

DESIGNLAND

October 5 to November 4, 2009

What's the situation in the field of design 30 years after the so-called Forum Design Case? How can we characterize design in Linz and Upper Austria today? What's up in the zone of tension and interplay where regional identity meets strivings to achieve international recognition? What forces drive and confront designers today? World-class stars including Gijs Bakker, Rolf Fehlbaum and Konstantin Grcic will be addressing these issues in Kepler Salon. And outstanding designers working in Linz will showcase some of their greatest hits from October 29 to November 4.

DESIGNLAND's point of departure is THE "CASE" OF FORUM DESIGN running in Landesgalerie Linz from October 15, 2009 to February 28, 2010. This exhibition deals with an innovative event that put Linz at the focal point of the international design scene briefly in 1980 and left behind traces in the city and the region. This exhibition during the Capital of Culture year provides a fitting occasion to scrutinize the current status of design in Upper Austria. After all, the radical, innovative impetus imparted by Forum Design made nary an impact on Linz, while design and design-related fields were developing into high flyers elsewhere in the 1980s and '90s. The DESIGNLAND lineup includes offerings meant to foster deeper consideration of the meaning and repercussions of these phenomena.

DESIGNJUNGLE

A Showcase of Excellence by Designforum Linz

October 29 to November 4, 2009

Preview for journalists on October 27, 2009, 10 AM

Opening on October 28, 2009, 9 PM

House of Stories, Pfarrplatz 6, 4020 Linz

Mon thru Fri 1-10 PM, Sat & Sun 11 AM-10 PM

Members of Designforum Linz will be on hand to chat daily at 5 PM

Free admission!

DESIGNJUNGLE is Designforum Linz's showcase of excellence in conjunction with the Capital of Culture year. Launched by designers working in Linz, Designforum has been conceived as a trade association whose mission is to raise public consciousness of product design Made in Linz and to showcase the superb work that local talents are doing here. This is meant to give Linz designers a public voice and a higher-profile image. There is certainly no shortage here of international prize-winning products; what is indeed missing is recognition for their creators on their own home turf!

Approximately 50 works by Upper Austrian practitioners in various fields of industrial design will be featured in a former warehouse on Pfarrplatz in downtown Linz. The objects include sports equipment, lifestyle accessories, furniture and industrial-grade construction machinery; they range from extremely limited-edition creations to a ski binding with a production run exceeding a million. This is the first time that the public will be able to engage in such a concentrated encounter with Upper Austrian design.

This wide-ranging showcase of excellence is meant to provide insights into and enhance public awareness of Upper Austria's design scene, one that is colorful, impressive, diverse, and rooted in a fertile landscape. Thus, DESIGNJUNGLE promises to deliver some surprises and fascinating insights derived from products designed right here in Upper Austria.

EXHIBITORS:

Designforum Linz: Rainer Atzlinger, rdd // Stefan Brandmayer, sit-design // Werner Daxberger // Madleine Dumhardt/Marlene Traxler, Atelier 82 // Thomas Feichtner // Daniela Freudenthaler // Erich Gaffal / Stefan Bartel, bartel&gaffal // Marek Gut / Christoph March, Marek Gut // Harald Hatschenberger, destilat // Christian Kreiner, SID Stratetic Industrial Design // Heinrich Kurz / Reinhard Kittler, idukk // Robert Kirchschlager, Purisme // Sigrid Prammer // Gerd Rosenauer, x-visions // Ursula Schindlmayer, die gestalter // Andreas Thaler // Robert Weis // Mario Zeppetzauer / Stefan Degn, formquadrat GmbH

Friends of Designforum Linz: Isabella Haas, Secco // Detlev Magerer / Erwin Weitgasser, zeug design gmbH // Sabrina Tanner, URBAN TOOL Design // Andreas Wuppinger, Fiat

Students' Work: Team Pöstlingbergbahn, Team Festo AirArm

THE "CASE" OF FORUM DESIGN

October 15, 2009 to February 28, 2010

Landesgalerie Linz, Museumstr. 14, 4020 Linz

Free admission for Linz09 Insiders and holders of the Linz09 Card

www.linz09.at/forum-design

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DESIGNJUNGLE: Exhibition in Designforum Linz

October 29-November 4, 2009, Pfarrplatz 6, 4020 Linz

Free admission!

DESIGNLAND in KEPLER SALON:

October 5, 2009, 7:30 PM: Helmuth Gsöllpointner

October 27, 2009, 7:30 PM: Volker Albus

October 28, 2009, 7:30 PM: Gijs Bakker

October 30, 2009, 7:30 PM: Rolf Fehlbaum

October 30, 2009, 1-5 PM: Salon Special with Alfredo Häberli, Ineke Hans, Cornel Windlin and Konstantin Grcic

Free admission!

DESIGN MOBIL: Design workshops for kids and young people

October 24 & 25, 2009

Pre-registration at kontakt@designmobil.at

Participation is free of charge!

DESIGN TOUR: A visit to three Linz firms at which high-quality design is business as usual

October 29 & 31, 2009, 5-8:30 PM

Pre-register via e-mail to irene.jaeger@linz09.at.

Participation is free of charge!

Details are available online at www.linz09.at/designland