



## VISITORS FLOOD TO 'ALL THINGS FRANK!' AT BEER HOUSE

**Within 2 days in April around 2,500 architecture fans visited Josef Frank's masterpiece of interwar modern architecture. Due to the enormous interest in House Beer the Az W offers another opportunity to visit this architecture historical gem in Vienna on 14 and 15 May 2016.**

Interest in the 'All Things Frank!' weekend, organised by the Architekturzentrum Wien at House Beer, a masterpiece of interwar Modernism by Josef Frank, exceeded all expectations. About 2,500 visitors flooded to the architectural gem on the weekend concerned, presenting the organisers with a logistical challenge.

House Beer on Wenzgasse in Vienna-Hietzing, built by Josef Frank and Oskar Wlach in 1929-'31, is a monument in architecture history that not only breathes the spirit of Modernism but virtually brings it to life. It is regarded as the built manifestation of Josef Frank's concept of the House as Path and Place, a further development of the Loos Raumplan. The elegant lightness of the architecture and the fixtures and fittings of the 800 square metre family home represent, compared internationally around 1930, the most promising position in a distinctly Viennese modernism.

About 2,500 architecture aficionados availed themselves of the unique opportunity to become acquainted with this architecture historical gem in Vienna on 2 and 3 April. Alongside guided tours of the house dedicated to the topics Josef Frank Perchance and Josef Frank Today, additional attractions were a design pop-up store by Svenskt Tenn as well as great seasonal catering by Herzlichst Anna's.

The enormous interest in House Beer is to be understood as an unambiguous call for the currently unoccupied building to be made accessible to the public on a more permanent basis. For, although the house is currently privately owned, it is conceivable today and it would be a worthwhile undertaking, for instance in the network of Iconic Houses ([www.iconichouses.org](http://www.iconichouses.org)).

In an international context, architecture experts describe House Beer as the most beautiful and significant villa of the modernist movement. Architecture fans from all over the world would value the unique opportunity provided if this unique exponent of a philosophy of open modernism could be opened to visitors and used appropriately. Policy-makers and the public sector are now called upon to make the necessary decisions.

Architekturzentrum Wien



**More Information:** [www.azw.at/allthingsfrank](http://www.azw.at/allthingsfrank)

**The press release in English and high resolution, rights free press images are available online as downloads at [www.azw.at/press](http://www.azw.at/press)**

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