



ZOOM! PICTURING ARCHITECTURE AND THE CITY

10.03. – 17.05.2016, OLD HALL

OPENING: WED, 09.03., 7PM | PRESS CONFERENCE: WED, 09.03., 11 AM

An exhibition by the Architekturmuseum der TU Munich

In the face of current global shifts rooted in migration, a social imbalance and rapid urbanisation, the architecture sector has some major challenges to confront. Architectural photography plays a central role as a means of communication and mediation between architects, clients and the general public. The works shown in the exhibition aim to convey that architecture is not only depicted as prearranged objects devoid of any relationship to their users. In the face of the ongoing global changes, more and more photographers are engaging with current living, working and lifestyle conditions in the most varied of social, cultural and geographical realities not planned by architects.

The exhibition presents photographs and videos by thirteen international contemporary photographers who engage with the complex interrelationships between society and architecture, and their impact. They provide insights into how the structure of towns and villages is being changed by their inhabitants social and cultural bias, or economic factors. The juxtaposition of works from different countries and continents – from Italy via Nigeria to China – shows fissures and commonalities in this context. The exhibition aims to show that current contemporary architecture photography has a special mission, which it is taking seriously, as an actively critical medium in the face of the radical shift in social conditions.

Photographs and videos by Roman Bezzak, Peter Bialobrzewski, Livia Corona, Nicolás Degiorgis, Jörg Koopmann, Eva Leitolf, Ulrike Myrzik & Manfred Jarisch, Stefan Oláh, Julian Röder, Simona Rota, Andreas Seibert, Fabian Vogl, Rufina Wu & Stefan Canham

Curator of the exhibition: Hilde Strobl, Architekturmuseum der TU Munich

Catalogue „Zoom! Architektur und Stadt im Bild / Picturing Architecture and the City“, ISBN 978-3-86335-735-1, edited by Andres Lepik & Hilde Strobl, available at the Az W Shop or bookstores.



ACCOMPANYING PROGRAMME

Zoom yourself in! Architectural selfie

Workshop in the framework of the Wiener Ferienspiel (ages 10+)

Mon, 21.03. / Tue, 22.03. / Wed, 23.03. / Thu, 24.03. / Fri, 25.03.2016, 10 am – 12 noon

The selection of the detail is decisive in photography. Are there people in the shot, or not? We look at such things more closely in the exhibition „Zoom! Picturing Architecture and the City“, then we wander the MQ in search of interesting locations. We photograph and present these: With or without us? From what perspective? Perhaps with a pink filter? We use the Internet for the presentation.

Tickets: € 4, admission free for smallpartner

Registration required: office@azw.at, T +43 1 522 31 15

The Power of (Architectural) Photography

Brief lectures and a panel discussion

Wed, 13.04.2016, 7pm

Admission free

"Architectural photography not only depicts the cultural, economic and political contexts, it actively shapes them at the same time. As Philip Ursprung demonstrates, architectural photography, while it becomes an accessory to architectural history, also holds up a critical mirror to it", writes Angelika Fitz in the book, soon to be released, *Architectural Photography and Its Uses*. A panel discussion highlights ties between the book and the subject of the exhibition, and engages with the issue of the sociocritical responsibility of photography.

Guest Speakers:

Peter Bialobrzeski, Photographer

Angelika Fitz, Co-Editor of *Architectural Photography and Its Uses*

Margherita Spiluttini, Architectural photographer

Dietmar Steiner, Director of the Az W, and former editor of *Domus*

Hilde Strobl, Curator of the exhibition

Moderated by Maik Novotny, Architecture journalist



Az W on Site

Zoom InstaWalk – Zoom in on Architecture

Fri, 15.04.2016, 3 – 6 pm

Meeting point: 2.45 pm, Az W Shop

Admission free (please bring your own tickets for public transport)

Tour Guides: Martina Frühwirth, Irene Jäger, Az W

Max. 25 participants

The Az W InstaWalk starts with a brief introduction to the exhibition „Zoom! Picturing Architecture and the City“, which engages with everyday life and changes in urban environments. This is followed by a trip by U-Bahn to a photo safari on the undeveloped grounds of the former Nordbahnhof. Here, motifs await discovery in the interplay between urban wasteland, major construction site and dense new housing development.

Registration via @igersvienna or per E-Mail from 5 pm on 08.04. to igersvienna@gmail.com

The hashtags for this tour are: #zoominstawalk and #AzWZoom

Urban Rural Vacany

Short presentations and panel discussion

Wed, 11.05.2016, 7pm

Admission free

The photographers Ulrike Myrzik and Stefan Oláh introduce their exhibition projects in short presentations. They are followed by a panel of guest experts who discuss changes in consumer behaviour and the impact of these changes on villages and towns and the erosion of the centres of local communities associated with them, as well as the Disneyfication of town centres. Are there ways to counteract these processes of erosion?

Short presentations by:

Ulrike Myrzik (Munich) on the project 'Landfluchten'

Stefan Oláh (Vienna) on the project '26 Wiener Tankstellen'

Followed by a discussion with:

Jutta Kleedorfer, Mehrfachnutzung project coordinator, City of Vienna, MA 18 (invited)

Jonathan Lutter, Wiener Leerstandsagentur

Caren Ohrhallinger, nonconform

Roland Wallner, member of the board of LandLuft

Moderated by Anne Isopp, Architecture journalist



Guided tours

Wed, 16.03. & 13.04. and Sat, 09.04.2016, 5.30 pm

PORTRAITS OF THE CITY – an exhibition project by pupils and refugees

The Az W is launching two projects to accompany the exhibition 'Zoom! Picturing Architecture and the City' in collaboration with pupils and refugees, who engage with the city of Vienna and present their views of the city in a subsequent exhibition at the Az W.

The schools project 'Stadt: wahr: nehmung' provides an opportunity for the pupils of Hegelgasse school to take a closer look at their city. The participating youths record what they see on their way to and from school and the traces of globalization that they discover in their city using Social Maps and photographs. The aim of the refugee project 'Vienna to go – Wien angehen' is to expand the radius of movement for unaccompanied refugee minors from the Haus Liebhartsthal care home in the 16th District, to show them new places and routes. Among other places, we visit the library on Urban-Loritz-Platz and the MuseumsQuartier, and embark on a bike tour of Ottakring to familiarise them with Vienna. The urban expedition and the exhibition together at the Az W provide the pupils and the refugees opportunities to exchange experiences, as well as to show the process of inspecting, appropriating and exploring the city from two different perspectives.

'Stadt: wahr: nehmung' is a cooperation for culture connected by BG & BRG Hegelgasse with the Az W, supported by the Austrian Federal Ministry of Education and Women's Affairs and Kulturkontakt Austria. 'Vienna To Go – Wien angehen' is a cooperation between the Arbeiter-Samariter-Bund, Westlicht and the Az W, for Hunger auf Kunst und Kultur, supported by Erste Bank.

The exhibition accompanies 'Zoom! Picturing Architecture and the City', open from 05. – 17.05.2016. The Opening reception is on Wed, 04.05.2016 at 5.30pm.

Architekturzentrum Wien



The press release for the exhibition as well as high-resolution, rights free press images are available online at www.azw.at/press_zoom

Press contact:

Ines Purtauf, Tel.: +43 1 522 3115-25, Email: purtauf@azw.at, presse@azw.at

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Patron of the Az W: *ARCHITECTURE LOUNGE*

Museumsplatz 1
A-1070 Wien
T++43-1-522 31 15
F++43-1-522 31 17
office@azw.at
www.azw.at