MADE 4 YOU

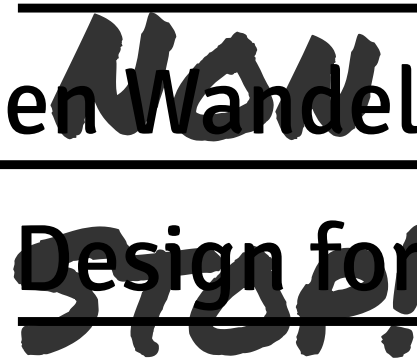
/

NON STOP!

MADE 4 YOU

/

Design für den Wandel / Design for Change



Im Rahmen von „design> neue strategien“, einer Kooperation von MAK & departure / in the context of “design> new strategies,” a cooperation of MAK & departure

design neue strategien
MAK
wirtschafts agentur wien
departure
Die Kreativagentur der Stadt Wien

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Thomas Geisler
Kustode MAK-Sammlung Design /
Curator, MAK Design Collection

Einführung

Das MAK Design-Happening „MADE 4 YOU. Design für den Wandel NON STOP!“ – inszeniert vom Wiener Duo Vandasye (Peter Umgeher und Georg Schnitzer) anlässlich der Vienna Design Week 2012 – stellt in einem Geräte-Parcours neue Formen der Produktion von Waren in Einzelanfertigung und für Kleinserien vor. Hergestellt werden Gegenstände für das Catering dieser Abendveranstaltung sowie ein mögliches Sortiment an Produkten für den MAK Design Shop. Das Museum ist Produktionsstätte und Ort des Vertriebs und der Konsumation zugleich. Prozesse der Warenwirtschaft werden sichtbar gemacht.

Angelehnt an das noch neue Phänomen der FabLabs (engl. fabrication laboratory – Fabrikationslabor), die Professionalisten und Amateuren maschinelle Produktionsverfahren in offenen und demokratisch geführten High-Tech-Werkstätten zur Verfügung stellen, laden die MAK-Designer-in-Residence 2012 und Gestalter der MAK-Ausstellung „MADE 4 YOU. Design für den Wandel“ (noch bis 7. 10. 2012) andere Designer ein, mit 3D-Druckern, Laser-Cuttern, CNC-Maschinen, Fräsen, Vacuumpressen oder Siebdrucktechnik „Funktionsmodelle“ für den abendlichen Testbetrieb umzusetzen. Das Rapid Manufacturing zur schnellen und individualisierten Herstellung von Objekten ist

Intro

The MAK design happening “MADE 4 YOU. Design for Change NON STOP!”—staged as part of Vienna Design Week 2012 by Vienna-based design team Vandasye (Peter Umgeher and Georg Schnitzer)—uses an assortment of various devices to introduce new forms of individual and small-series goods manufacturing. Production will be devoted to objects useful in catering the evening event, as well as to a possible range of products for the MAK Design Shop. The museum will thus become a site of simultaneous production, distribution, and consumption, making visible processes related to the economics of consumer goods.

Taking their cue from the still relatively new phenomenon of the FabLab (fabrication laboratory), which makes mechanized production processes available to both professionals and amateurs in open and democratically run high-tech workshops, the 2012 MAK Designers-in-Residence (who also designed the exhibition “MADE 4 YOU. Design for Change,” which runs until 7 October 2012) will invite other designers to realize “functional models” using 3D printers, laser cutters, CNC and milling machines, vacuum presses, and silkscreen printing technology for the evening’s test operations. Swift and individualized production of objects by means of “rapid manufacturing” has long since become a

längst Bestandteil der professionellen Prototypenentwicklung und könnte in Zukunft – ähnlich der Revolution durch die Kombination von PC und Drucker als Home Office – zur „Home Factory“ avancieren. Das Zugänglichmachen von Produktionsmitteln scheint in vielen Ländern der Erde, ob in ruralen Gegenden oder urbanen Konglomeraten, eine Schlüsselrolle zur Annäherung an nachhaltigere Lebensstile zu übernehmen. Lokale Produktionsmöglichkeiten und Dezentralisierung werden als Antwort auf die Folgen der globalisierten Verindustrialisierung und Warenwirtschaft gesehen.

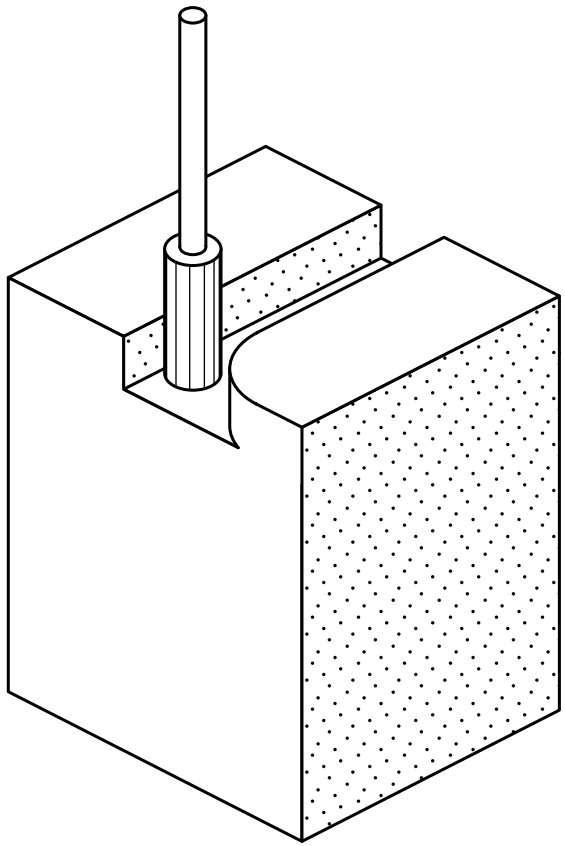
Als experimentelles Fest mit kollektiver Beteiligung reiht sich die departure/MAK d>nite als Höhepunkt in die Jahreskooperation „design> neue strategien“ von MAK und departure ein und erforscht die beiden programmatischen Schwerpunkte „Kooperationen“ und „Wandel“ hinsichtlich (kreativ)wirtschaftlicher Potenziale für jede/n Einzelne/n und für die Gemeinschaft.

component of professional prototype development. In the future, this concept could go on to become something like a “home factory,” not unlike the “home office” revolution facilitated by the ready availability of PCs and printers. In many parts of the world, be they rural areas or urban conglomerates, providing access to the means of production would seem to play a key role in shifting toward more sustainable lifestyles. Local production and decentralization are increasingly being viewed as ways of responding to the consequences of globalized industrialization and merchandising.

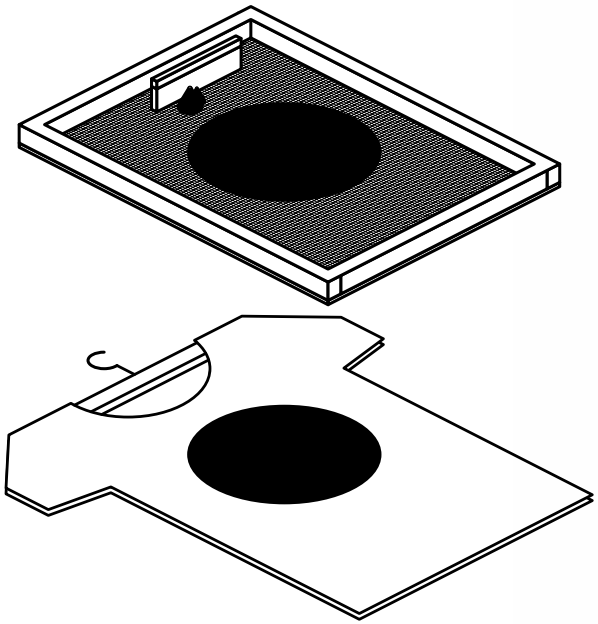
As an experimental party with collective participation, this departure/MAK d>nite serves as this year’s climax for the joint program “design> new strategies” run by the MAK and departure. The event will explore the two institutions’ respective programmatic emphases of “change” and “cooperation” with regard to the (creative) economic potential of every individual and of society at large.

Herstellungstechniken / Manufacturing Techniques

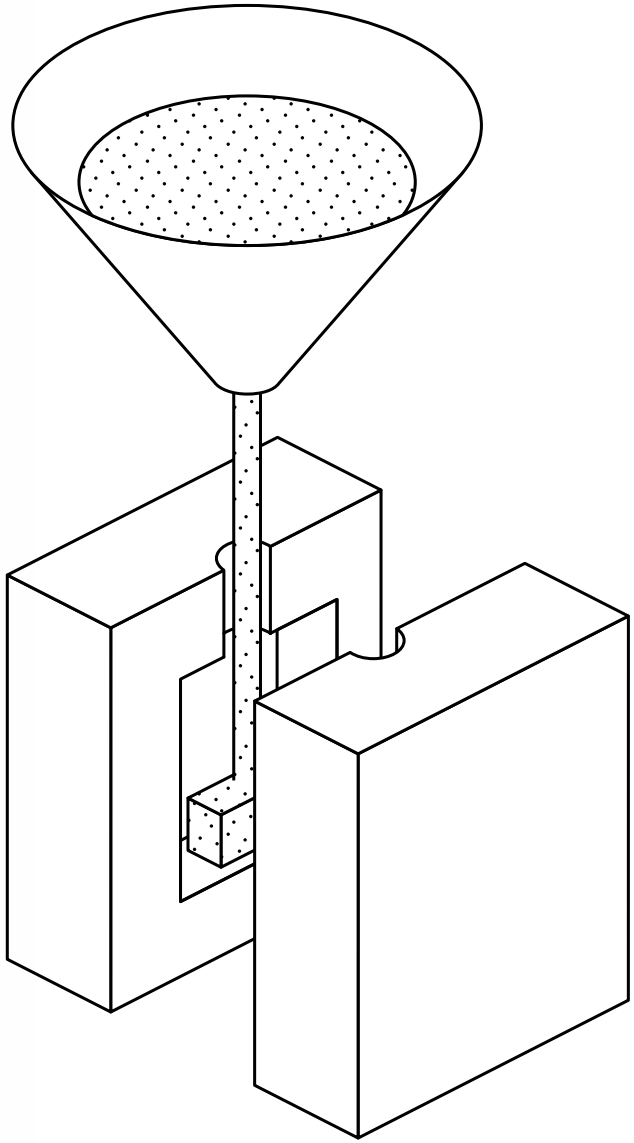
CNC-Fräsen / CNC Routing
operated by Felber's Nachfolger & Institut für Kunst und Gestaltung – Dreidimensionales Gestalten und Modellbau, Technische Universität Wien



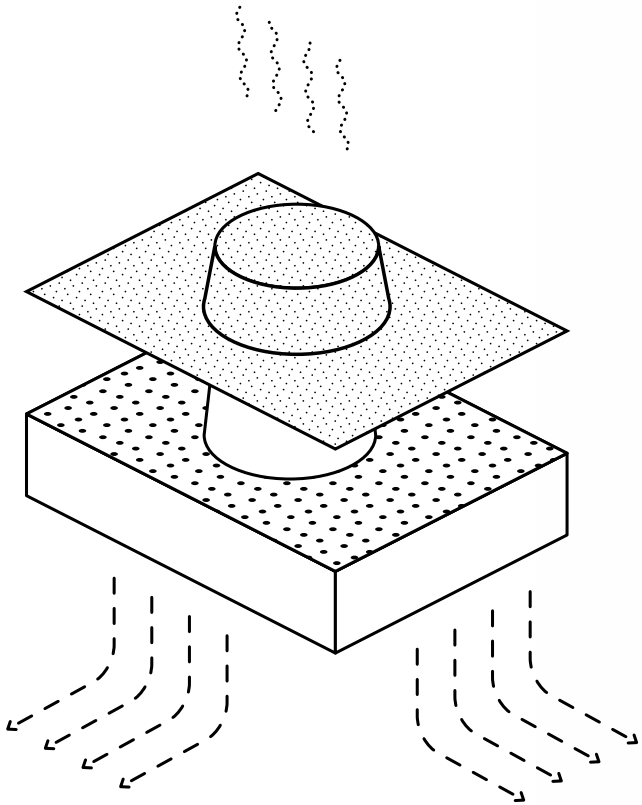
Siebdruck / Screen Printing
operated by Studio bricoleuse



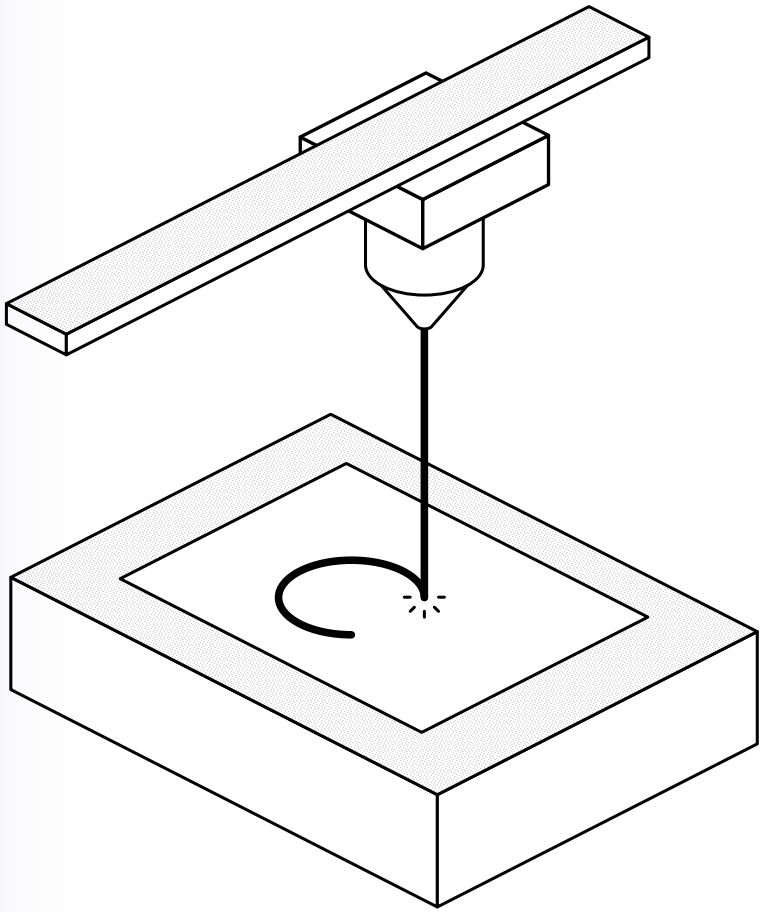
Gießen / Casting
operated by Institut für Kunst und Gestaltung – Dreidimensionales Gestalten und Modellbau, Technische Universität Wien



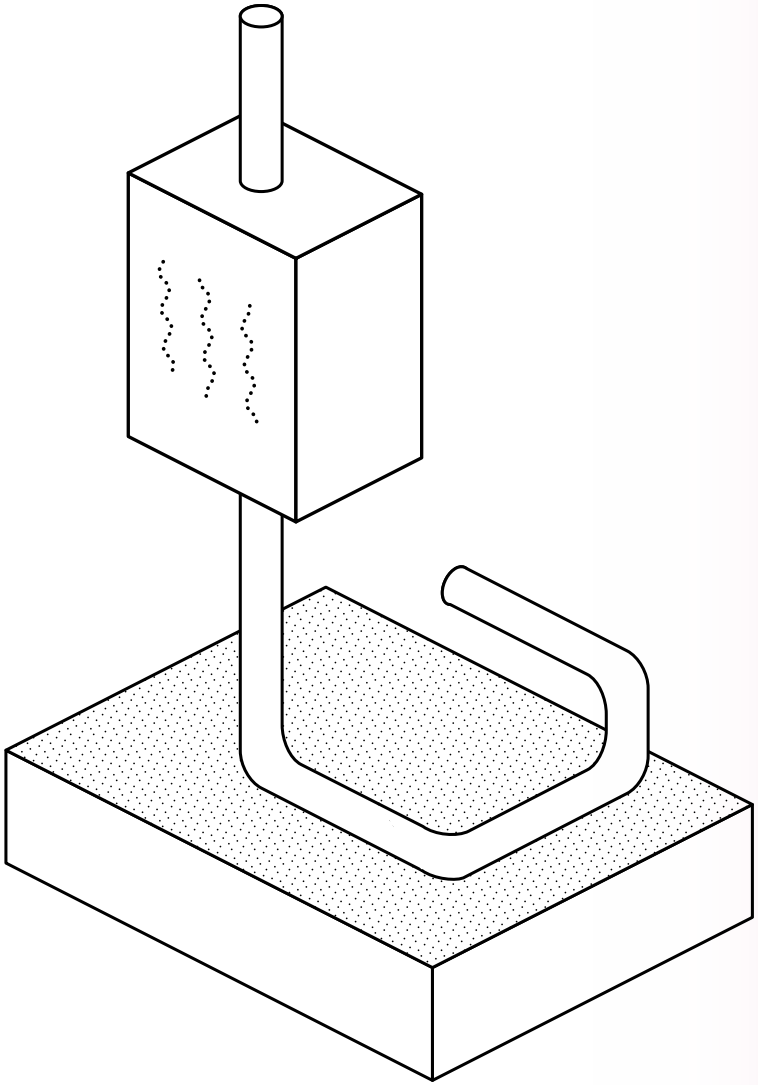
Vakuumformen / Vacuum Forming
operated by Institut für Kunst und Gestaltung – Dreidimensionales Gestalten und Modellbau, Technische Universität Wien



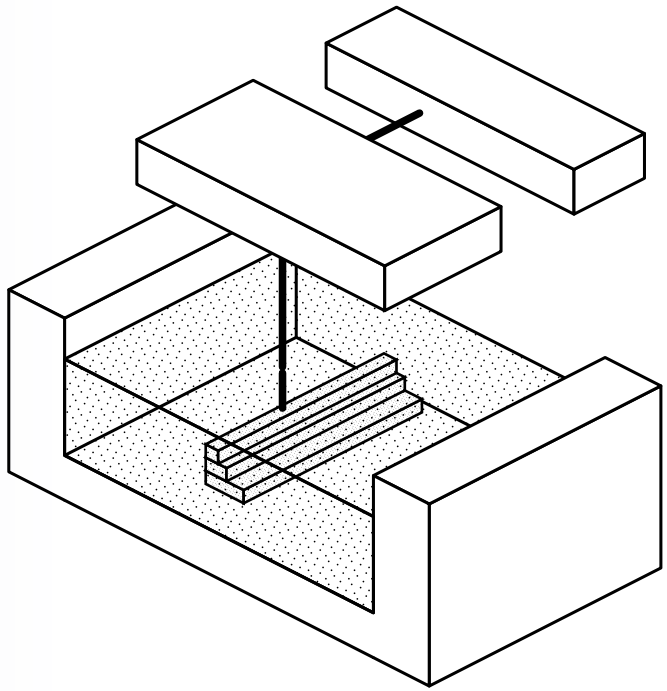
Laserschneiden / Laser Cutting
operated by Rausgebrannt Lasergravuren



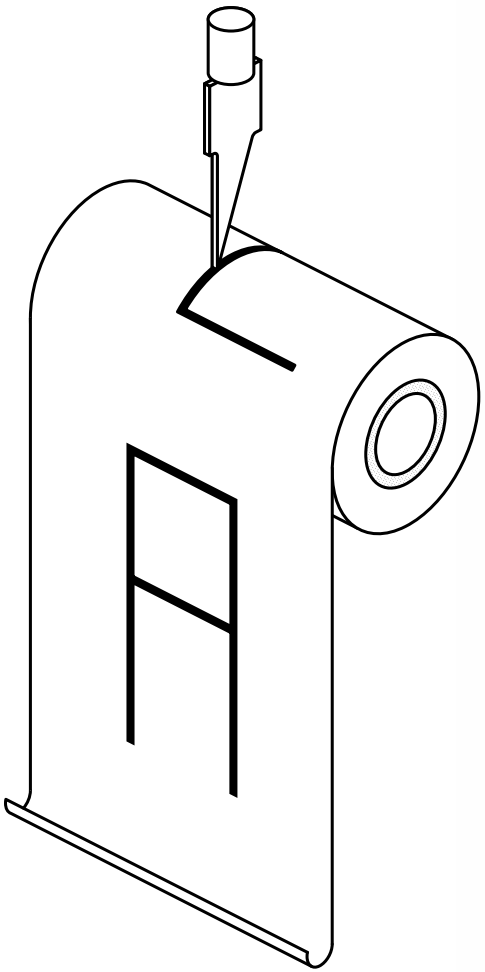
3D-Druck / 3D Printing
operated by Institut für Kunst und Gestaltung – Dreidimensionales Gestalten und Modellbau, Technische Universität Wien



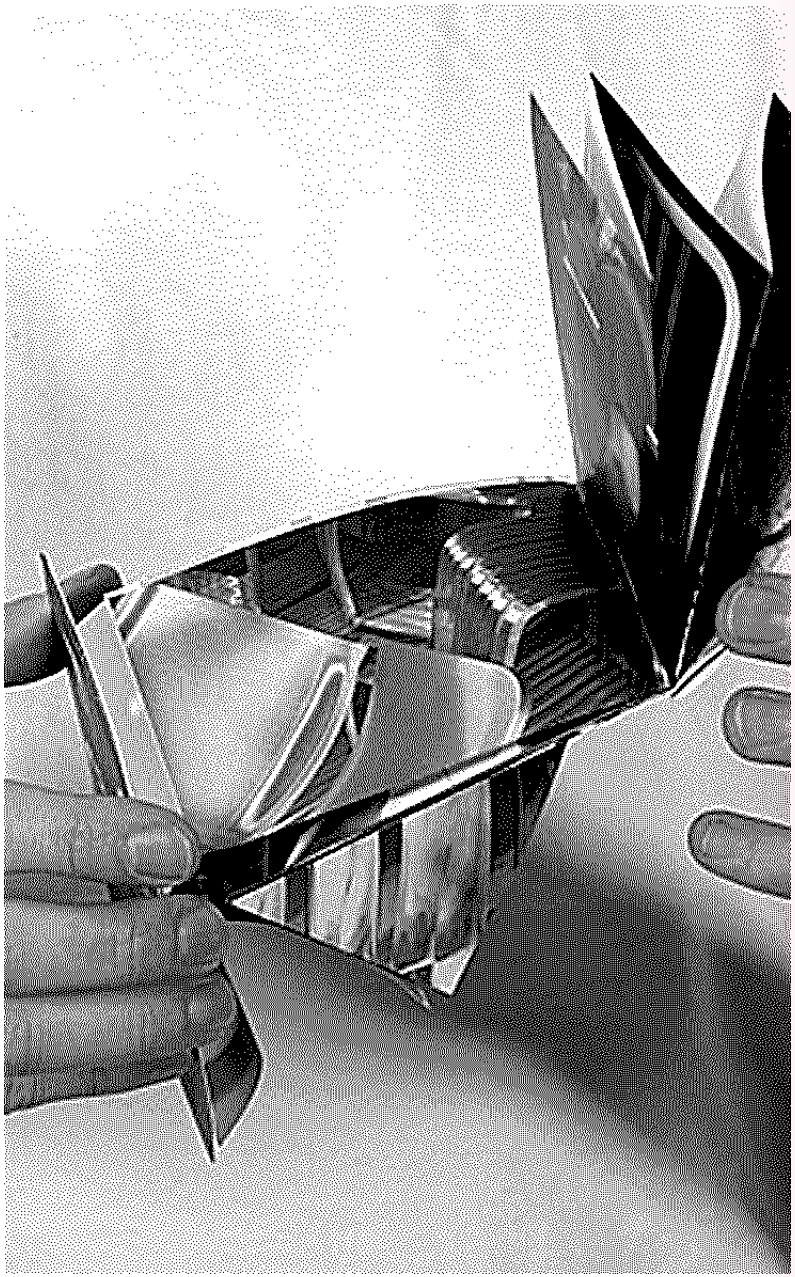
Stereolithografie / Stereolithography
operated by Felber's Nachfolger



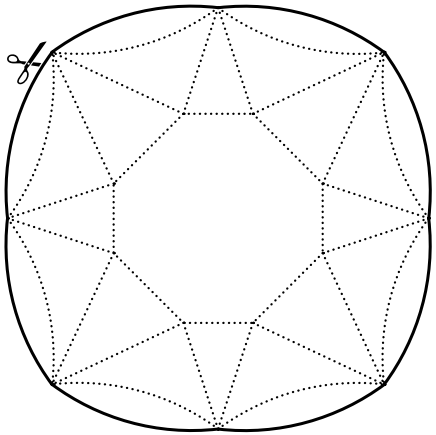
Schneidplotten / Vinyl Cutting
operated by Happylab Wien

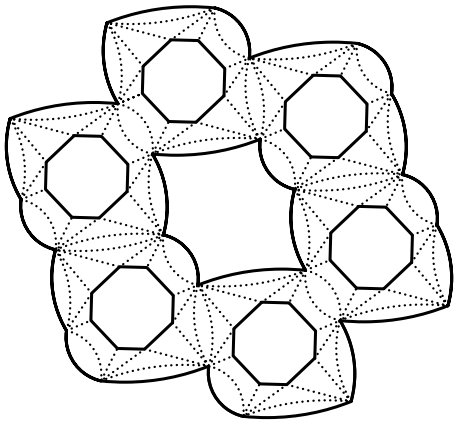


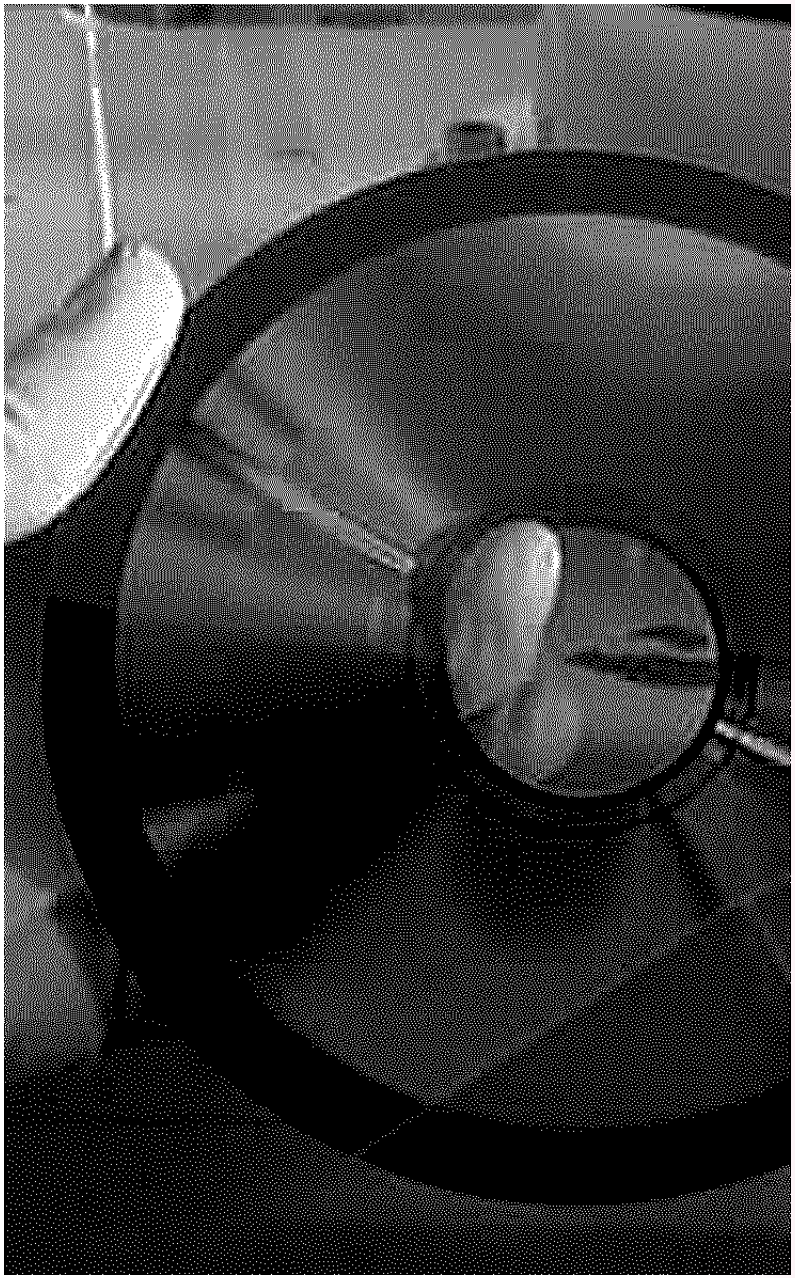
Produkte /
Products



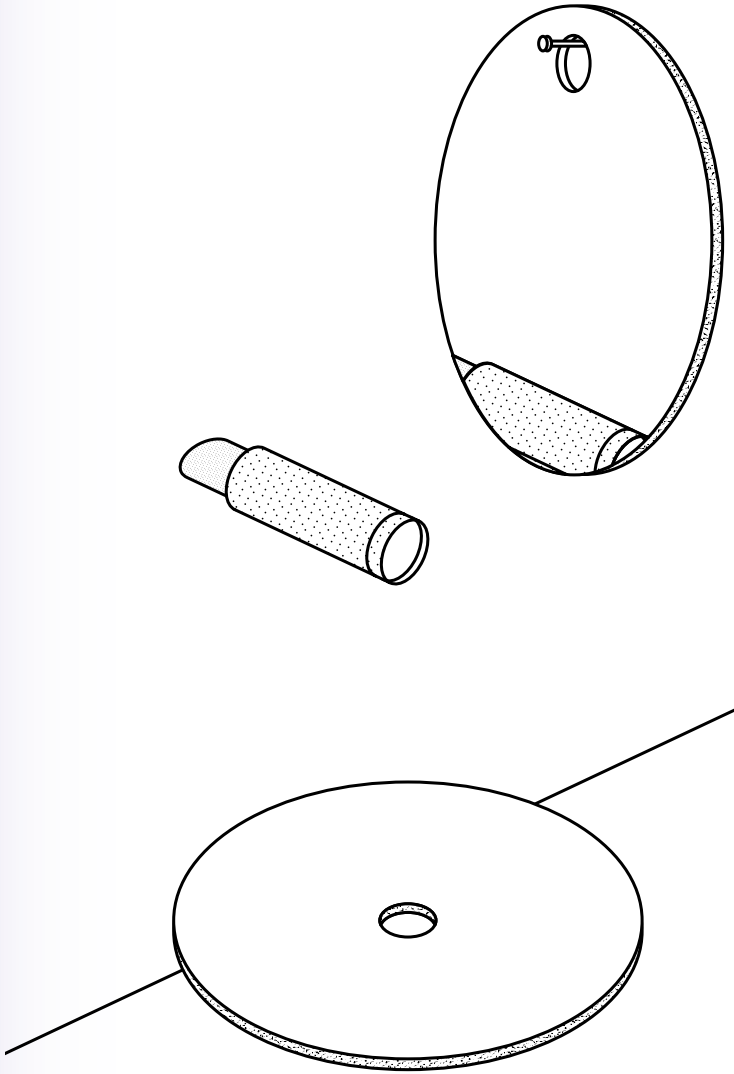
Brosche, Ohrring / Brooch, Ear Ring, **2012**
Fliege, Haarclip / Bow-tie, Hair Clip, **2012**
taliaYsebastian



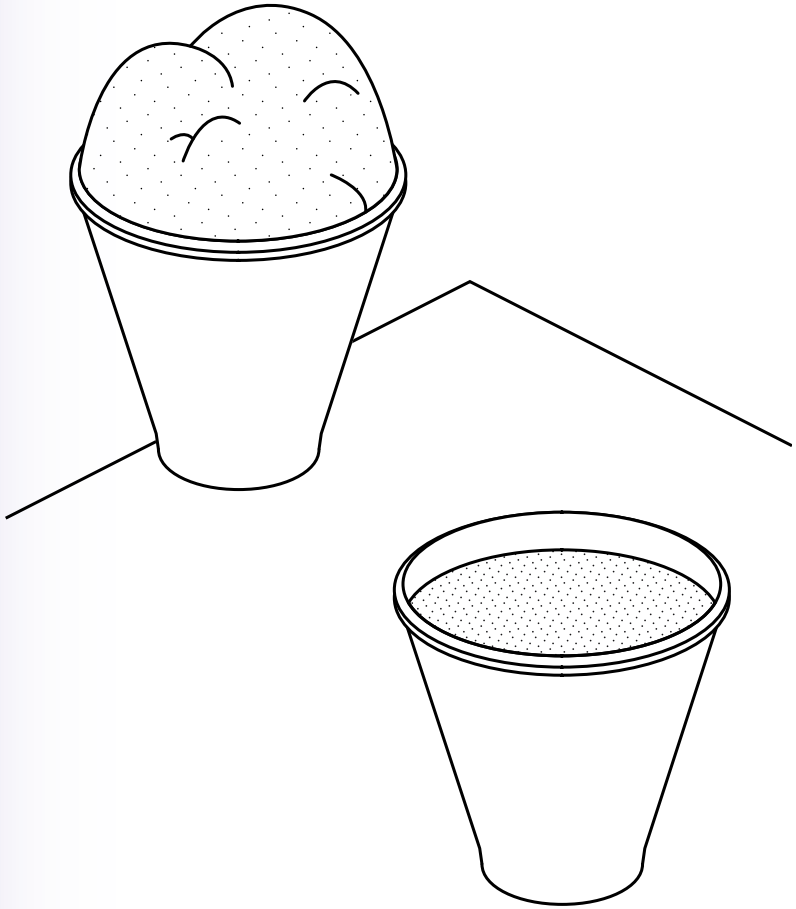




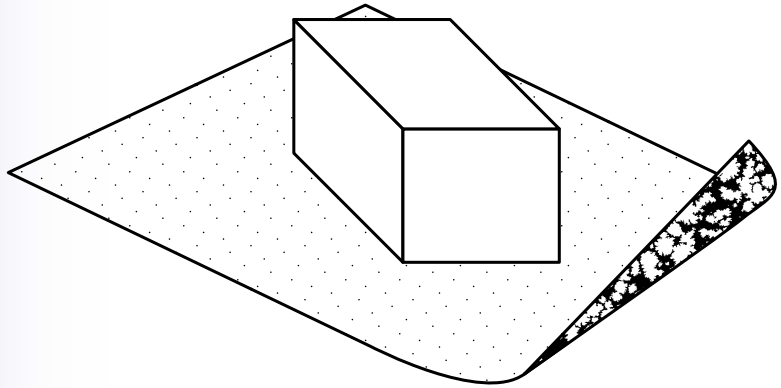
Spiegel / Mirror, **2012**
Vandasye

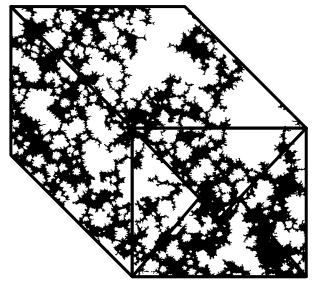


Trinkbecher / Drinking Cup, **2012**
Vandasye

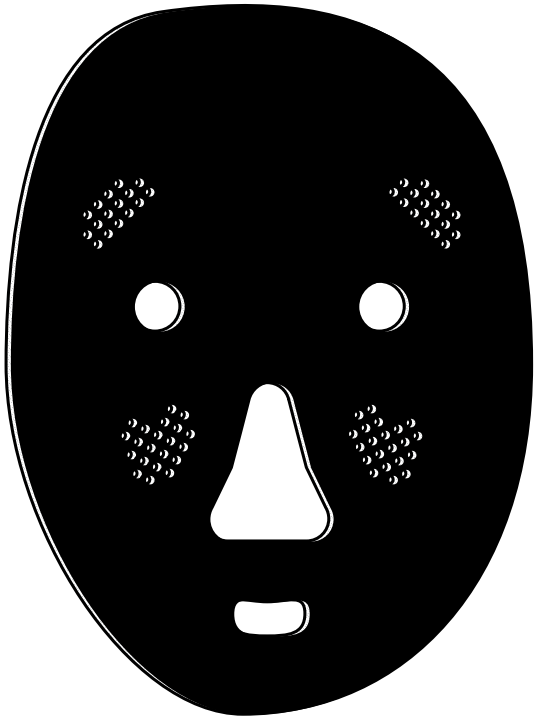


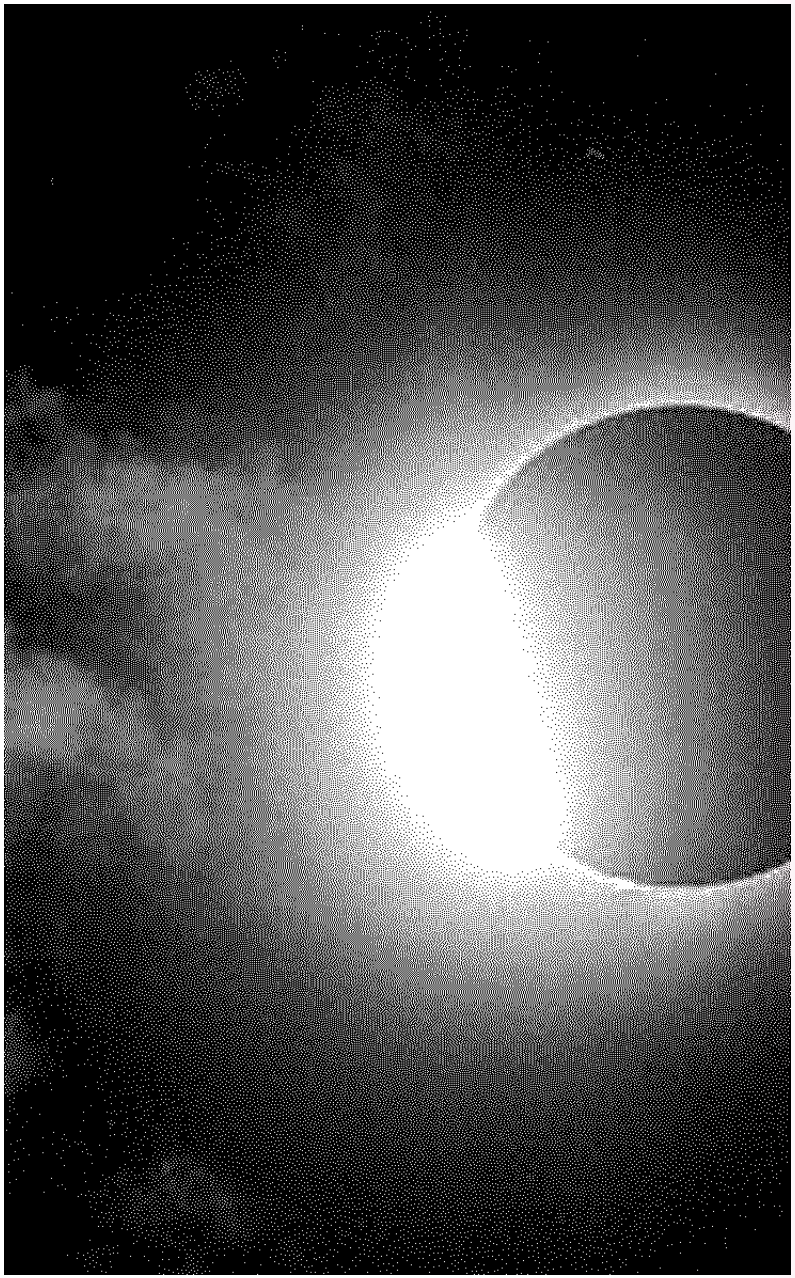
Geschenkpapier / Wrapping Paper, **2012**
Vandasye



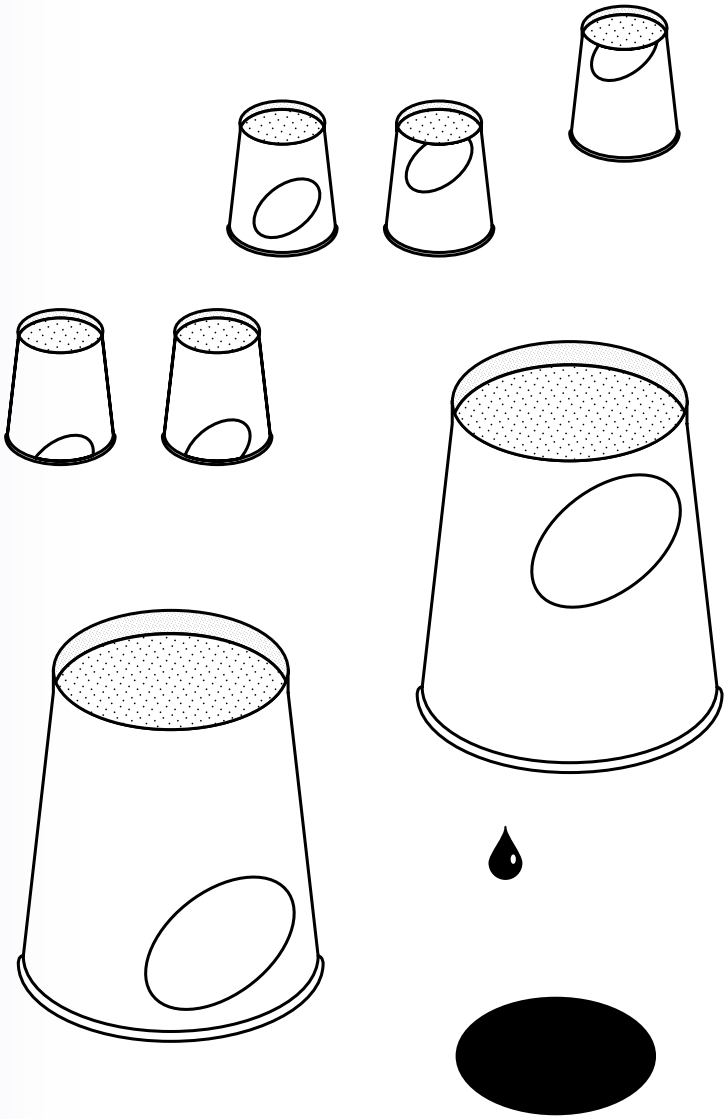


Maske / Mask, **2012**
Vandasye

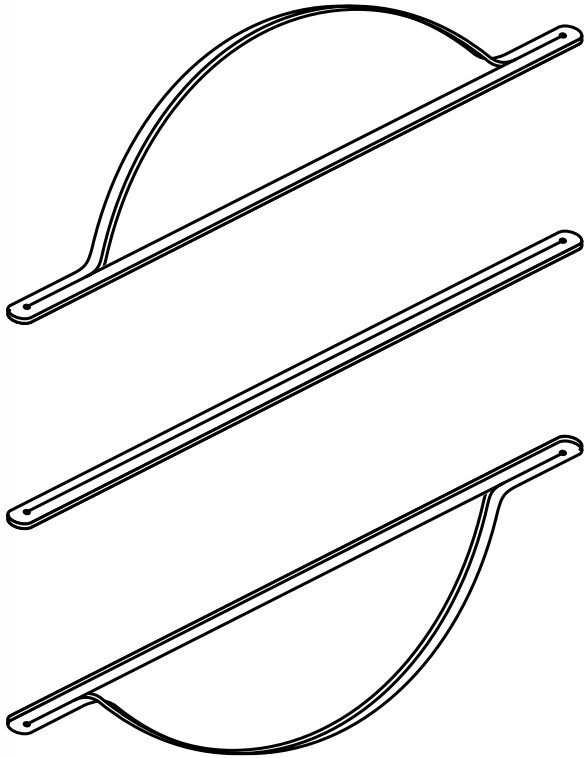




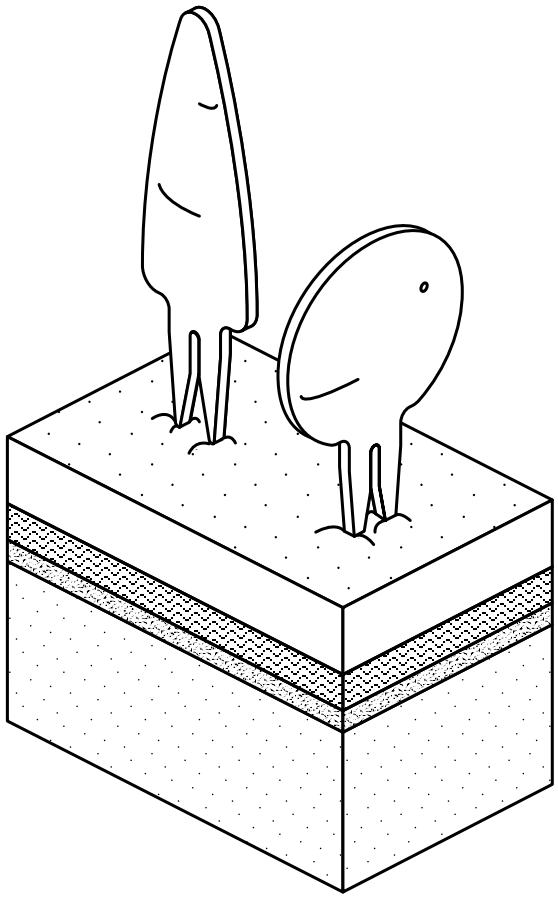
Kaffeebecher / Coffee mug, **2012**
Michael Anastassiades

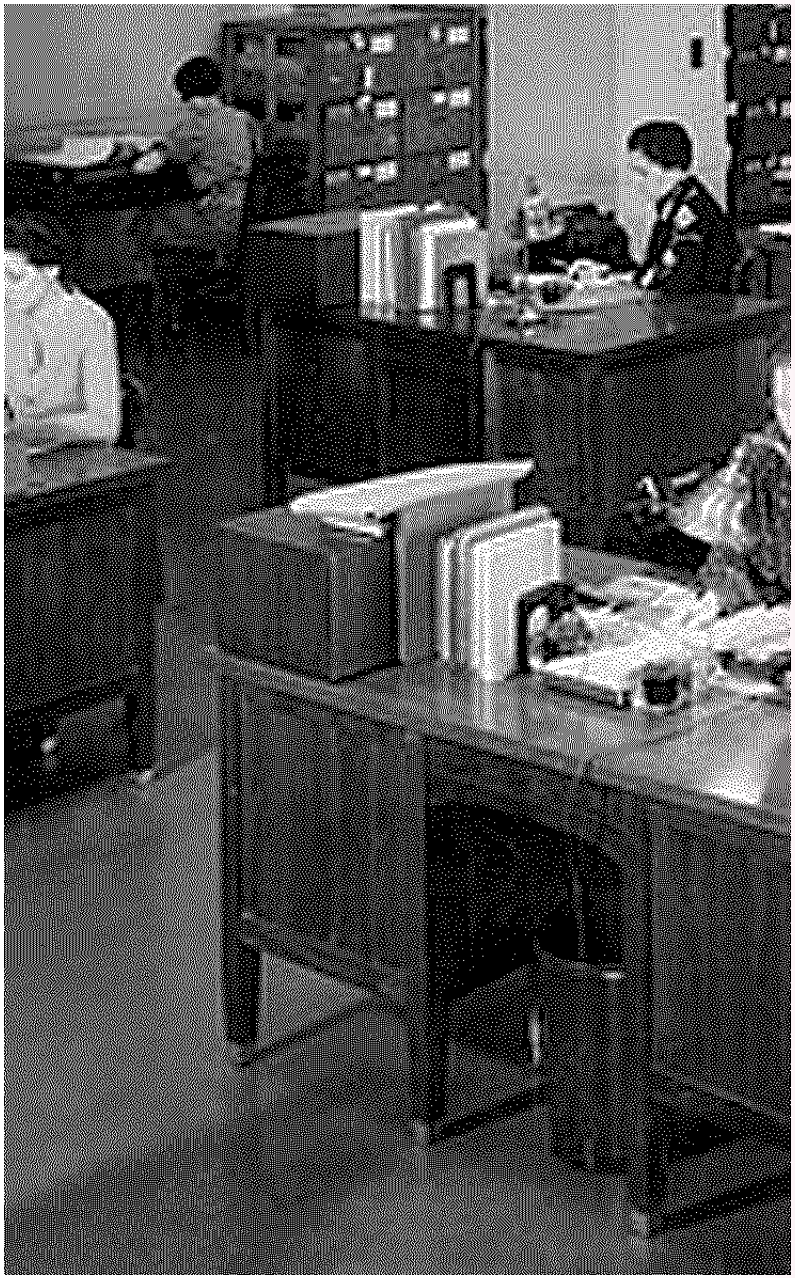


Armband / Bracelet, **2012**
Vandasye

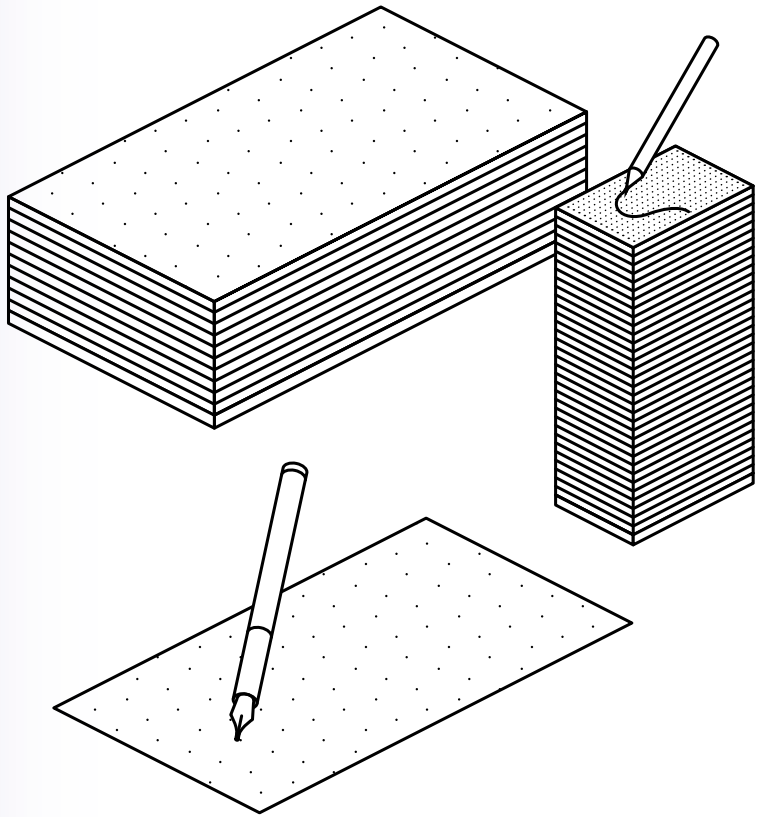


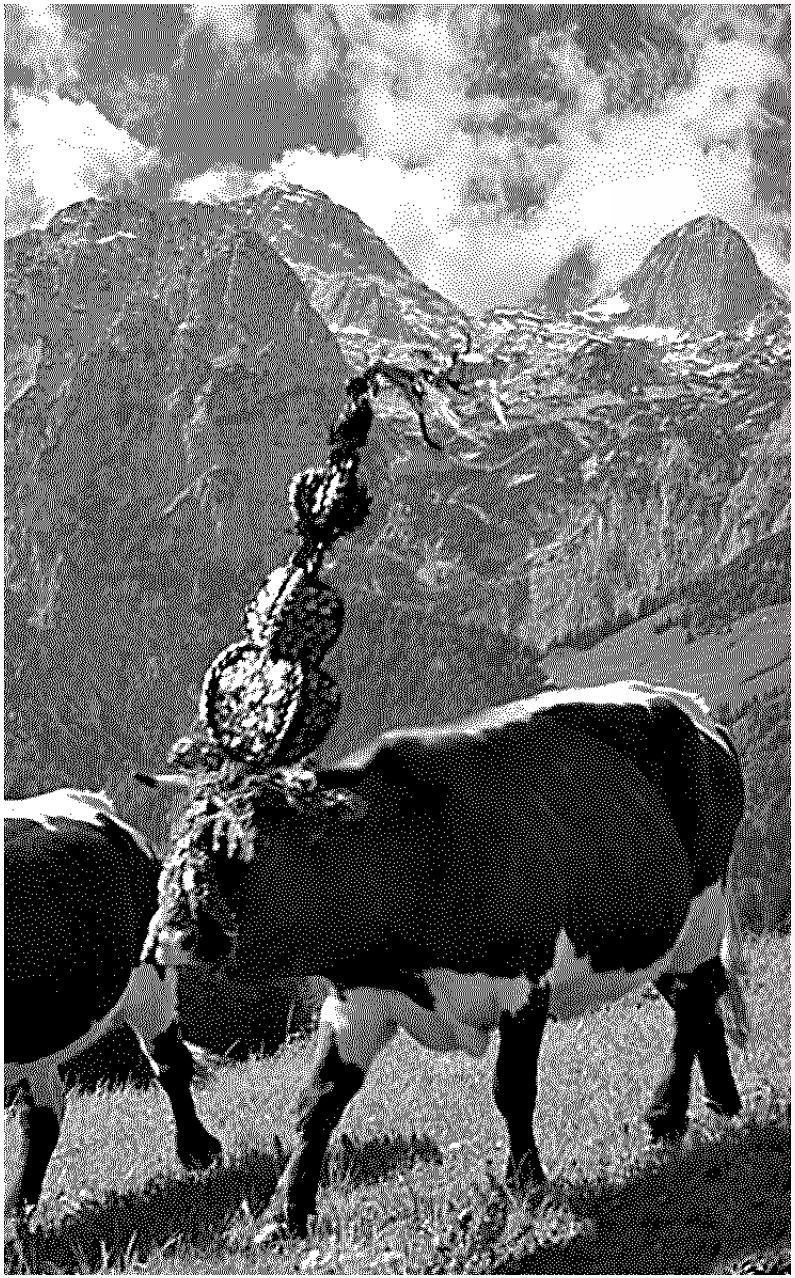
Snackgabel / Cocktail Fork, **2012**
Vandasye



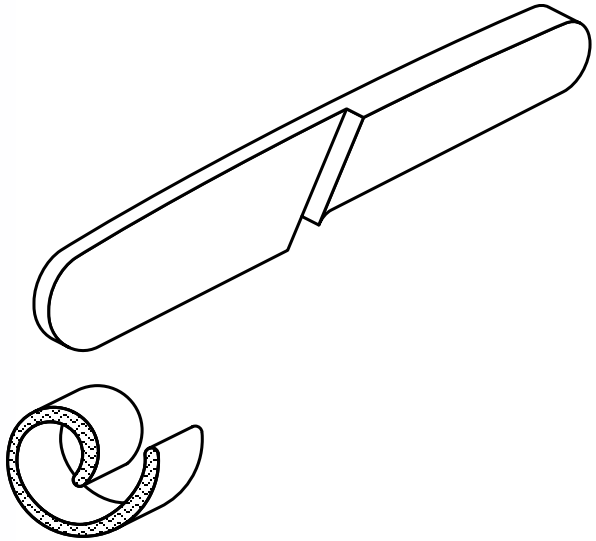


Visitenkartenblock / Business Card Notepad, **2012**
Kurzmitteilungsblock / Compliment Notepad, **2012**
Vandasye

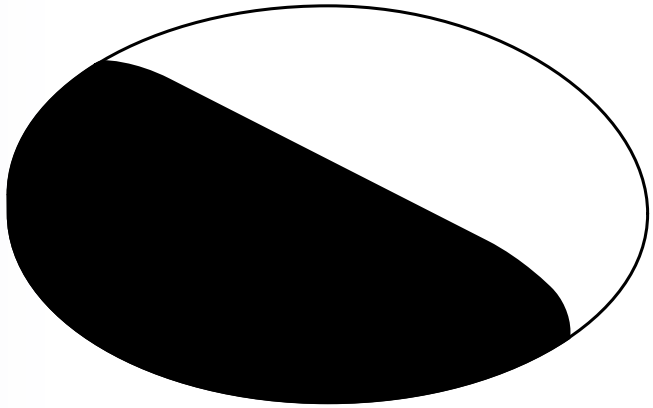


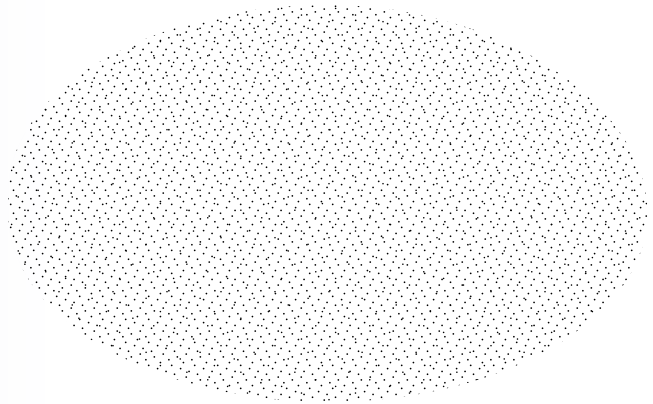


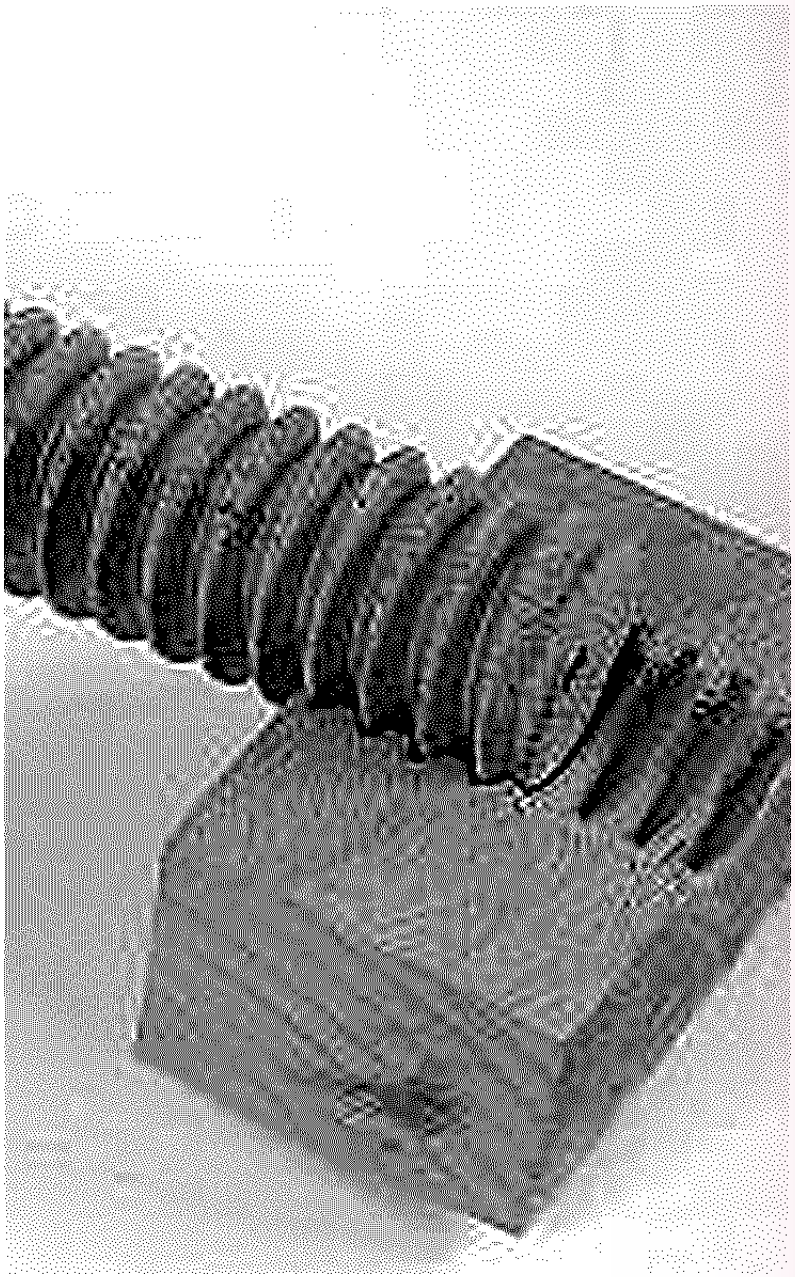
Buttermesser / Butter Knife, **2012**
Vandasye



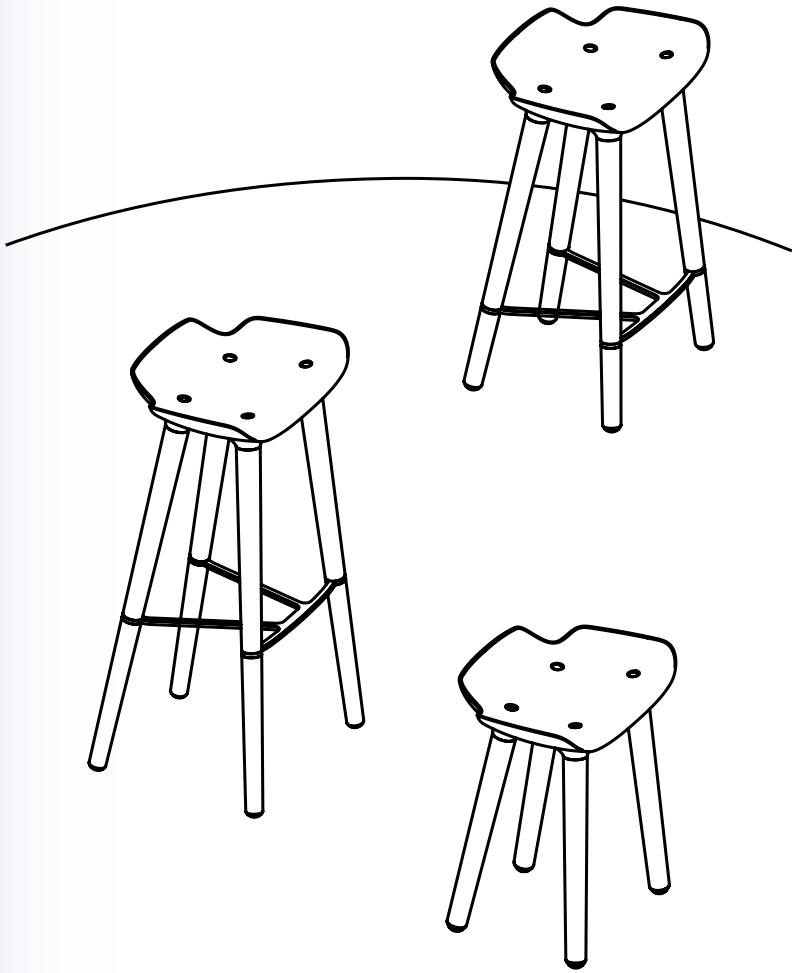
Frisbee / Flying Disc, **2012**
Vandasye



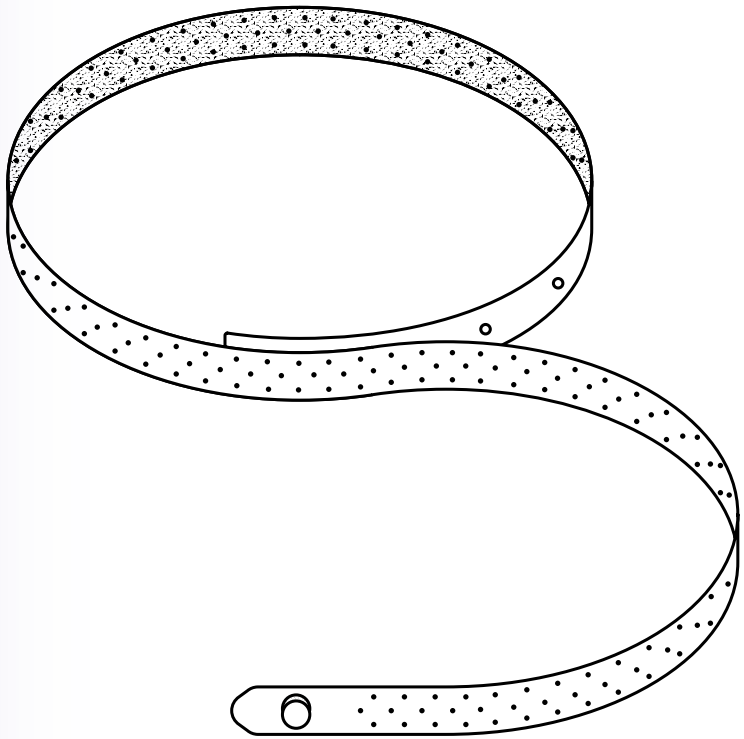


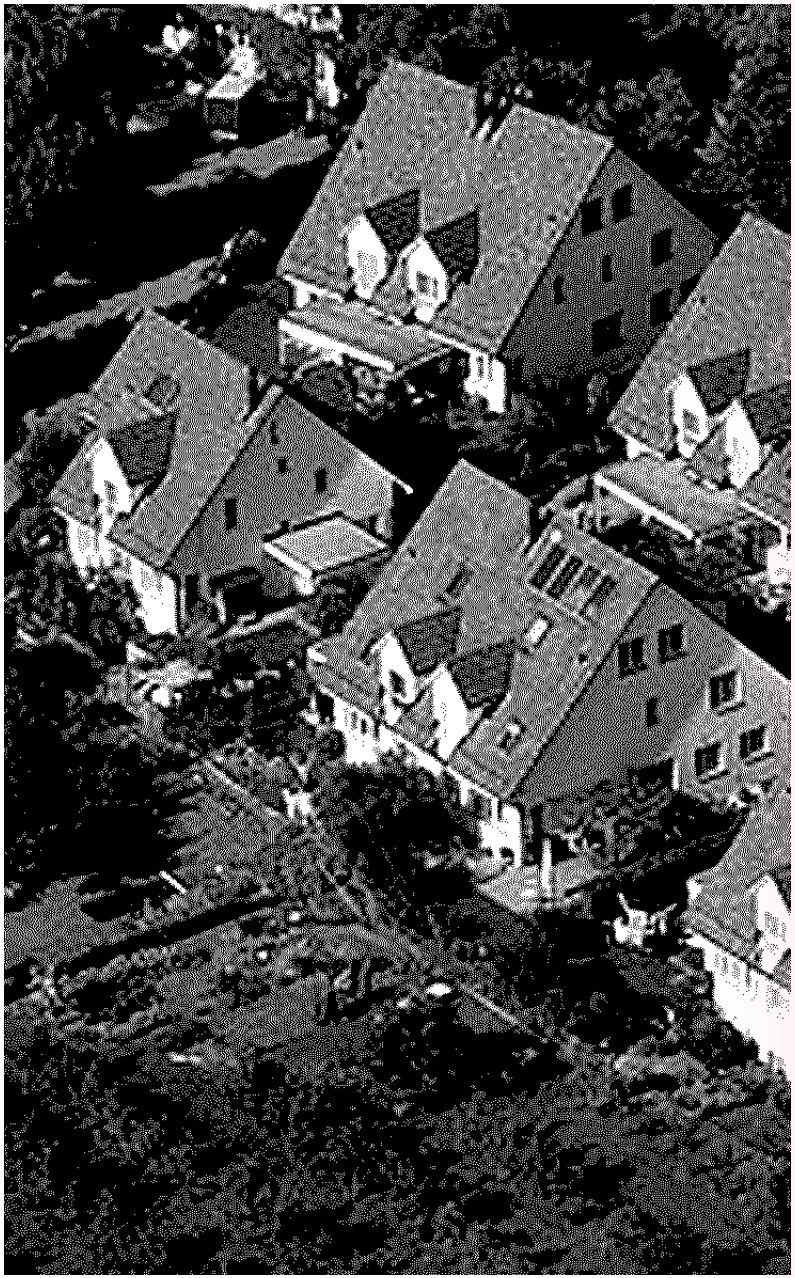


Pilot, 2011
Patrick Rampelotto & Fritz Pernkopf

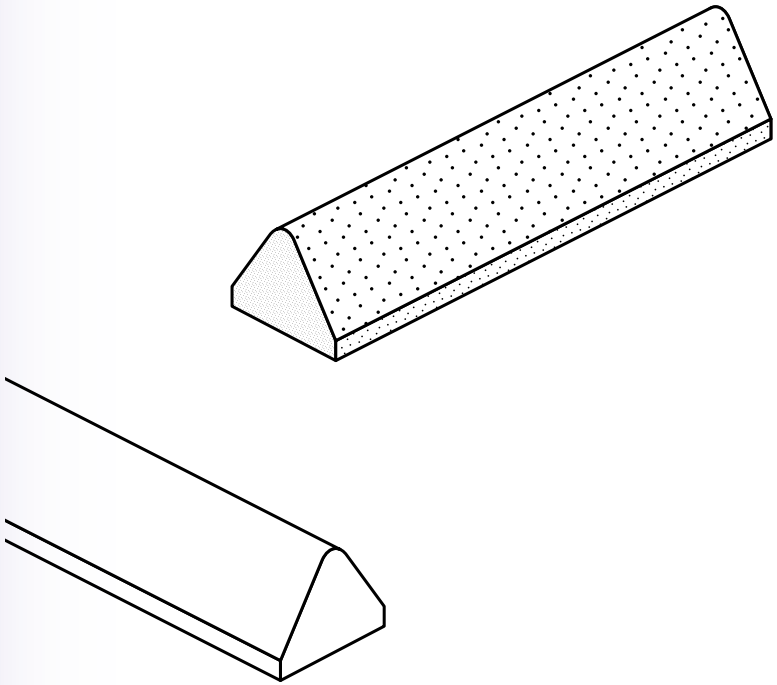


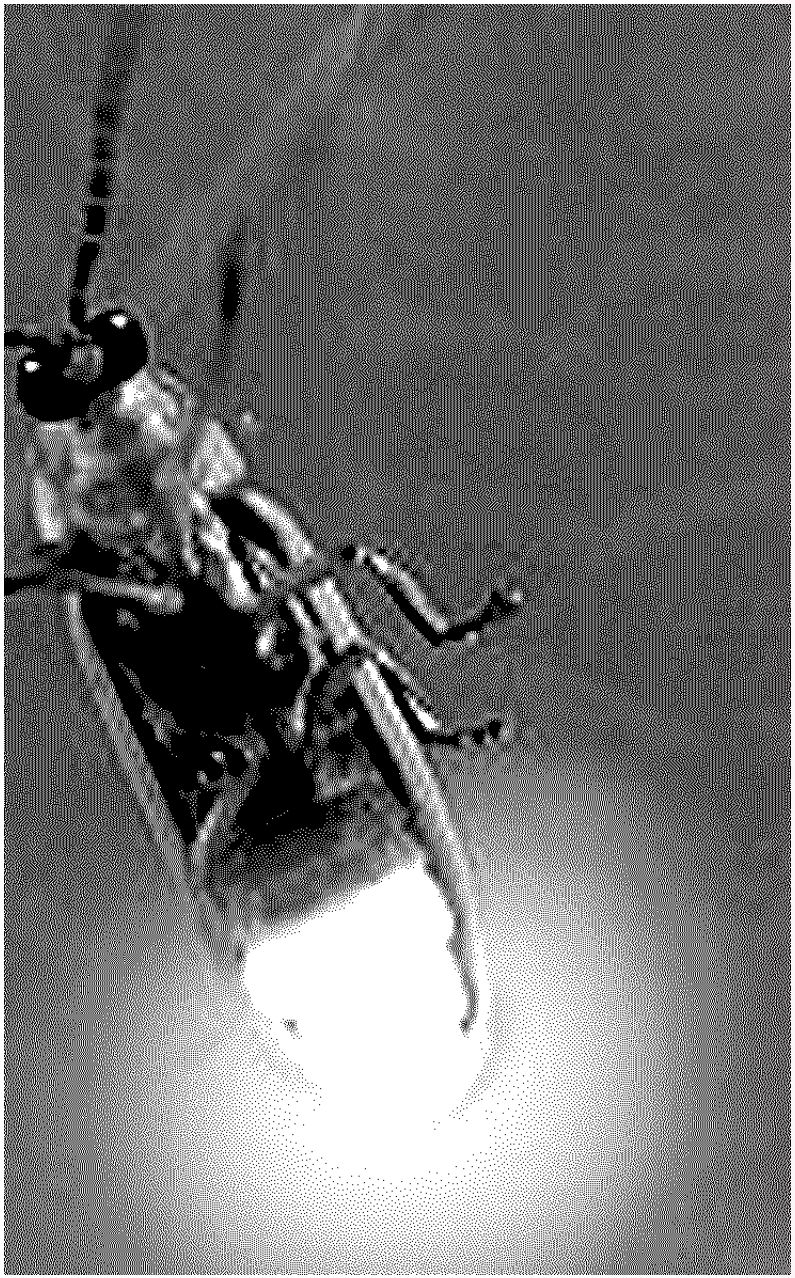
Gürtel / Belt, **2012**
Vandasye



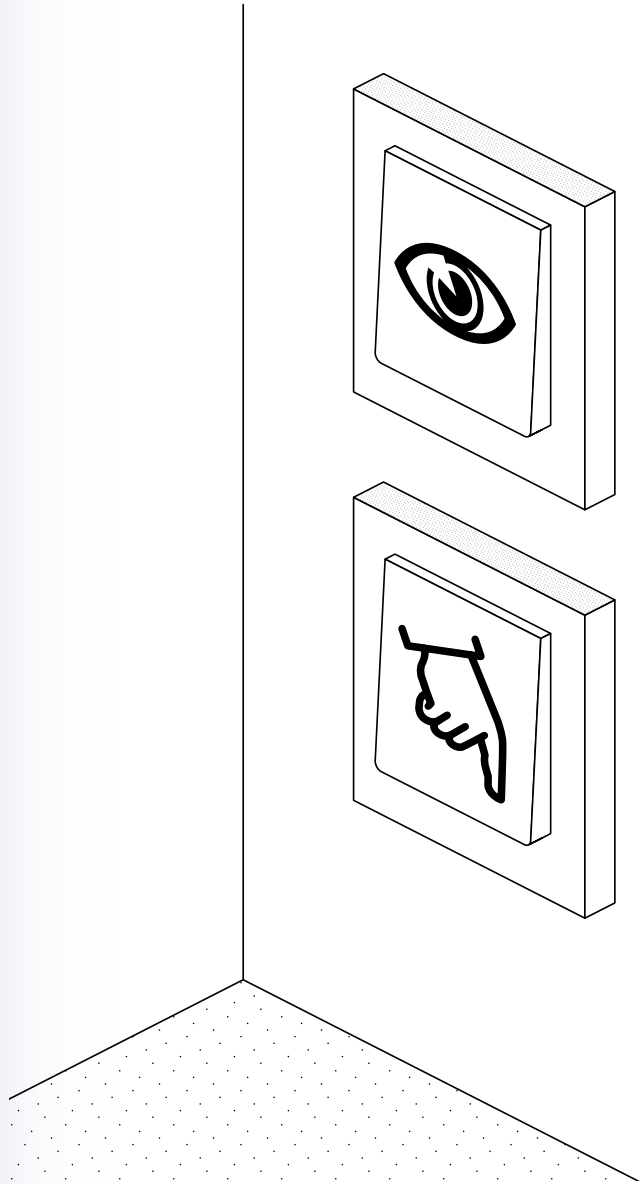


Auflage / Stand, **2012**
Vandasye

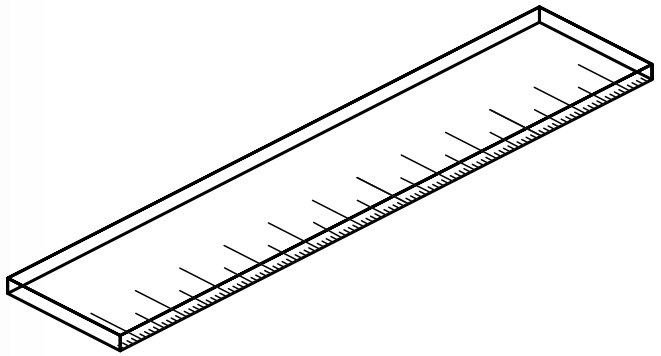




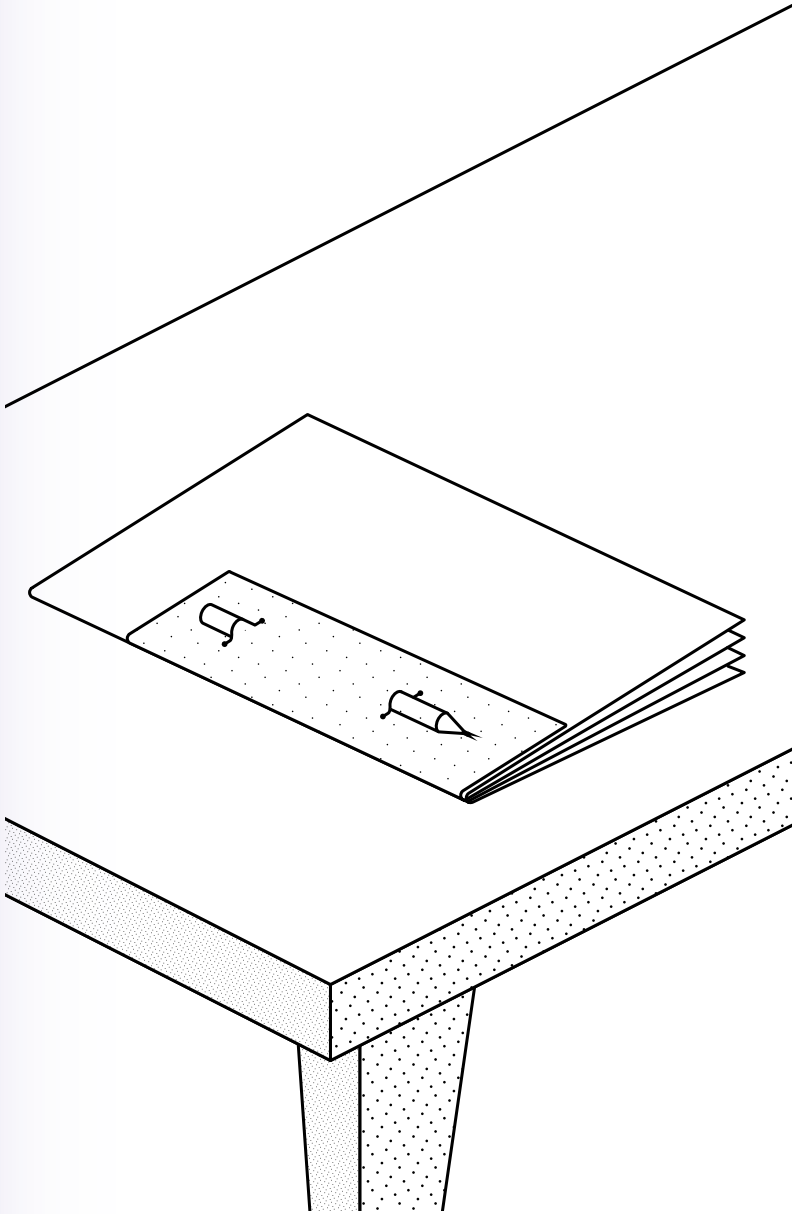
Nachleuchtende Aufkleber / Luminescent Stickers, **2012**
Vandasye

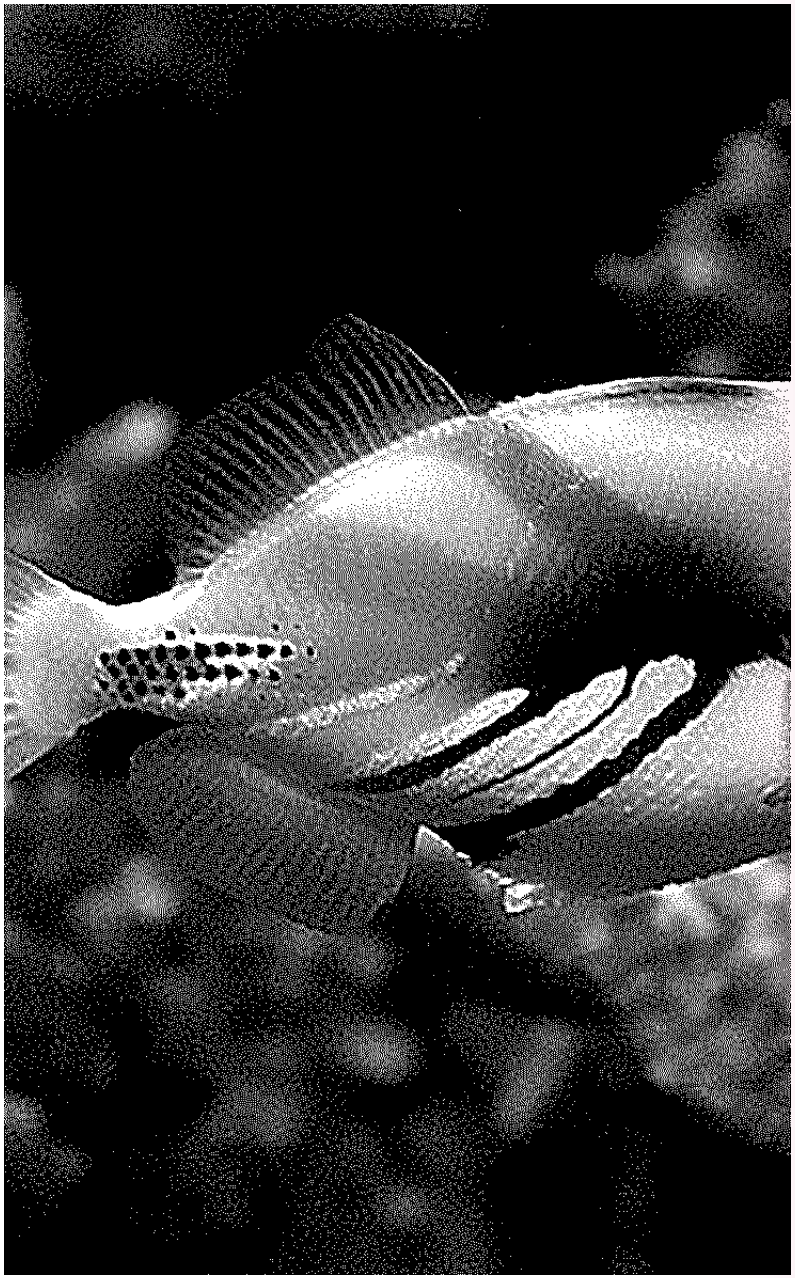


Lineal / Ruler, **2012**
Vandasye

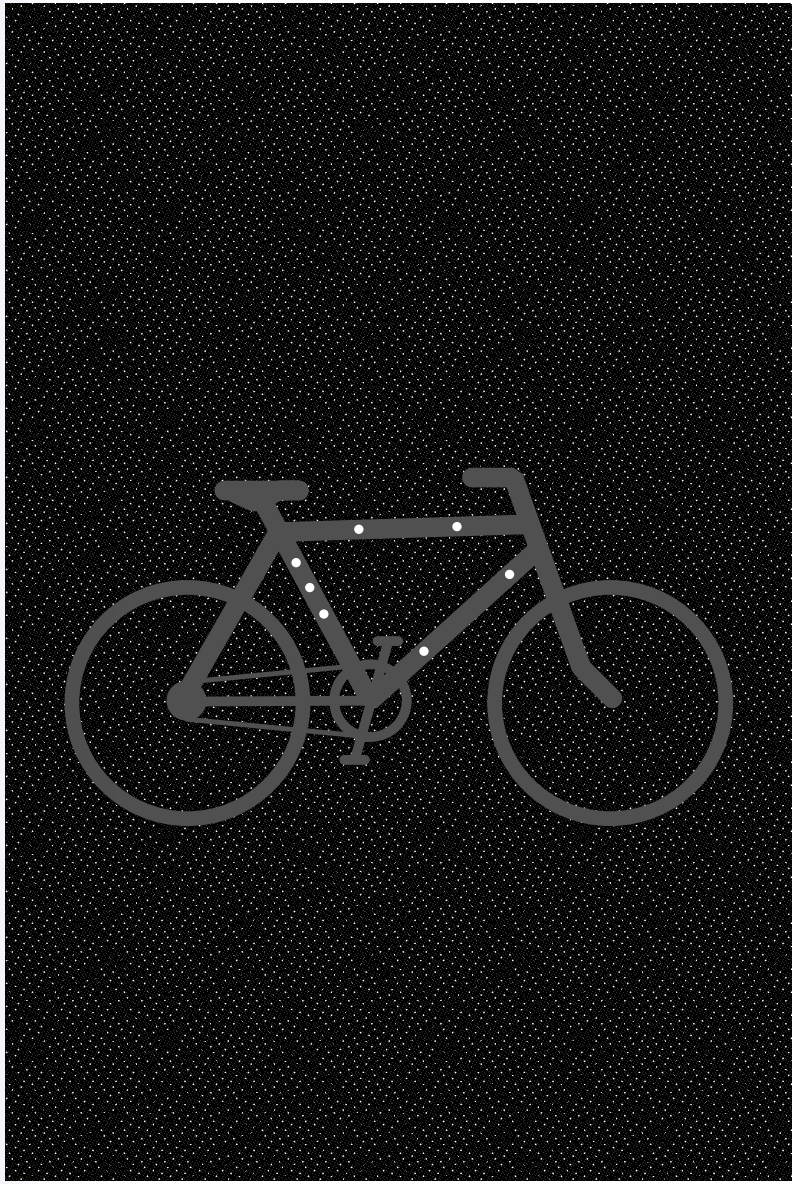


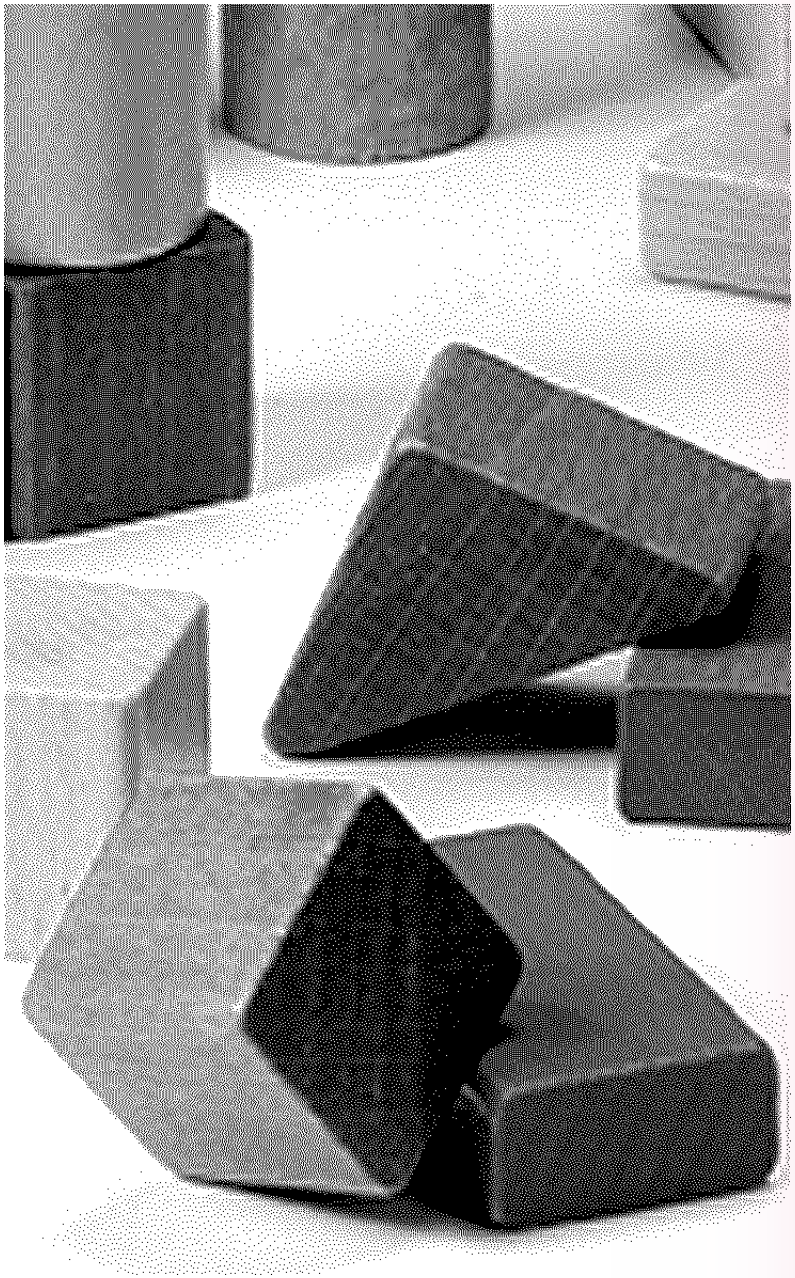
Notizbuch / Notebook, **2012**
Vandasye



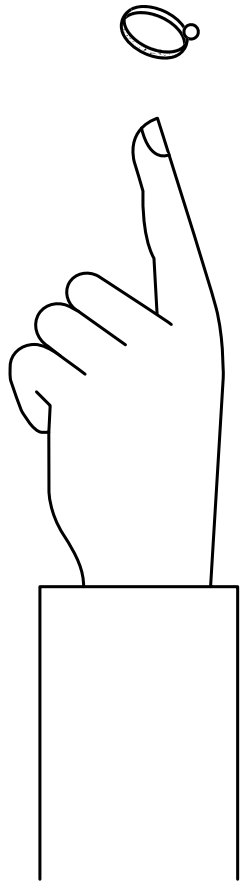


Reflektierende Aufkleber / Reflective Stickers, **2012**
Vandasye

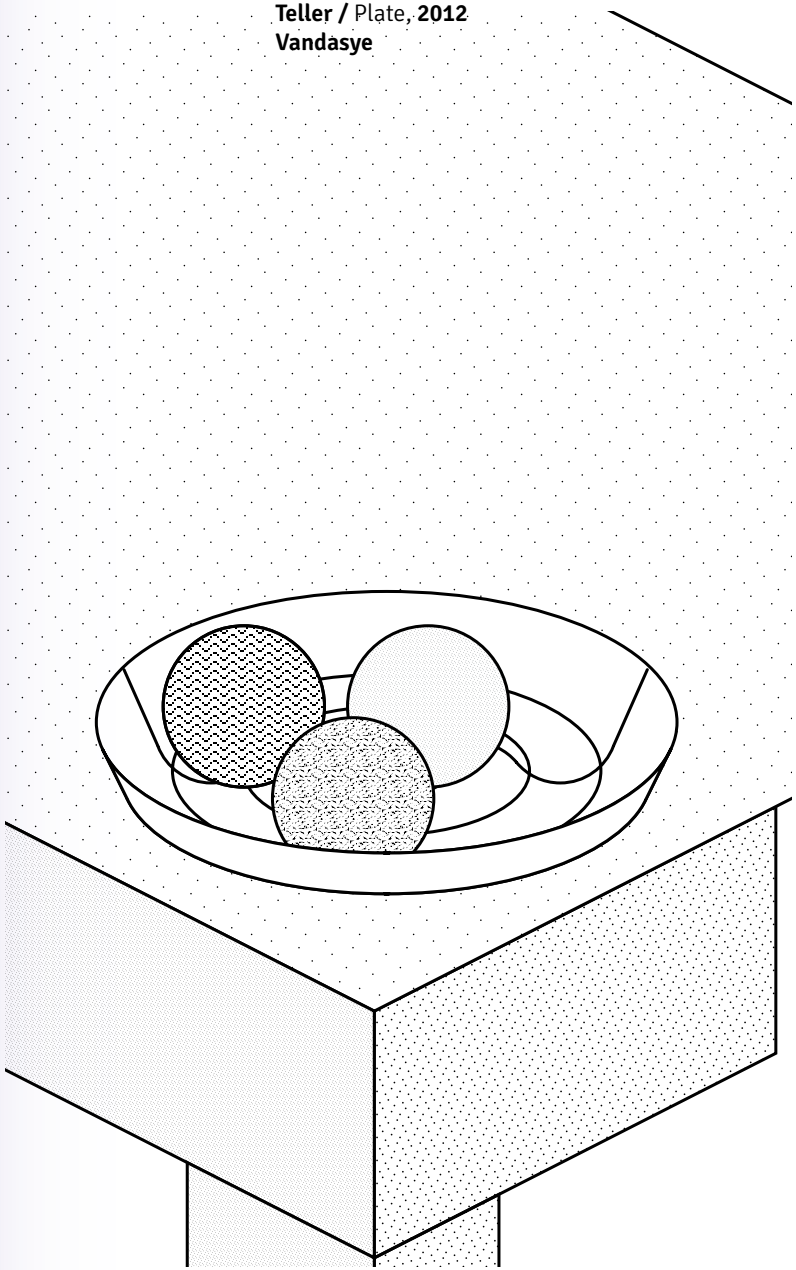


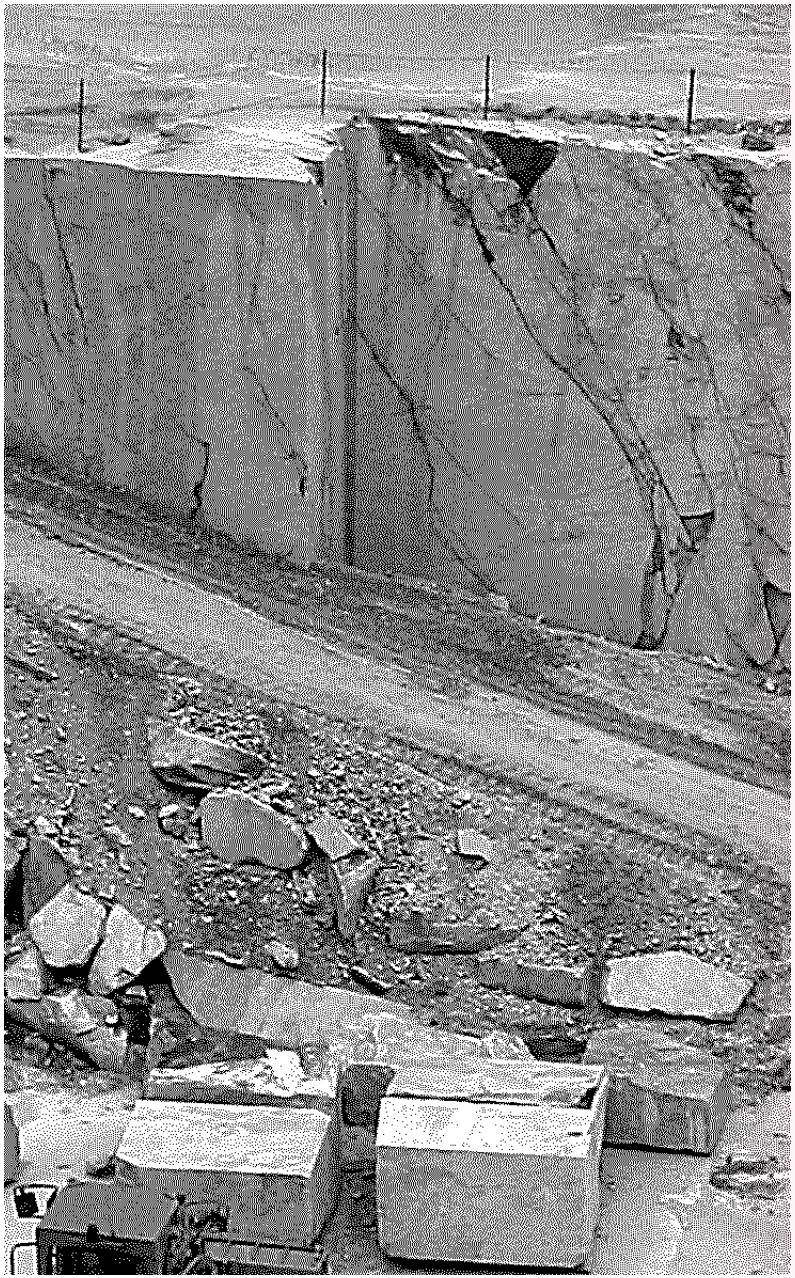


Ring / Ring, **2012**
Vandasye

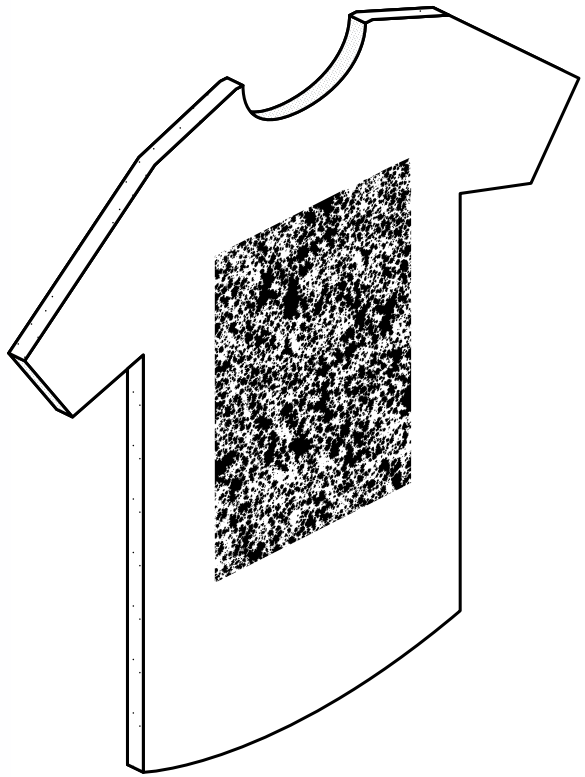


Teller / Plate, **2012**
Vandasye





T-Shirt / T-shirt, **2012**
Vandasye



departure/MAK d˃nite
MADE 4 YOU. Design für den Wandel /
Design for Change **NON STOP!**

Eine Veranstaltung im Rahmen von „design˃ neue strategien", einer Kooperation von MAK & departure / an event in the context of "design˃ new strategies," a cooperation of MAK & departure

Dienstag / Tuesday, 2 October 2012
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MAK Exhibition Hall, Vienna

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Thomas Geisler, Kustode MAK-Sammlung Design /
Curator, MAK Design Collection

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