

Vienna, January 20, 2021

ANNUAL PRESS CONFERENCE 2021

Date: Wednesday, January 20, 2021, 10 a.m., Online Media Talk

Press information

and photos: www.wienmuseum.at/en/press
www.wienmuseumneu.at/presse

WIEN MUSEUM 2021

THEMES

- **Welcome by Director Matti Bunzl**
- **WIEN MUSEUM NEU**, Christina Schwarz, Financial Director, Wien Museum
- **EXHIBITIONS, WIEN MUSEUM MUSA**, Matti Bunzl, Director, Wien Museum

Instantly! Street Photography in Vienna

Vienna Falls in Line: The Politics of Art under National Socialism

Startgalerie at Wien Museum MUSA, Program 2021

- **DISTRICT MUSEUMS**, Matti Bunzl, Director Wien Museum
- **WIEN MUSEUM OPEN AIR**, Peter Stüiber, Head of Publications and Digital Museum, Wien Museum

Almost: Traveling the World in Vienna 1873/2020

Street Art Project

- **WIEN MUSEUM ONLINE COLLECTION & WIEN MUSEUM MAGAZIN**
Peter Stüiber, Head of Publications and Digital Museum, Wien Museum

INSTANTLY!

Street Photography in Vienna

The exhibit „Beyond Bambi. Felix Salten and the Discovery of the Viennese Modernism“ has been extended until September 2021. „Instantly! Vienna Street Photography“ will be shown in Spring.

Exhibition location: Wien Museum MUSA, Felderstraße 6-8, 1010 Vienna

Exhibition duration: **Spring & Summer 2021.** Specific dates to be determined in light of the Corona pandemic.

Opening hours: Tuesday to Sunday and public holidays, 10 a.m. to 6 p.m.

Press photos: www.wienmuseum.at/en/press

Vienna's street life in fascinating, never-before-seen photos: The exhibition "Instantly! Vienna Street Photography" traverses the city's pictorial history. Most of the works come from the photo collection of the Wien Museum, which showcases its vast holdings like never before.

The focus of the exhibit is the developing gaze on big city life, from the 1860s to the present. In addition to iconic images of Vienna that capture decisive moments in urban life, the show presents numerous never-before-exhibited or published photographs that bring the city's everyday life as well as the lives of its inhabitants to the fore: impressive street scenes, intimate snapshots, and fleeting glimpses of urban life.

The exhibit shows how the medium of photography functioned in the creation and dissemination of new urban vistas. In this way, the images also tell the story of a rapidly changing metropolis. They capture the hustle and bustle on streets, squares, and markets, uncover unexpected encounters, and document moments of indolence and pleasure. All in all, the exhibition paints a new portrait of the metropolis on the Danube, inviting visitors on an exciting pictorial journey from early urban photography to the Instagram aesthetics of the present.

Featured photographers:

Emil Mayer, August Stauda, Franz Hubmann, Ernst Haas, Erich Lessing, Barbara Pflaum, Edith Suschitzky (Tudor-Hart), Elfriede Mejchar, Robert Haas and many more

Admission: Adults: € 7 / Discounted Rate € 5
Visitors under 19 years of age – free admission
First Sunday of every month (all visitors) – free admission

Visitor information: +43 1 5058747-85173, service@wienmuseum.at, www.wienmuseum.at

Curators: Frauke Kreutler, Wien Museum; Anton Holzer

Exhibition architecture: Robert Rüb

Graphics: Christian Schienerl

Exhibition production: Isabelle Exinger-Lang

Accompanying publication: *Augenblick! Straßenfotografie in Wien*, Kehrler Verlag, 448 pages

Main sponsor: Wiener Stadtwerke

Press: **Konstanze Schäfer**, Wien Museum
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VIENNA FALLS IN LINE

The Politics of Art under National Socialism

Exhibition location: Wien Museum MUSA, Felderstraße 6-8, 1010 Vienna

Exhibition duration: **Fall 2021 & Winter 2022.** Specific dates to be determined in light of the Corona pandemic.

Opening hours: Tuesday to Sunday and public holidays, 10 a.m. to 6 p.m.

Press photos: www.wienmuseum.at/en/press

The "Reichskammer der bildenden Künste" ("Reich Chamber of Fine Arts") was the most powerful institution for the political control of art under National Socialism – the exercise of any artistic profession requiring membership. The files of the Viennese Reichskammer have now been examined for the first time, revealing the records of about 3,000 artists.

"Vienna Falls in Line: The Politics of Art under National Socialism" presents the results of this research. The exhibit documents the propaganda program of National Socialist art policy in Vienna as well as individual figures who sustained it. Specifically, it traces the mechanisms of ideological control in biographies of particular artists, original objects and texts, and major commissions from the period. Works by figures like Rudolf Hermann Eisenmenger or Wilhelm Frass – among the so-called "Gottbegnadeten" ("God-gifted") artists with special privileges – are shown in the context of their commissions by Nazi elites and analyzed in terms of their political agenda.

The show closes with a look at the situation after 1945. While the art scene's dominant agenda was the denazification of individual artists along with the search for Austrian identity, the exhibit examines the manifold aesthetic and personal continuities that were in evidence as well.

A cooperation with the Professional Association of Fine Artists of Austria.

Admission: Adults: € 7 / Discounted Rate € 5
Visitors under 19 years of age – free admission
First Sunday of every month (all visitors) – free admission

Visitor information: +43 1 5058747-85173, service@wienmuseum.at, www.wienmuseum.at

Cooperation partner: Professional Association of Fine Artists of Austria

Curators: Ingrid Holzschuh, Gerhard Milchram, Sabine Plakolm-Forsthuber

Exhibition architecture: koerdtutech

Graphics: seite zwei, Christoph Schörkhuber

Exhibition production: Gunda Achleitner

Accompanying publication: *Auf Linie. NS-Kunstpolitik in Wien*, Publisher: tbd, 350 pages

Main sponsor: Wiener Stadtwerke

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STARTGALERIE AT WIEN MUSEUM MUSA EXHIBITION PROGRAM 2021

Eight young artists are selected each year by a jury of experts and are given the opportunity to make a solo presentation to the public in the Startgalerie, thus gaining important exhibition experience for their artistic careers.

Their presentations include performance, photography, installation, drawing and painting and allow an interesting examination of current contemporary art.

Lukas Hochrieder

Jelena Micić

Melanie Ender

Jens Fröberg

Rosa John

Hannah Lisa Kunyik

Thomas Hitchcock

Tim Sadow

Specific dates to be determined in light of the Corona pandemic.

Exhibition location: Startgalerie at Wien Museum MUSA, Felderstraße 6-8, 1010 Vienna
Opening hours: Tuesday to Sunday and public Holidays: 10 a.m. to 6 p.m. – Free Admission
Press: Angelika Seebacher, Wien Museum
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BEZIRKSMUSEEN RELOADED

Vienna's Bezirksmuseen (district museums) are a group of unique institutions that combine museum activities with civic engagement in most exciting ways.

Bezirksmuseen Reloaded offers professional support to these institutions – without restricting their voluntaristic principles. For this purpose, an designated office servicing the Bezirksmuseen was established at the Wien Museum in 2020. It takes over administrative activities as well as the administration of the Arbeitsgemeinschaft der Wiener Bezirksmuseen (ARGE), the association that has been acting as the umbrella organization of the institutions for years. The planned relaunch of the district museums' website should help to increase public visibility. In addition, a model that is unique in Austria has been introduced: the Curatorial Fellows. For these positions, the Wien Museum recruited three young curators who are working with the Bezirksmuseen as well as the Wien Museum in an advanced internship that will set them on a career path in the museum world..

In 2021, *Bezirksmuseen Reloaded* will present two exhibition projects: On the one hand, there will be interventions by contemporary artists in the original public bath of Bezirksmuseum Wieden, and on the other hand, a special exhibition on foundling and maternity homes will take place in the Bezirksmuseum Josefstadt.

Art interventions in the drip bath

Exhibition location:	Bezirksmuseum Wieden, Klagbaumgasse 4, 1040 Vienna
Exhibition duration:	Spring & Summer 2021. Specific dates to be determined in light of the Corona pandemic.
Idea/organisation:	Alina Strmljan, Curatorial Fellow at the Wien Museum in cooperation with Philipp Maurer, Head, Bezirksmuseum Wieden
Artists:	Students of the Academy of Fine Arts Vienna and the University of Applied Arts Vienna
Opening hours:	Tuesday 10 a.m. to 12 a.m., Wednesday 4.30 p.m. to 6.30 p.m. Closed during school vacations and public holidays. Free admission.

The original drip bath room in the Bezirksmuseum Wieden will become a stage for young art: Four projects by students of the Academy of Fine Arts Vienna and the University of Applied Arts Vienna will deal with the historical site in the first half of 2021 and thus open up new perspectives on the topic of hygiene and the institution of the Bezirksmuseum. The project is organized by Alina Strmljan, Curatorial Fellow at the Wien Museum in cooperation with Philipp Maurer, Director of Bezirksmuseum Wieden. 27 submissions were received after an open call last fall. Laura Stoll will kick things off on February 19 and 20, 2021 with the process-based installation "Purification," a site-specific work in her series "The Lost Faces." In addition, the work "White Flag" by Martin Weichselbaumer and Leo Mayr will be on view for the first time during the opening weekend. As an extra-long flag, it will extend to the sidewalk in front of the Bezirksmuseum and make repeated appearances. This will be followed in April by "Changing Cabinet", a multimedia installation by Marlene Hübner and Amelie Schlemmer that deals with the theme of moving out and moving in, before Christopher Frieß, Leonhard Pill, Marlene Fröhlich and Noa Schaub present an artists' exhibition on the theme of bathhouses and museums under the motto "WIEDEN LEAKS" starting in mid-May. After the art interventions, a new permanent exhibition entitled "Im Tröpferlbad. History(s) of Health and Hygiene" is planned in the premises of the Bezirksmuseum, which was a bathing establishment from 1893 to 1978. The new show will also be curated by Philipp Maurer and Alina Strmljan as part of *Bezirksmuseen Reloaded*.

»Saved from Shame and Distress«?! Foundling Hospital, Maternity Hospital and the Matrices of Alser Vorstadt

Exhibition location: Bezirksmuseum Josefstadt, Schmidgasse 18, 1080 Vienna
Exhibition duration: Summer 2021 & Spring 2022. Specific dates to be determined in light of the Corona pandemic.
Opening hours: Sunday 10 a.m. to 12 a.m., Wednesday 6 p.m. to 8 p.m., and by appointment. Closed during school vacations and public holidays.
 Free Admission.
Curator: Anna Jungmayr, Curatorial Fellow, Wien Museum in cooperation with the voluntary team of the Bezirksmuseum Josefstadt under the direction of Maria Ettl

From March 3, 2021, the special exhibition ""Saved from Shame and Distress"?! Foundling Hospital, Maternity Hospital and the Matrices of the Alser Vorstadt" will be shown at the Bezirksmuseum Josefstadt. With the help of about 100 historical objects, three-dimensional graphics and reproductions from more than 15 scientific institutions, the exhibition deals with the former institutions in today's 8th and 9th district. Life situations of women who became unwanted mothers or had no possibility to raise

their child themselves are thematized in a social and socio-historical context as well as biographies of so-called "foundlings". In the course of its existence from 1784-1910, the Foundling Hospital, which was located at Alserstraße 23 from 1788, took in approximately 750,000 children and placed them in foster homes in the country. Visitors can search for possible ancestors themselves in the extensive registers of the parish of Alservorstadt. Part of the interdisciplinary exhibition team is Anna Jungmayr, Curatorial Fellow at the Wien Museum.

About the title of the exhibition:

The description of the birthing house is introduced in the founding document of the General Hospital in 1784 as follows: "The public precaution offers by this house to weakened persons a general place of refuge / and, saving the mother from shame and distress, at the same time takes in protection the innocent creature to whom this shall give life." (The Maternity House was part of the General Hospital).

Wien Museum Karlsplatz Open Air

ALMOST

Traveling the World in Vienna 1873/2020

Exhibition location: Wien Museum Open Air, Karlsplatz, Construction fence, 1040 Vienna

Exhibition duration: February 11 to March 28, 2021

Opening hours: Anytime

Press photos: www.wienmuseum.at/en/press

Open Air – the new exhibition location of the Wien Museum!

During the reconstruction of our building, the Karlsplatz is transformed into an open-air gallery. The construction fence of Wien Museum Neu is the setting for a series of large-scale presentations – in the middle of the city. After "FACE IT! Portraits from Spring 2020" with photographs by Elodie Grethen and interviews by Peter Stuibler, another exhibit follows in February: "Almost: Traveling the World in Vienna 1873/2020"

One subject, two photographic mass media – 150 years apart: In an exhibition, the Wien Museum combines two series that can be assigned to the genre of "imaginary journeys". The starting point is a project that architecture journalist and publicist **Wojciech Czaja** launched in spring 2020. With his Vespa, he explored the big world within Vienna's city limits and photographed buildings, architectural details, and urban moods that reminded him of foreign places and distant metropolises. Almost Paris, almost New York City, almost Hong Kong. He posted his snapshots on Facebook for months, triggering a storm of enthusiasm.

In 2020, the Corona measures made traveling more difficult. In 1873, it was in still unaffordable for most people to explore the world themselves. The World's Fair in the Prater therefore offered the opportunity not only to learn about the latest industrial and cultural achievements of participating countries but to take a trip around the world on a

small scale. Around 200 mostly temporary buildings on the 230-hectare exhibition site invited visitors to do just that. The "Wiener Photographen-Association" offered souvenir photos— a new mass medium at the time, hundreds of which can be found in the Wien Museum collection.

In the dialogue between the two photo series, spaces open up that encompass questions of authenticity and similarity, image formation and cliché, memory and imagination. "Almost" is a journey through the world and through time along the construction fence at the Karlsplatz.

In the spring and summer of 2021, there will be a **Street Art Project** on the construction fence.

Admission:	Free admission. Open anytime.
Photographies:	Wojciech Czaja
Curator:	Peter Stuißer
Design:	Robert Rüb
Graphics:	solo ohne – Studio für Gestaltung
Exhibition production:	Karina Karadensky
Accompanying publication:	Wojciech Czaja, <i>Almost. 100 Städte in Wien</i> , with a foreword by Peter Stuißer Edition Korrespondenzen, Vienna, 232 pages, 100 color illustrations Wiener Stadtwerke
Main sponsor:	Konstanze Schäfer , Wien Museum
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WIEN MUSEUM ONLINE COLLECTION

The collection of the Wien Museum encompasses more than one million objects. In addition to objects related to the city's history and daily life, the museum has a significant collection of Viennese art. The museum's holdings also include special collections, including but not limited to fashion, clocks, the Prater, coins, medals, and archaeology.

The objects here are accompanied by further information and images for browsing or targeted research. The collection is constantly being expanded. Every object within the online collection is equipped with an image, which in many cases can be used for free ("open content"). Right now, over **50838 records** with **81560 images** are online.

Around 4,000 users currently visit **sammlung.wienmuseum.at** every month and do so far an average of six minutes. They spend this time searching for objects, compiling databases on specific topics, or using the curated albums to gain a digital exhibition experience.

Project management:	Evi Scheller, Wien Museum
Design/Programming:	bleed.com, Urban Trouts, Empty Graphics
Main sponsor:	Wiener Stadtwerke
Website:	sammlung.wienmuseum.at
Detailed press information:	https://www.wienmuseum.at/en/press/general-information-on-wien-museum

WIEN MUSEUM MAGAZIN

Austria's first digital museum magazine has been online since October 2019 and currently has 4,000 readers per month, around half of whom are also subscribers. With the digital platform **magazin.wienmuseum.at**, the Wien Museum is breaking new ground in the communication of museum work. The magazine presents articles, interviews, and the occasional video clip about the museum's activities in the areas of collections, research, restoration, and outreach. Also covered are historical and current topics in Vienna, new book publications, etc.

Wien Museum Magazin sees itself as an open platform and focuses on the exchange with other cultural and scientific institutions in the city. The contributions come from museum staff and external authors. Every week, about three articles go online – so far there are more than 160 in total.

Among the most widely read stories were those about the Plague Ordinance, about the river baths in the Danube Canal, about 40 years of the Club U4, about the Russian monument on Schwarzenbergplatz, and the significance of balconies in the history of Vienna. Glimpses behind the scenes of a museum are thus possible, as is a focus on topics and aspects of the collection that are not otherwise in the spotlight. The spectrum of stories ranges from archaeology to contemporary art, from spectacular restoration projects to photographic urban explorations.

Project management:	Peter Stuibler, Wien Museum
Design/Programming:	Tom Koch Bespoke Communications
Mainsponsor:	Wiener Stadtwerke
Website:	magazin.wienmuseum.at