

Press Release

FUTURE FACTORY **Rethinking Urban Production**

A Vienna Business Agency project
in collaboration with the MAK and
in cooperation with the Ottakringer Brewery

Exhibition location	MAK GALLERY MAK, Stubenring 5, 1010 Vienna
Duration of exhibition	29 May – 6 October 2019
Opening hours	Tues 10:00 am – 10:00 pm, Wed – Sun 10:00 am – 6:00 pm
Exhibition location	Galerie die Schöne on the grounds of the Ottakringer Brewery Kuffnergasse 7, 1160 Vienna
Opening hours	Thurs & Fri 4:00 – 7:00 pm, Sat 10:00 am – 1:00 pm

By the year 2050, two-thirds of the human population will be living in cities. By 2030, the population of Vienna will exceed two million and will continue to grow. This will confront our city and many others with the challenge of creating an intelligent balance between work, living and relaxation in the urban environment to ensure that the quality of life of the city's inhabitants can continue to grow.

A high standard of leisure options is not the only factor that improves quality of life. Locations where new work concepts can be implemented innovatively, cooperatively and in flexible structures serve to create meaning and open up future perspectives for everyone. Traditional production methods and digital tools are combined to create opportunities in both small- and large-scale production. For companies in the city, urbanity means proximity to highly qualified staff and university-level research and development, and the added advantage of short travel times for everyone.

Digitally supported production represents an opportunity for cities. This is the goal of the Vienna Business Agency's *FUTURE FACTORY* project. In collaboration with the MAK and in cooperation with the Ottakringer Brewery, this exhibition will showcase new solutions for the future of production.

"For us, it is important to think more about the role of production and its untapped potential in the neighbourhood. The core question that we and cities all over the world must address is this: What constitutes the Future Factory in a Future City", says Gerhard Hirczi, managing director of the Vienna Business Agency.

29.5. – 6.10.2019

Classic conflicts between production-related and residential concerns in the neighbourhoods involving noise and other pollution can be reduced to a minimum using digitalisation. The new urban factory is quiet, sustainable and green. Open production facilities re-establish closer connections with interested customers and provide insight into production processes. Appreciation for local products is good for both sides: companies are able to strengthen their identity and customers get to know the products and their producers personally. We as a society come a step closer to the goal of a sustainable circular economy.

The *FUTURE FACTORY* exhibition presents future-oriented ideas for completely new production models in the city; it brings together expert opinions and knowledge and focuses on Ottakring as a productive, vibrant neighbourhood. The brewery, with the adjacent businesses of Manner and Staud's, is an outstanding example of a company deciding to continue production in the city, invest in vertical production and become more closely involved with local residents and customers. The brewery site, which is currently evolving more and more from a closed industrial site into an urban meeting place, is an excellent example of this development.

The Challenge was advertised by the Vienna Business Agency at the beginning of the year, and the five best ideas will be displayed in a preliminary teaser exhibition in the MAK GALLERY. Prototypes of these ideas will be developed over the course of the summer. Starting on 11/09/2019, these experimental city catalysts will be tested personally and will be visible at special events. This experiment will be at the garage of Galerie Die Schöne, formerly a large upholstery production facility on the grounds of the Ottakringer Brewery – a site on which they will be produced, celebrated and experienced more and more actively together with the residents of the neighbourhood.

The projects in the *FUTURE FACTORY* exhibition highlight possible future production directions and suggest which aspects of daily life might play a role. The exhibition will reveal the potential of slime mould for city planning and conceptualise urban-sustainable fashion to satisfy the most diverse requirements of leisure and work. It will also show how sustainable production can be embedded in a vibrant neighbourhood in the context of a vertical farming hub, a DJ school for girls and women and an interactive augmented reality escape room.

"Creative thinking establishes new systems from the ground up. Critical, and oriented towards finding solutions for the future, they are seeking out the untapped potential of production sites, tracking down traditional knowledge and combining this with digital technologies and new strategies. Their ideas for urban production will enable us to see the future of a blended city today," says Erwin K. Bauer, curator of *FUTURE FACTORY*, of the project.

Page 3

The projects (in alphabetical order):

Masha Dabelka: *Turntablista*

Daryn Chook *001.UNI.FROM*

Polycular: *Escape AR*

vertical farm institute: *Urban Food Hub Ottakring*

wechselstrom: *Habitat für Physarium Polycephalum*

Curator: Erwin K. Bauer

Curatorial team: Katharina Hölzl, Michael Herzog, Miriam Koller, Rainer Stadlbauer (buero bauer); Elisabeth Noever-Ginthör, Alice Jacobasch (Vienna Business Agency)

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