

BACK AHEAD NEW AUSTRIAN DESIGN PERSPECTIVES

The Austrian design exhibition organised by ADVANTAGE AUSTRIA during Salone Internazionale del Mobile 2016



From 12 to 17 April 2016, for the seventh year in a row there will be an exhibition showcasing the world of Austrian design to an international audience of industry professionals during Salone Internazionale del Mobile in Milan. Organised by ADVANTAGE AUSTRIA and financed with the support of **go-international**, the internationalisation initiative established by Austria's Federal Ministry of Science, Research and Economy and the Austrian Federal Economic Chamber (WKÖ), the exhibition presents around 75 selected exhibits by Austrian manufacturers, design firms and students.

The central theme of this year's exhibition is "Back Ahead – New Austrian Design Perspectives". The exhibition focuses on the interplay between perspectives that look back at Austrian design history and those that look ahead to the future development of the Austrian creative industry. The exhibition is being curated by the London-based Tyrolian designer Georg Oehler and held in the renowned Villa Necchi Campiglio, an architectural gem in central Milan.

Based on the concept "No future without a past", an exhibition project has been developed that encompasses both historic and contemporary influences on Austrian design. Since the start of the new millennium, Austria has produced a new wave of designers and companies who have achieved great international success. Austrian design is based on the aspiration for substance – objects that embody great ideas, durability and quality.

If you look back to the first two decades of the 20th century, when Austria caused an international stir thanks to avant-garde interdisciplinary movements such as the Wiener Werkstätte, it is possible to identify some parallels with the aspirations of contemporary design. "We live in an age of constant renewal. In our efforts to move forward, it can be helpful to take a look backwards. We can do that quite simply by switching perspectives and taking other points of view into account," says Georg Oehler, explaining the idea at the heart of the exhibition concept.

The annual Austrian exhibition in Milan was initiated by ADVANTAGE AUSTRIA, belonging to the Austrian Federal Economic Chamber (WKÖ). "Since 2010, we have used Salone Internazionale del Mobile, a world-leading event, to firmly position the Austrian design industry in international creative consciousness," says Walter Koren, head of ADVANTAGE AUSTRIA, who is very positive about Austria's continued presence in Milan during the furniture fair. "It's very encouraging that this platform is used with so much enthusiasm both by Austria's leading manufacturers and by young, aspiring design firms and students at Austrian design colleges. It allows us to anchor creativity 'made in Austria' even more firmly in the consciousness of the international design world," he continues.

Georg Emprechtinger, chair of the "Austrian Furniture Industry" association, agrees. He believes this is something that carries particular weight in an age of global trade: "Design expresses cultural values and contributes to international dialogue about those values, and is also a crucial gateway to new markets. We have supported the Austrian design exhibition in Milan right from the start and are delighted that this year a range of renowned furniture manufacturers are once again showcasing their creativity in the world's design capital."

The exhibition is being held in Villa Necchi Campiglio, one of Milan's architectural treasures. The villa is located at the heart of Milan's fashion world and surrounded by a beautiful park that provides a harmonious setting for the exhibits. It's the perfect place to demonstrate Austria's full cultural and creative power.



austrian furniture industry

BUNDESKANZLERAMT ÖSTERREICH
KUNST



ADVANTAGE AUSTRIA WKÖ

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2016 EXHIBITORS

ATARA design • BRAUN Lockenhaus • Caelum Development • Camp Champ • Christian Kroepfl • Conform Badmoebel • eL Be Keramik Dekor • ertl.novak • Franz West WerknutzungsgmbH • Gabriel Forcher Tischlerei • Georg Oehler Design • glass-inspiration • GRETL • guggenbichlerdesign... • Haapo 1910 • Josef Proedl Tischlerei • Juergen Steineder • ka ma Interior Design • Katharina Eisenkoeck • Klemens Schillinger • KLOMFAR • KOHLMAIER WIEN • LEITNER LEINEN • Lobmeyr • mano design • MARCH GUT • Martin Breuer Bono • Maya Pindeus & Johanna Pichlbauer • mischer'traxler • Neudoerfler Office Systems • NEUE WIENER WERKSTAETTE • Neuwirth Design • New Design University • Nina Mair • NOV24 • Phil Divi Product Design • Pia Bauernberger • PPAG • ROBEN • Silhouette International • Soda Designers • Stammdesign • Strolz Leuchten • Studio Bellidea • Studio David Tavcar • studio novo • STUDIO WG3 • superTEX composites • TEAM 7 • Graz University of Technology – Department of Spatial Design • Thomas Feichtner • Thomas Schiefer • Tischlerei Puehringer • Ulrike Leitner • VITEO • Wiener Silber Manufactur • Wiesner-Hager

EXHIBITION PARTNERS

- Austrian Federal Chancellery – <http://www.bundeskanzleramt.at/en>
- designaustria – <http://www.designaustria.at>
- Austrian Furniture Industry – <http://www.moebel.at/en>
- SalzburgerLand – <http://www.salzburgerland.com/en>
- SWAROVSKI OPTIK – <http://www.swarovskioptik.com>
- Vienna Business Agency – <http://viennabusinessagency.at>
- Wolford – <http://www.wolford.com/en>

AUSTRIAN DESIGN EXHIBITION – AN INITIATIVE BY ADVANTAGE AUSTRIA

The annual Austrian design exhibition in Milan has been organised by ADVANTAGE AUSTRIA since 2010. It aims to provide an ideal setting to exhibit selected work by the Austrian design industry to an international audience. The event is supported by **go-international**, the internationalisation initiative established by Austria's Federal Ministry of Science, Research and Economy and the Austrian Federal Economic Chamber (WKÖ), and the "Austrian Furniture Industry" association. Austria's previous exhibitions have been distinguished by their high level of quality, innovation and appeal and have received many international design awards (iF Design Award 2015 in the "Gold" category; Red Dot Award 2015 in the "Communication Design" category; German Design Award 2016 in the "Excellent Communication Design" category).

GEORG OEHLER DESIGN

The Austrian-born designer Georg Oehler, now based in London, has been working successfully in the world of design since 2006. His work includes furniture design, lighting and interiors for homes, restaurants and businesses. As well as running his own studio in London, he is creative director at the international lighting company MK Illumination. The Austrian-Japanese designer Rio Kobayashi has also been brought on board for the Austrian design exhibition 2016.



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VILLA NECCHI CAMPIGLIO

Villa Necchi Campiglio, built in the 1930s by Milanese architect Piero Portaluppi, is a highly prestigious venue in Milan. It is regularly used by leading fashion brands during Milan's fashion week, and at last year's Salone The New York Times set up a temporary office there. Last spring, the tennis court was renovated based on a design by Giorgio Armani, who also financed the project, and transformed into a modern glass pavilion. This is where most of the exhibits for the Austrian design exhibition will be displayed. The villa is now owned by the Italian National Trust (FAI), which is responsible for preserving Italy's natural and historic heritage. It houses Claudia Gian Ferrari's art collection and Alighiero and Emilietta de' Micheli's collection of 18th-century paintings and objets d'art.

SALONE INTERNAZIONALE DEL MOBILE

Salone Internazionale del Mobile in Milan is regarded as the world's largest and most important design fair. Every April, around 400,000 attendees from across the world go there to discover design and interior innovations, transforming Milan into a hub of contemporary design. The fair, in combination with the "Fuorisalone" design festival that runs in parallel, offers a lot of great opportunities for designers and manufacturers to boost their business and reputation. Salone Internazionale del Mobile 2016 will be taking place from Tuesday 12 April to Sunday 17 April 2016.

ENQUIRIES:

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Exhibition website: www.advantageaustria.org/back-ahead/en

AUSTRIAN DESIGN EXHIBITION EVENTS PROGRAMME

"BACK AHEAD – NEW AUSTRIAN DESIGN PERSPECTIVES" IN MILAN

Villa Necchi Campiglio, Via Mozart 14, 20122 Milan

12–17 April 2016

Daily from 10 a.m. to 9 p.m.

PRESS RECEPTION

Wednesday 13 April 2016
6–7 p.m. – invitation only!

AUSTRIAN BUSINESS COCKTAIL

Wednesday 13 April 2016
7–10 p.m. – invitation only!

AUSTRIAN DESIGN PARTY

Thursday 14 April 2016
7–11 p.m.

In recent years, the Austrian design party in Milan has become a popular fixture in the calendar. This year's party, on 14 April 2016, will be accompanied by music from live act Elektro Guzzi and cult DJs Felix Fuchs and Wolfram (from 7 p.m.). Free entry, register at: <http://www.formdesk.de/aussenwirtschaft/designparty>



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FLASH STAMPA

BACK AHEAD –NEW AUSTRIAN DESIGN PERSPECTIVES ***Fuori Salone 2016: Le “nuove prospettive del design austriaco” in scena*** ***a Villa Necchi Campiglio, prestigiosa location milanese***

L’Austria rappresentata al Fuori Salone di Milano 2016 da 60 designer

Milano, 23 Febbraio 2016 - **“Back Ahead - New Austrian Design Perspectives”** – è il titolo assegnato quest’anno all’importante esposizione che vede l’Austria prendere parte al Fuori Salone per la settima volta consecutiva. Quest’anno saranno 60, tra produttori e aziende tradizionali di grande successo internazionale e giovani designers, che oltre a rappresentare il design austriaco hanno saputo conquistare la scena internazionale e raffigurare l’Austria come un paese all’avanguardia.

Location scelta per l’esposizione, che avrà luogo dal 12 al 17 aprile 2016, è Villa Necchi Campiglio, celebre gioiello architettonico nel cuore di Milano, in via Mozart. L’organizzazione dell’evento è nuovamente nelle mani di ADVANTAGE AUSTRIA, che ha il compito di mettere in risalto qualità, innovazione e fascino del design austriaco. La scelta della location non è stata casuale, l’esposizione andrà vissuta “guardando avanti” verso il futuro e le nuove idee, ma, allo stesso tempo, volgendo lo sguardo all’indietro, verso il passato e verso ciò che è stato. Da questo pensiero nasce “Back Ahead”.

Per il concept dell’esposizione è stato incaricato il designer austriaco Georg Öhler, che nel suo progetto ha voluto enfatizzare il senso del rinnovamento e l’impegno nel raccontare nuove prospettive ispirandosi all’antico.



La mostra si sviluppa nel parco della villa, nelle prestigiose sale annesse al museo e all'interno della struttura in ferro e vetro che ricopre l'originario campo da tennis. L'esposizione trova così un contesto adeguato, che riunisce in sé la potenza della cultura e della creatività austriaca.

Grazie anche a un programma multi sensoriale fatto di itinerari all'interno e all'esterno della Villa, il visitatore avrà l'opportunità di scoprire, in un'atmosfera non convenzionale, installazioni non tradizionali e di sorprendente originalità.

L'esposizione vuole dunque proporre e sottolineare le grandi capacità innovative delle aziende e dei creativi austriaci, che idealmente formano un network per promuovere l'internazionalità e la forza economica che l'Austria ha sempre dimostrato.

**UFFICIO STAMPA PER L'ITALIA AUSTRIAN DESIGN
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