



dogMax

20.09. – 18.11.2007

Press preview: Wednesday, 19.09.2007, 11am, Az West

Opening: Wednesday, 19.09.2007, 7pm, Az West

Speaking at the opening are:

Dietmar Steiner, director of the Az W

Prof. Urs Hirschberg, dean of the Architecture Faculty at Graz University of Technology

Prof. Andreas Hild, HildundK Architekten, Munich

Georg Wiedenhofer, bauMax AG

DOGMA95 (manifesto by Lars von Trier and Thomas Vinterberg)

+ bauMax (a chain of Austrian builders' suppliers)

= dogMax (dogmatic design with 10 rules, scale 1:1)

DOGMA95 — the revolution on the big screen. With the DOGMA95 manifesto, the Danish film directors Lars von Trier and Thomas Vinterberg succeeded in hitting back against the escalating cost of productions reliant on expensive stars and extensive digital post-production.

At Graz University of Technology the 10 points of the manifesto were translated into an architectural context. This meant that students were only permitted to use materials available in one branch of bauMax. All drawing was done without computers; the designs were realised on a scale of 1:1.

Jam jars, kitchen sinks, standard flooring, fabric for blinds or gravel were used by architecture students at Graz University of Technology in full scale models showing the unexpected possibilities lurking in products from the local DIY store. The students had to adhere to the 10 rules of the *dogMax Manifesto*. The *dogMax Manifesto* is based on DOGMA95, with which the film directors Lars von Trier and Thomas Vinterberg founded a new direction in cinema: no sets, no props, no artificial light, small and therefore flexible hand-held cameras, no digital post-production etc.



The dogMax modules are being presented at the Az West. They show that the conflict between the DIY store and architecture can be resolved.

The design seminar held at Graz University of Technology was led by Prof. Andreas Hild (HildundK Architekten, Munich), Markus Bogensberger and Oliver Elser (assistant lecturers).

The next issue of the Az W magazine *Hintergrund* is being published to coincide with the exhibition, and contains documentation of all thirteen wall elements.

Further information on the exhibition as well as on the *dogMax Manifesto* is available at www.dogMax.at and www.azw.at.

Az West

35–37 Flachgasse

1150 Vienna

Wed–Sun, 2pm to 8pm

admission free

The deadline for submissions to the current *call for papers* is 31 October 2007. More information on the *call for papers* at www.azw.at.