

“Graphic Detour: Crossing Borders in European Design” Exhibition at quartier21/MQ

The exhibition “Graphic Detour: Crossing Borders in European Design” at quartier21 in the MuseumsQuartier Wien presents works by European artists and designers who explore and transcend the boundaries of their individual disciplines. Curated by Erik Kessels, the exhibition will open on September 28 at 18:30 at freiraum quartier21 INTERNATIONAL to coincide with the VIENNA DESIGN WEEK. A preview will be shown at 10:00 in a press tour.

Graphic design as a craft with clearly defined subjects and techniques is becoming increasingly rare these days. Artists and designers no longer limit themselves to a single discipline, but work in areas like fashion, photography, painting, and architecture. Fascinating hybrids have come into being as a consequence, with artists becoming graphic designers and graphic designers doubling as artists. To celebrate this diversity, “Graphic Detour: Crossing Borders in European Design” presents works that go beyond the boundaries of the individual disciplines.

“‘Graphic Detour: Crossing Borders in European Design’ is the fourth design exhibition at freiraum quartier21 INTERNATIONAL and once again demonstrates how the boundaries between the various areas of specialization are blurring. The show carries on the concept behind the preceding exhibition at quartier21, ‘TECHNOSENSUAL: where fashion meets technology,’ which also focused on the connection between two different disciplines,” says MuseumsQuartier Wien Director Dr. Christian Strasser.

The exhibition is developed by MOTI, Museum of the Image, the museum for visual culture in Breda, the Netherlands. It is part of the promotion of the North-Brabant candidacy for the European Cultural Capital in 2018. Curator Erik Kessels brought together eight international graphic designers and artists with eight companies based in the Dutch province of North-Brabant. “Detour” opens up access to totally new worlds. The works will be presented from September 29 to November 25 at freiraum quartier21 INTERNATIONAL in the MuseumsQuartier Wien. Admission is free.

Among other things, the show features an oversized fire hydrant and a monumental garbage can produced in a collaboration between British artist/designer Daniel Eatock and KEMO, a company that makes models and prototypes. The collaboration between Swiss artist Erik Steinbrecher and the ceramics manufacturer sundaymorning@ekwc resulted in an installation of everyday objects where visitors have to guess which are “real” and which are made from ceramic. British designer duo FUEL teamed up with De Geus Jachtbouw, a company specializing in woodworking, to create unusual reading chairs that can hold books. Damien Poulain from France took his inspiration from confectioner Jamin and made totem figures from sweets.

The participating artists and designers worked with the following companies: Daniel Eatock (GBR) with KEMO, Joachim Schmid (GER) with NPN Drukkers, Erik Steinbrecher (SUI) with sundaymorning@ekwc/European Ceramic Workcentre, Tod Hanson (GBR) with Vlisco, Koen Taselaar (NED) with Metaalplan, Marti Guixé (ESP) with Kompak, FUEL (GBR) with De Geus Jachtbouw, and Damien Poulain (FRA) with Jamin.

The interdisciplinary series freiraum quartier21 INTERNATIONAL shows multinational exhibitions. Since fall 2009, it has staged eleven exhibitions in cooperation with the Federal Ministry for European and International Affairs and numerous partners from Austria and other countries.

Graphic Detour: Crossing Borders in European Design

In cooperation with MOTI, Museum of the Image

Sep 29 to Nov 25, Tue to Sun 13:00-19:00, free admission

Press tour: Fri, Sep 28, 10:00

Opening: Fri, Sep 28, 18:30

Extended opening hours during the following events:

VIENNA DESIGN WEEK: Sep 29 to Oct 7, daily 10:00-19:00

ORF – Long Night of Museums: Oct 6, 10:00-01:00

VIENNA ART WEEK: Nov 19 to 25, daily 10:00-19:00

Location: freiraum quartier21 INTERNATIONAL/MuseumsQuartier Wien

www.quartier21.at

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