

Émigré Design Culture (Vienna, 27-28 May 15)

Vienna (Austria), Exhibition Centre Heiligenkreuzer Hof, Schönlaterngasse 5, May 27-28, 2015

Bryleigh Morsink

Papanek Symposium 2015

Émigré Design Culture: Histories of the Social in Design

University of Applied Arts Vienna, Austria

This international symposium examines the significance of Austrian and Central European émigré and exile architects/designers in promoting a progressive culture of debate in the USA, around the needs of society and strategies for social inclusion. The culture of the social in design that emerged in the US from the 1920s to the 1960s was defined by collaboration. The symposium is the first to address the pivotal role played by émigré and exile networks, in New York, Boston, Chicago, Aspen, and L.A., in shaping a new social agenda within design.

Cutting-edge research will bring to the fore the ways in which architects and designers utilized their Viennese and European schooling to confront political realities of World War II and beyond. The lessons adapted by prominent figures such as Josef Frank, Richard Neutra, Frederick Kiesler, Eva Zeisel, Bernard Rudofsky and Victor Papanek prompt the revisiting of discussions that originated on Vienna's famous Ringstrasse; illuminating design's role in the creation of progressive social communities.

Leading scholars in the fields of cultural, design and architectural history consider the critical contribution of émigrés and exiles in forming new humanistic directions in design. This historical appraisal opens a new forum in which to debate the role of the social in design and its relevance for today's global perspective.

PROGRAMME

27 May 2015

09.00-10.00

Registration

10.00-10.30

Welcome

10.30-12.30

Reconsidering the Viennese Heritage

Chair: Monika Platzer (Architekturzentrum Wien)

10.30-11.00

Eve Blau (Harvard University, USA)

Isotype and Architecture in Red Vienna and Beyond

11.00-11.30

Oliver Kühschelm (University of Vienna, Austria)

(Mis)understanding Consumption: Consumer Experts and the Austrofascist Regime

11.30-12.00

Barnaby Haran (University of Hull, UK)

Shaping the Mass Mind: Frederick Kiesler and Edward Bernays in New York in the 1920s

12.00-12.30 Discussion

12.30-13.45 Lunch Break

14.00-17.00

Exile and Émigré Culture: Psychology and the Politics of Inclusion

Chair: Todd Cronan (Emory University, USA)

14.00-14.30

Christopher Long (University of Texas at Austin, USA)

Josef Frank and Paul T. Frankl: Two Tales of the Wiener Moderne Abroad

14.30-15.00

Ruth Hanisch (Independent Architectural Historian, Germany)

Freud's Armchair: Felix Augenfeld and the Psychoanalysis Movement in Vienna and New York

15.00-15.30 Discussion/ Break

15.30-16.00

Pat Kirkham (Bard Graduate Center, USA)

Eva Zeisel's Vienna, Budapest, New York: Wanderlust, Imprisonment, Exile and Emigration

16.00-16.30

Alison J. Clarke (University of Applied Arts Vienna, Austria)

Ethnography and Design Revolution: Observations from the Émigré's Gaze

16.30-17.00 Discussion

18.00-19.00

Papanek Lecture

Felicity D. Scott (Columbia University, USA)

Planetary and Interplanetary Housekeeping

19.00-20.00

Reception

28 May 2015

10.00-13.00

Exile and Émigré Networks: Designing a Better Society?

Chair: Christopher Long (University of Texas at Austin, USA)

10.00-10.30

Robin Schuldenfrei (The Courtauld Institute of Art, UK)

László Moholy-Nagy, Herbert Bayer and the Social Usefulness of Art

10.30-11.00

Anna Vallye (Washington University in St. Louis, USA)

Educating the Citizen's Mind: György Kepes at MIT

11.00-11.30 Discussion/ Break

11.30-12.00

Elana Shapira (University of Applied Arts Vienna, Austria)

The Question of Gender: Kiesler, Rudofsky, Papanek and Surrealism

12.00-12.30

Monica Penick (University of Wisconsin-Madison, USA)

Paul László and the Atomic Future

12.30-13.00 Discussion

13.00-14.00 Lunch Break

14.00-15.30

Émigrés and Exiles and the Global Turn

Chair: Gerd Zillner (Austrian Frederick and Lillian Kiesler Private Foundation)

14.00-14.30

Felicity D. Scott (Columbia University, USA)

Bernard Rudofsky and Architecture without Architects

14.30-15.00

Todd Cronan (Emory University, USA)

Schindler vs. Neutra or Architecture at the End of History

15.00-15.30 Discussion/ Break

15.30-16.30

Roundtable discussion

"Ruptures and Continuities – Émigrés and Exiles and the Social in Design"

Convened & Curated by: Dr. Elana Shapira

Directed by: Prof. Dr. Alison J. Clarke

Supported by: Bryleigh Morsink

Organised as part of the FWF (Austrian Science Fund) research project award 'Émigré Cultural Networks and the Founding of Social Design', Department of Design History & Theory, University of Applied Arts, Vienna.

Public event, free of charge, registration required.

<http://papanek.org/symposium/>

Reference:

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