

The Future is Vanilla Yellow

Educational programme for schools to accompany the exhibition
The Austrian Phenomenon. Concepts Experiments. Vienna Graz 1958-1973
1 April - 12 July, 2004

A utopian rhetoric developed in the climate of economic boom, a widespread belief in progress and exploding mass-consumption during the 1960s to produce a varied repertoire of concepts in the transfer between technology, art, pop and architecture. Architecture OVERCOMES THE PHYSICAL LIMITATIONS TO BUILDING, it becomes a medium. Almost 700 projects by approximately 50 authors (and collectives) frame the exhibition in the form of a pictorial atlas to provide a first attempt at a survey of the experimental and conceptual tendencies that were emerging in Vienna and Graz between 1958-1973. The individual approaches to broadening the medium of architecture are presented in relation to one another on the basis of about 100 original exponents showing the diversity of concepts, strategies and means employed.

We are going around the exhibition together and diving into the fantastic architectural worlds of the 1960s, exploring bubbles, simulators or even 'walking cities'. The unbridled optimistic view of technology, which was coupled with a fascination with media lacking in objectivity, meant that utopian approaches like the ones shown in Walter Pichler's Media Helmet (Medienhelm) or Hans Hollein's mobile office were genuinely conceivable to the protagonists of the time, although today (in an age of data-goggles, the internet, mobile phones and laptops) they appear to have lost the element of imagination involved.

Inspired by projects like The Outcast City (Die verstossene Stadt) by Missing Link or Haus-Rucker-Co's pneumatic dwellings, which can be hung out of the window anywhere, we are going to try and sketch our own capsule accommodation. In the practical exercise everyone builds their own cell and then links it up with the others' to form a network, a plug-in city.

Reception for teachers: Thursday 15.04.2004, 5pm. Reservations please to: marketing@azw.at
Admission free

Information / Reservations

Architekturzentrum Wien, Alexandra Viehhauser, 01-522 31 15-27, marketing@azw.at. The educational programme is modified to suit schoolchildren and pupils of all ages.

Duration: 1.5 - 2 hours

Price: Euro 3.50 per head for School groups, includes educational programme