



ALL THINGS FRANK!

For 2 days everything circles around the Villa Beer

ALL THINGS FRANK!: SATURDAY 02.04. & SUNDAY 03.04.2016, 11 AM – 9 PM

LOCATION: VILLA BEER, VIENNA 13, WENZGASSE 12

“All Things Frank!” is the catchphrase on the first weekend in April when, for the first time ever, the Architekturzentrum Wien uses the Villa Beer (1929-31), Josef Frank’s masterpiece of interwar modernism, for museum purposes. Tours of the house, salon discussions and walks in the surrounding district offer a unique opportunity to get to know this Viennese gem of architectural history, above all in terms of Josef Frank’s influence on architecture and design today. A design pop-up store by Svenskt Tenn and good seasonal catering on site by “Herzlichst Anna’s” invite visitors to linger and enjoy.

PROGRAMME:

Admission and Guided Tours

Admission: € 10 / students € 8 (purchase of ticket includes guided tour)

Tickets available at the Az W Shop and on site on Sat and Sun, 11am – 5.30pm

Guided tours of Villa Beer:

Sat, 02.04.2016: 12 noon / 1pm / 2pm (english) / 3pm / 4pm / 5pm

Sun, 03.04.2016: 12 noon / 1pm / 2pm / 3pm / 4pm / 5pm

Reservation not possible!

Art historian Maria Welzig and Architect Claudia Cavallar take visitors on a guided tour around this currently unoccupied architectural jewel of Viennese Modernism. The state rooms are also accessible without the guided tour.

Az W on Site: Hietzing. A walk around Villa Beer

All walks are fully booked!

Sat, 02.04. / Sun, 03.04.2016 / Sat, 09.04.2016, 2-4pm

Meeting point: 1.45pm in the foyer of Villa Beer, Duration: approx. 2 – 2.5 hours

Tour guide: Martina Frühwirth, Az W

The neighbourhood around Villa Beer is like a who's who of the culture of building: Frank, Hoffmann, Loos, Plečnik. The stroll through the exclusive residential area is like being in an open-air museum, past houses



and a school built by Frank's contemporaries, and a monument commemorating the neighbourhood's Jewish past. While the 21st century has also found its place in Hietzing.

Salon Discussion: Josef Frank Accidentally

Sat, 02.04.2016, 6pm (at Villa Beer)

Admission free! Reservation not possible. Only the event area is open to the public

Guest speakers: Hermann Czech, Architect and Curator of the exhibition „JOSEF FRANK: Against Design“ / Robert Gassner, The Royal Danish Academy of Fine Arts, School of Architecture / Christian Knechtl, Architect / Iris Meder, Art and Architecture historian / Karl Sigmund, Curator of the exhibition „Der Wiener Kreis / The Vienna Circle“ / Moderated by Dietmar Steiner, Director of the Az W

With his Accidentism Josef Frank took a stance against everything that the architecture of his time postulated. He consciously designed his environments to look as if they were created at random. His motto was: "One can use everything that can be used." A position with which Frank has polarised opinions to this day.

Salon Discussion: Josef Frank Today

Sun, 03.04.2016, 6pm

Admission free! Reservation not possible. Only the event area is open to the public

Guest speakers: Tulga Beyerle, Design expert, Director of the Kunstgewerbemuseum Dresden / Tommy Binfeld, Marketing and Creative Director, Svenskt Tenn / Stephan Ferenczy, BEHF Architekten / Adolf Krischanitz, Architect / Jonathan Lutter, URBANAUTS / Johanna Schuberth, Schuberth and Schuberth, Architektur und Innenarchitektur / Florian Weitzer, CEO of Weitzer Hotels / Moderated by Dietmar Steiner, Director of the Az W

A discussion dedicated to Frank Today, bringing together architects, architecture devotees and designers who live on in the spirit of Josef Frank today.

“All Things Frank!” takes place in cooperation with the major exhibition “Josef Frank: Against Design” in MAK. The exhibition runs until 12.06.2016.



About the Villa Beer

The Beer House on Wenzgasse in Vienna's 13th district, which Josef Frank and Oskar Wlach built from 1929 to 1931, is a monument of architectural history that not only breathes the spirit of modernism but, through the numerous surviving pieces of the original furniture, actually revives it. Together with Oskar Strnad and Oskar Wlach, with whom Frank ran the modern furnishings business "Haus und Garten" from 1925 to 1938, this architect and designer had, in as early as 1910, established his own direction within Viennese modernism which relied strongly on psychological effects and a consistent, undogmatic lightness, both in buildings and their furnishings. This approach differed from the hermetic ensembles conceived by the Secession movement but also from Loos' occasionally somewhat dry classicism. The Beer House is the built manifesto of Frank's concept of "The House as Path and Place", a further development of Loos' *Raumplan*. The intention was that, like in a town, the residents, moving through a sequence of very different spatial experiences, should find an ambiance suited to their particular mood at the time. The multi-storey interlocking spaces of the hall and open staircase include "tea niches" as well as terraces, staircase landings and large salons. When viewed in the international context around 1930, the elegant lightness of the architecture and furnishings of this 800-square-metre single-family house clearly represents the position of an independent Viennese modernism that offered the richest resources for further development.

In the course of negotiations about acquiring the Beer House in 2005, the Az W produced a museum concept for the City of Vienna outlining how the "Josef Frank Villa Wien" could be used as a location for events and exhibitions. Although it ultimately ended up back in private hands, today, once again, making the Villa Beer permanently accessible to the public appears both desirable and conceivable, for instance in the network of the "iconic houses" (www.iconichouses.org). International architecture experts describe the Beer house as the loveliest and most important villa of modernism. If this special showpiece of a philosophy of open modernism could be visited and an appropriate use found for it, people with an interest in architecture from all around the world would certainly appreciate the unique opportunity. Now it is up to politicians and the public sector to take the decisions that would make this possible.

The press release and high-resolution rights free press photographs are available as downloads online at www.azw.at/press_allthingsfrank.

Press contact: Irene Jäger, Tel.: +43 1 522 31 15-23, E-Mail: jaeger@azw.at

Subsidy for the Az W provided by: Urban Planning, Traffic & Transport, Climate Protection, Energy and Public Participation, Vienna / Austrian Federal Ministry for Education, Arts and Culture
Patron of the Az W: *ARCHITECTURE LOUNGE*