

Press Release

## HUMAN BY MACHINE

A Presentation of the University of Applied Arts Vienna and the MAK in Cooperation with the Slovak Design Center and the Academy of Fine Arts and Design, Bratislava in the Context of the Program INTERREG V-A Slovakia–Austria

Exhibition Venue

MAK FORUM  
MAK, Stubenring 5, 1010 Vienna

Exhibition Dates

3 July – 28 July 2019

Opening Hours

Tue 10 a.m. – 10 p.m., Wed–Sun 10 a.m. – 6 p.m.



*Human by Machine* presents various positions on the topic of students and alumni of the University of Applied Arts Vienna. Starting point was the research question: How can the digital revolution of our times be used for human beings as best as possible and how can we cope with predictable misdevelopments? In close and interdisciplinary collaboration with the students of the Institute for Design, Textile and Visual Communication of the Academy of Fine Arts and Design, Bratislava they have been exchanging thoughts, positions and values.

“Design & Innovation” (funded Project INTERREG V-A SK-AT) is a cross-border collaboration of design institutions, research and a collaboration of museums between Austria and Bratislava. Students work in interdisciplinary teams applying “social design thinking” as a method and develop statements regarding topics such as: the role and responsibility of design; changing role of designers; transdisciplinary correlations, copyright versus open design; Social Design and materials; consumer oriented perception of design; digital revolution as cyberwar, Industry 4.0, robotics; interface between men and machine (private life). Topics as the development of new design strategies for dissemination; design and new materials and technologies as well as social design strategies and a collection of best practice models of new design strategies will be exhibited in Vienna and Bratislava.

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Curators:

Marcel Benčík, Christiana May Yan Carli, Elisabeth Haid, Ruth Mateus-Berr,  
Klara Presnajderova, Mária Rišková, Pia Scharler, and Marlies Wirth

A presentation of the University of Applied Arts Vienna (Angewandte), the  
MAK – Museum of Applied Arts, Vienna, the Slovak Design Center (SCD),  
and the Academy of Fine Arts and Design Bratislava / Institute for Design,  
textile and Visual Communications (VŠVU) in the context of the program  
INTERREG V-A Slovakia-Austria

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For Change

29.5. – 6.10.2019

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