staatsratshof. In centuries past, this section of the complex accommodated the saddlery, more carriage houses, and leather and hay chambers. Today it is home to the Architekturzentrum Wien, designforum Wien, and Combinat fashion boutique. Turning left, another passage leads to the Sattlerhof. In the 19th century, Empress Sisi had an octagonal circus riding hall built here. Today you will find the library of the Architekturzentrum in the same spot.

Going back to the Fischer von Erlach Wing, in imperial times the site of the horse stables on the ground floor, you come to the Oval Hall and Arena21. Both of these event halls can be rented by organizations and individuals for a wide variety of occasions, ranging from company parties to trade shows. The Q21 exhibition space frei_raum Q21 exhibition space is located in this area as well. On the other side, on the ground floor, are Walther König's bookstore, Kantine restaurant, and Electric Avenue. The latter is also part of Q21. The upper floors of the Baroque structure, formerly the residences of employees of the royal court, still contain several private apartments. Other areas have been converted to the offices of the MQ's management organization MuseumsQuartier Errichtungs- und Betriebsgesellschaft and cultural offices of Q21.