



PRESS INFORMATION: VIENNA CONTEMPORARY 2023

viennacontemporary 2023
7–10 September
Kursalon Vienna
Johannesgasse 33
1010 Vienna, Austria
viennacontemporary.at

VCT ACTIVATION

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EXPLORING THE FUTURE OF ART AND TECHNOLOGY: VIENNA CONTEMPORARY ANNOUNCES COLLABORATION WITH META AND MAK – MUSEUM OF APPLIED ARTS

Vienna, August 27, 2023

The upcoming viennacontemporary art fair, scheduled to take place in Kursalon Vienna from September 7 – 10, 2023, is proud to announce an exciting collaboration that ventures into the future of contemporary art and technology. In collaboration with Meta, headquartered in Menlo Park, California, and the renowned Museum of Applied Arts (MAK) in Vienna, Austria, viennacontemporary is set to embark on a journey into the realms of innovation and vision.

This unique alliance aims to bridge the gap between art and technology, exploring the uncharted possibilities of new technologies in the context of modern art. The collaboration will showcase artistic works predominantly from Austria and Central and Eastern Europe, focusing on the interaction between technology and culture in the digital age. The central theme revolves around the experimental fusion of human expression and cutting-edge technologies, including virtual, augmented, and mixed reality.

Highlighting this groundbreaking collaboration, viennacontemporary has, for this year's inaugural edition, commissioned a VR artwork by Austrian artist Christiane Peschek, a featured artist in ZONE1 – to be discovered at the fair. Entitled THE FETCH, Peschek's project invites attendees to immerse themselves in a 10-minute virtual reality experience, delving into her personal aura and energy derived from her own data. This transformative journey challenges the conventional perceptions of the physical body, exploring the realms of reconnection, serenity, and potential eternity through the lens of technology.

Francesca Gavin, the curator behind the VCT Activation, as well as ZONE1 2023 – a special exhibition highlighting young talent with a connection to Austria –, masterfully orchestrates this convergence of art and technology, emphasizing the role of contemporary artists as pioneers in shaping the future landscape of creativity.

In addition, an engaging talk, titled “Design and Engagement – Digitalization in a Globalized World,” is scheduled from 5:00 to 7:00 pm on 9 September at the MAK Columned Main Hall. This insightful discussion will explore the profound connection between design and engagement, particularly in the context of the rapidly evolving metaverse. Marlies Wirth, Curator of Digital Culture and Design Collection at MAK, will expertly moderate the conversation, featuring the esteemed participants:

- Zach Stubenvoll, Head of Brand Design at Meta, San Francisco, US
- Stefan Sagmeister, Renowned Designer, New York, US
- Paula Strunden, PhD Candidate at the Academy of Fine Arts, Vienna, AT/
Amsterdam, NL

Moderated by Marlies Wirth (Curator Digital Culture and Design Collection, MAK, Vienna, AT)

The discussion will be conducted in English and will touch upon the interplay between design, engagement, and personal worldviews in an ever-connected world.

QUOTES

“The use and adaptation of new technologies has always accompanied art history and will increasingly do so in the digital age. New technologies enable artists to expand the boundaries of their own perception and creativity in order to develop unique forms of self-expression and formats.

Through strategic collaborations such as the one with Meta and the MAK, viennacontemporary addresses this important contemporary issue and aims to provide global visibility to galleries and their artists working experimentally in the field of digital art. This digital revolution is also changing the way art is experienced, personally and collectively. Just as art and culture have always provided progress, they are now taking us into the metaverse to create immersive spaces and co-creations that redefine art’s impact on personal worldviews.”

– Markus Huber, Managing Director viennacontemporary

“Peschek’s VR work pushes the possibilities of the representation of the human in a digital space. She has created a unique multisensory digital take on what human existence looks, sounds, and feels like. Her magical, immersive experience demonstrates how technology is inherently intertwined with the mystical and has the possibility to profoundly affect us as viewers.

I feel this groundbreaking collaboration between meta, viennacontemporary, and MAK will continue to provide opportunities to create unique artworks that push the possibilities of creative digital experience and thinking.”

– Francesca Gavin, Curator of VCT ACTIVATION & ZONE1

DESIGN AND ENGAGEMENT – DIGITALIZATION IN A GLOBALIZED WORLD

MAK Columned Main Hall
Friday, 9 September, 5:00 to 7:00 pm
Stubenring 5, 1010 Vienna

Please register here: https://docs.google.com/forms/d/1xb_SvWZt50D5F_i2EbDN-pvmyKGqk7AVWX5VbqQ43mg0/edit

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ABOUT VIENNA CONTEMPORARY: viennacontemporary, Austria's leading art fair takes place in the heart of Vienna from September 7–10. The fair celebrates contemporary art and fosters dialogue between artists, collectors, galleries, and art enthusiasts. With a focus on visionary ideas and future-oriented collaborations, viennacontemporary is a hub for artistic exploration and innovation.

ABOUT META: Meta is a trailblazing technology company headquartered in Menlo Park, California. With a relentless focus on innovation, Meta empowers individuals to connect, create, and explore in new and meaningful ways within the digital landscape.

ABOUT MAK - MUSEUM OF APPLIED ARTS: MAK, situated in Vienna, Austria, is a renowned institution dedicated to the exploration of design, culture, and the intersection of art and technology. With a rich history and a commitment to pushing boundaries, MAK serves as a beacon of inspiration for creative minds around the world.

**FOR PRESS INQUIRIES, INTERVIEW REQUESTS, OR FURTHER INFORMATION,
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For images, additional information, or press passes, please visit our press page at www.viennacontemporary.com/press or contact the provided press contact.

IMPORTANT DATES:

Press Conference: 7 September, 9:00 – 10:00 am
Kursalon Vienna, Main Terrasse

Press Tour: 7 September, 10:00 – 11:00 am

- Overview of the fair, including Sculpture Project, with Artistic Director Boris Ondreička.
- Press tour through VCT ACTIVATION and ZONE1 with Curator Francesca Gavin.

Followed by Q&A with Artistic Director Boris Ondreička and Managing Director Markus Huber: 11:00 – 11:30 am
Kursalon Vienna, Main Terrasse

OPENING HOURS:

VCT Statement: Political Homelessness and Contemporary Citizenship
Opening: 6 September 2023

Panel Discussions at Hotel Almanac:
Doors open: 3:30
Panels: 4:00 pm - 7:45 pm

Exhibition Opening “Not Either Or, But And” at das weisse haus:
Opening: 6:00 - 9:00 pm
Opening speeches: 8:00 pm

viennacontemporary at Kursalon:
Preview: 7 September, 11:00 am - 7:00 pm
Public Days: 8-10 September
VIP Hours: 11:00 am - 1:00 pm
Public Hours: 8 & 9 September, 1:00 - 7:00 pm; 10 September, 1:00 - 6:00 pm

SPONSORS AND PARTNERS

MAIN PARTNERS:	ERSTE Foundation
PREMIUM PARTNERS:	BDO, SHI Group
PARTNERS:	Department of Culture of the City of Vienna (MA7), JP Immobilien Group, Romanian Cultural Institute, Vienna Business Agency, The Federal Ministry for European and International Affairs, Vienna Digital Lab
DIGITAL PARTNERS:	Meta
SUPPORTING PARTNERS:	Art Fairs Service, BWM Architekten, Cavallo, CRO, Edizione, efko, J. Hornig Kaffee, MONO flowers, picture one, Street Art Logistics for Art, TATE Agency, Vöslauer, waterdrop, Weingut Glatzer, Zielinski & Rozen Perfumerie
STATEMENT	with the kind support of ERSTE Foundation
PRIZES 2023:	VCC x viennacontemporary Prize; viennacontemporary Bildrecht SOLO Award
MOBILITY PARTNER:	Uber
ONLINE PARTNER:	Artsy
TICKET PARTNER:	Reservix
FESTIVAL PARTNERS:	Curated by, Open House, Parallel Vienna, Queer Art Spaces Vienna, Various Others, Vienna Art Week
PARTNER INSTITUTIONS:	Albertina, Albertina Modern, Belvedere 21, das weisse haus, Dom Museum Wien, FRANZ JOSEFS KAI 3, Heidi Horten Collection, Jewish Museum Vienna, Kunst Haus Wien, Kunsthistorisches Museum, Kunsthalle Wien, Künstlerhaus, Kunsthalle Krems, Leopold Museum, MAK, mumok, MuseumsQuartier, museum gugging, Sigmund Freud Museum, Zoom Kindermuseum
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