

TECHNOSENSUAL: Fashion of the Future at quartier21/MQ

"TECHNOSENSUAL: where fashion meets technology" presents electronic textiles and wearable technologies created by international haute tech couture designers, featuring clothes that make music, change color, and lead a glamorous life of their own. Kicking off the MQ Summer of Fashion, the exhibition opens on June 14 at 20:00 at freiraum quartier21 INTERNATIONAL with a special performance of "Liquified," a slime extravaganza by Bart Hess based on his work as a stylist for Lady Gaga. In addition, Maartje Dijkstra and Beorn Lebenstedt aka Newk are presenting their performance project "Denzipfaden." A preview will be shown at 11:00 in a press tour.

"The interactive exhibition TECHNOSENSUAL is an excellent kickoff for the Summer of Fashion at the MQ, our complex-wide program dedicated to the various aspects of fashion from June to September. 'TECHNOSENSUAL: where fashion meets technology' proves that intelligent fashion has long gone beyond being a vision of the future and brings this topic closer to visitors through lectures, performances, and workshops," says MuseumsQuartier Director Dr. Christian Strasser.

Curated by Anouk Wipprecht, the show presents intelligent clothing that combines fashion and technology and expands the possibilities of contemporary fashion design. These smart textiles are equipped with electronic components like sensors and LEDs or are made of new materials. The interactive design of the pieces in the exhibition gives visitors a chance to experience haute tech couture at first hand.

Artists in the exhibition include Lucy McRae, who is showing her videos "Swallowable Parfum" and "Peristaltic Skin Machine." The artist refers to herself as a body architect and uses the human body as a sculpture whose surface is futuristically shaped and transformed by various materials such as everyday objects. The modification of the body through materials also plays a central role in the work of Bart Hess, quartier21 Artist-in-Residence in June. His interactive video "Mutants" allows visitors to control the behavior of a "mutated" person.

Ricardo O'Nascimento's "Paparazzi Lover" flashes back at cameras, while the coproduction of Bogomir Doring and Rein Vollenga works with ferrofluids and continuously takes on new shapes under the influence of magnets. Other works include "Intimacy 2.0" by Studio Roosegaarde, a piece made of electrically conductive foils. The material changes its level of transparency, alternately concealing or revealing the wearer by reacting to interactions with the people it encounters. Ying Gao's "Playtime" moves and lights up when approached. Several other creations communicate with their environment, such as Karina van Heck's "Body Speaker" and MoNo's "DareDroid2.0," while Graham Smith's "Morphogenic" changes color.

Performances, lectures, workshops for kids and teens, and a symposium curated by Valérie Lamontagne on August 29 at 19:00 (with Pauline van Dongen, V2_labs, et al.) are part of the extensive accompanying program organized together with monochrom, TONSPUR für einen öffentlichen raum, and the youth organization Bund Europäischer Jugend/Junge Europäische Föderalisten (BEJ/JEF). The schedule on June 30 features the workshop "For Today I'm a Bird..." and micro-symposium "Project Science Fashion" with the Academy of Fine Art Vienna and the micro-symposium "Digitale Kunst Untragbar" (Digital Art – Unwearable?) with the University of Applied Arts Vienna.

A special partnership has been established for the first time with the Mozarteum University in Salzburg. Anna Schöttl and Susanne Leitner, two students from the Department for Stage and Costume Design, Film, and Exhibition Architecture under Professor Henrik Ahr, conceived and implemented the exhibition architecture.

Participants in the exhibition include Lucy McRae (AU), Bart Hess (NL), Studio Roosegaarde (NL), Ying Gao (CA), Maartje Dijkstra (NL), V2_lab (NL), Royal Philips Electronics (NL), Django Steenbakker (NL), Pauline van Dongen (NL), Nancy Tilbury (UK), Valérie Lamontagne (CA), Anouk Wipprecht (NL), Bogomir Doring (RS), Rein Vollenga (NL), MoNo (CA/NL/NO), Jane Tingley (CA), Marius Kintel (NO), Melissa Coleman (NL), Leonie Smelt (NL), Karina van Heck (NL), Ricardo O'Nascimento (BR/IT), Ebru Kurbak (TU), Local Androids (NL), Nicky Assmann ((NL), KOBAKANT

(AT/US/JP), Aoife Wullur (NL), Meg Grant (NZ), Anja Hertenberger (DE), Daniel Schatzmayr (AT), Hussein Chalayan (TU/UK), Aduén Darriba Frederiks (ES), Graham Smith (CA), Beorn Lebenstedt aka Newk (NL), Benoît Maubrey (US/FR), Frederick Baker (AT/UK), and Anbasja Blanken (NL). Some of them will be living at the MQ in the coming months as quartier21 artists-in-residence.

The exhibition is part of the quartier21 exhibition series freiraum quartier21 INTERNATIONAL in cooperation with the Federal Ministry for European and International Affairs, the Dutch Embassy in Austria, the Mondriaan Foundation (NL), monochrom/quartier21, and other partners from Austria and abroad.

Admission to all events is free.

TECHNOSENSUAL: where fashion meets technology

Jun 15 to Sep 2, daily, 10:00-19:00, free admission

Press tour: Thu, Jun 14, 11:00

Opening: Thu, Jun 14, 20:00

(with special guest Sabine Seymour and performances by Bart Hess, Maartje Dijkstra, and Beorn Lebenstedt aka Newk)

Location: freiraum quartier21 INTERNATIONAL, quartier21/MuseumsQuartier Wien

www.quartier21.at

www.technosensualexpo.com

Press Relations quartier21/MQ

Irene Preissler Phone: [+43] (0)1 / 523 58 81 – 1712,

Email: ipreissler@mqw.at

Coordination of freiraum quartier21 INTERNATIONAL

Elisabeth Hajek: Phone: [+43] (0)1 / 523 58 81 – 1717,

Email: ehajek@mqw.at

