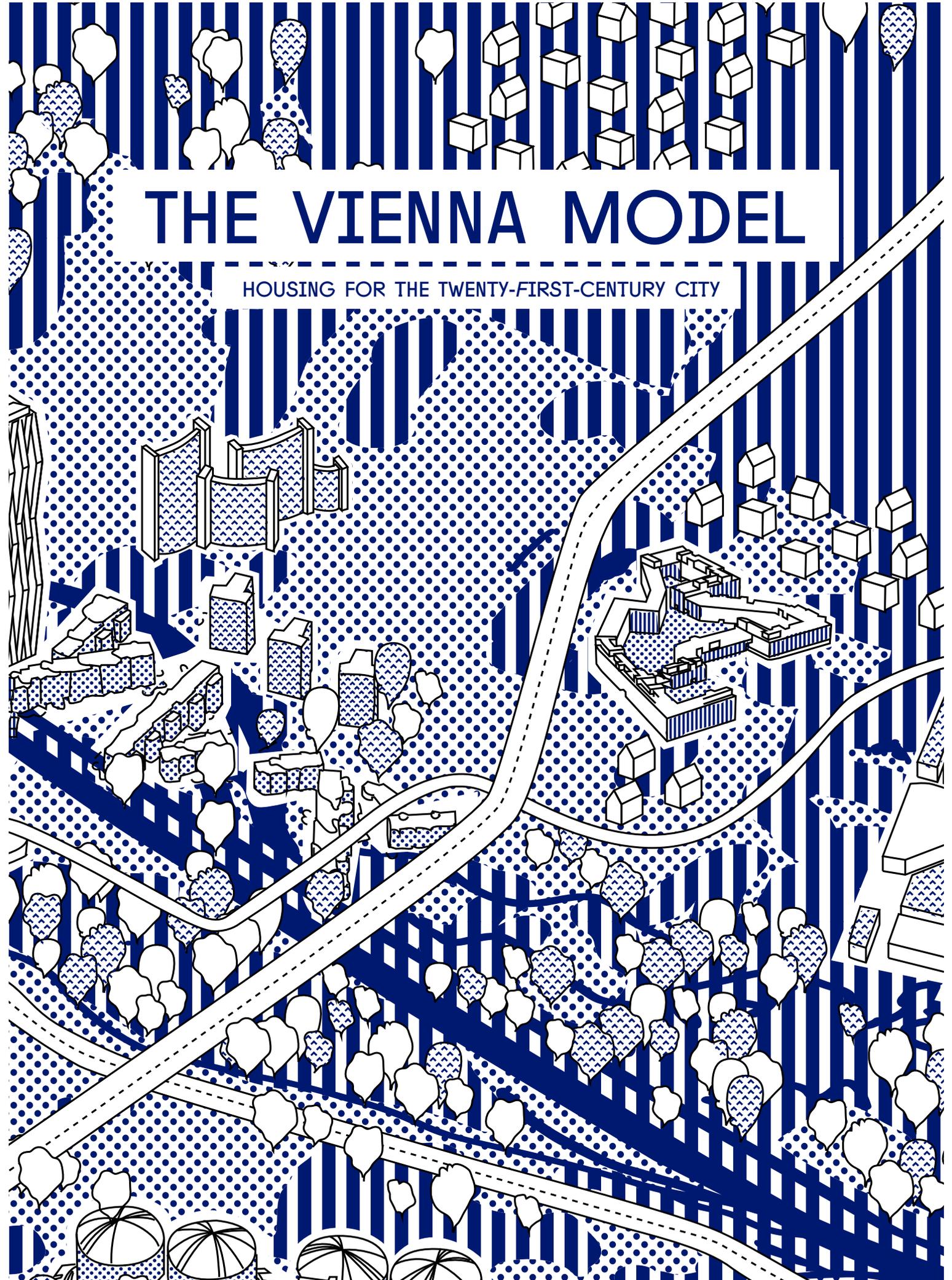


# THE VIENNA MODEL

HOUSING FOR THE TWENTY-FIRST-CENTURY CITY

EXHIBITION MANUAL





With its innovative ideas, especially in the field of social housing, the city of Vienna has long been a pioneer in the global pursuit of new strategies for the design and implementation of forward-thinking urban developments and ways of living. Building on urbanistic and social aspects, Vienna has not only constructed new projects with distinctive qualities throughout the city but also founded and revitalized entire quarters. With their historical roots in “Red Vienna,” these concepts signal dynamic opportunities to enhance the quality of life in a contemporary metropolis by creating model living environments.

The exhibition *The Vienna Model: Housing for the Twenty-First-Century City* shines the spotlight on sixty prototypical projects from the last hundred years, with a special focus on the public art that has complemented the city’s housing since the First Republic.

The ensemble of architectural photos, information, videos, and artworks is presented on scaffolding units arranged according to the ten chapters that underlie both the exhibition and Viennese housing policy. A substantial publication has been published in 2016 by JOVIS Verlag.

*Curated by Wolfgang Förster and William Menking*

For further information visit: [www.vienna-model.at](http://www.vienna-model.at)

The exhibition has been made possible by the Department for Housing, Housing Construction, and Urban Renewal of the City of Vienna.



BERLIN



NEW YORK



VIENNA



ISTANBUL

## THE SET-UP

The exhibition needs a minimum area of approximately 90 m<sup>2</sup>.  
 The ceiling height has to be at least 3 meters.  
 The exhibition was originally prepared for the Austrian Cultural Forum New York in 2013. Since then it has been shown at about 10 different locations internationally, as single exhibition, but also as part of other events. It is easy to adapt for every space.

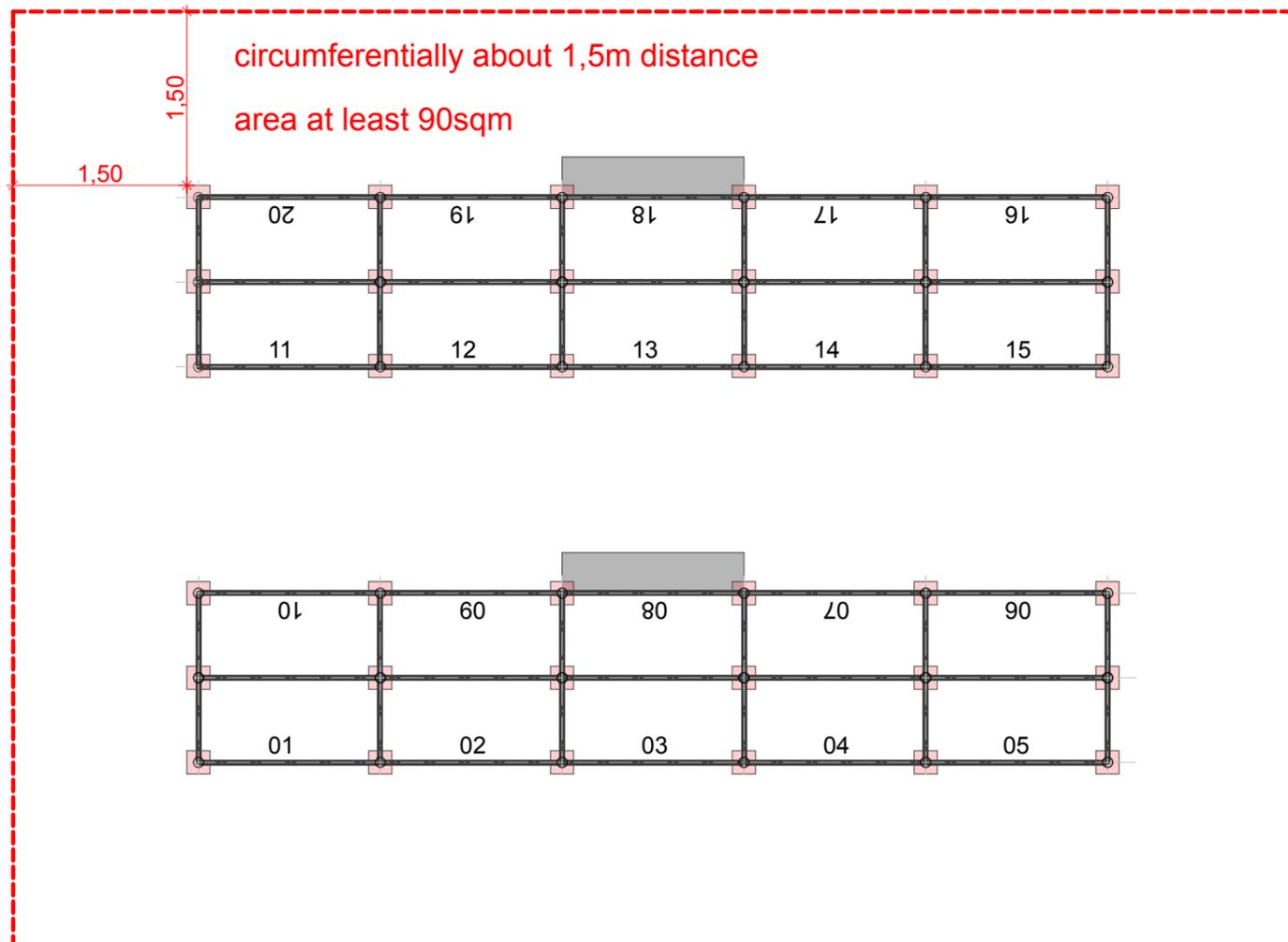
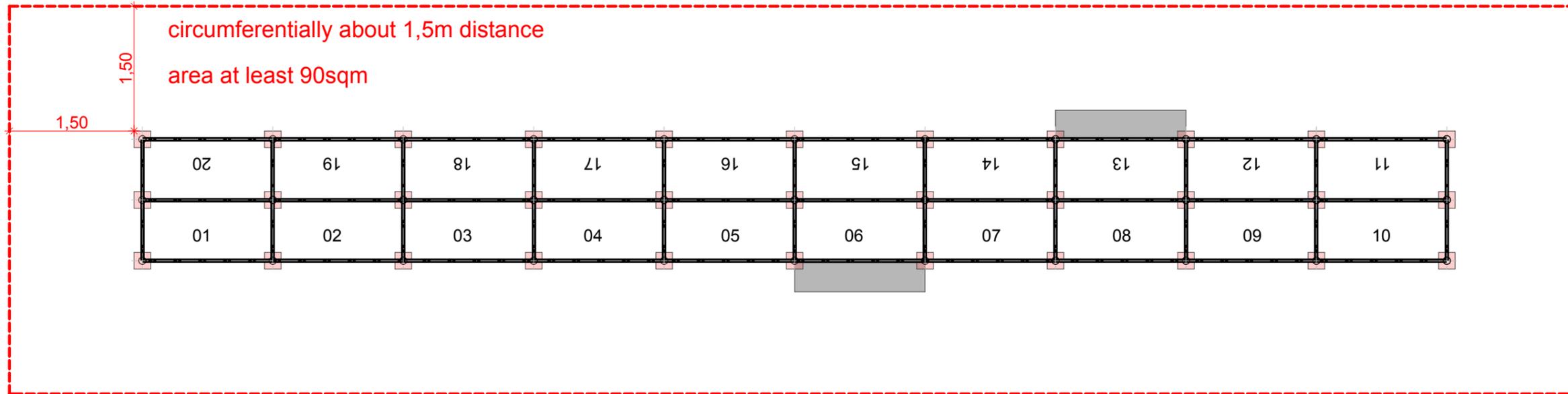
The spatial planning for the set-up will be done by MVD Austria.  
 A floor plan with sections needs to be provided by the interested party.

The set up consists of a free-standing scaffolding system, on which all display elements are mounted. The scaffolding system will be delivered. The exhibition consists of **48 photos (63 × 45 cm each)**, **18 information panels (140 × 80 cm)**, **10 exhibition copies of public art projects with different formats**, and **2 films**.

### EQUIPMENT FOR TRANSPORTATION (measures and weight):

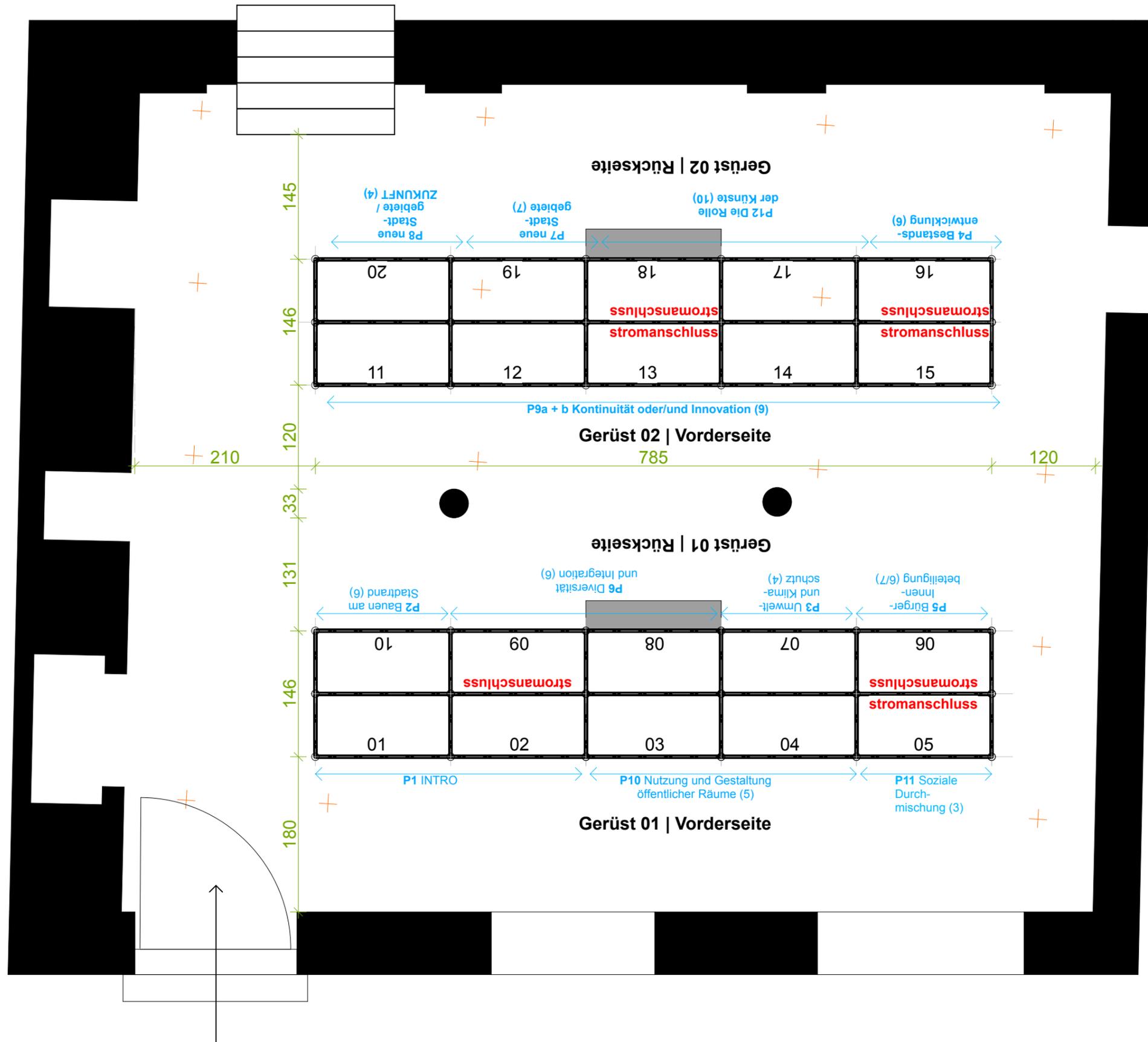
- 1 box 70 × 95 × 55 cm, approx. 80 kg
- 1 box 70 × 95 × 55 cm, approx. 80 kg
- 1 box 146 × 95 × 110 cm, approx. 150 kg
- 1 collo 270 × 80 × 80 cm, approx. 400 kg, scaffolding system
- 1 collo 100 × 80 × 80 cm, approx. 200 kg, scaffolding system
- 1 box 200 × 120 × 10 cm, approx. 25 kg, art work (exhibition copy)

# REQUIRED SPACE

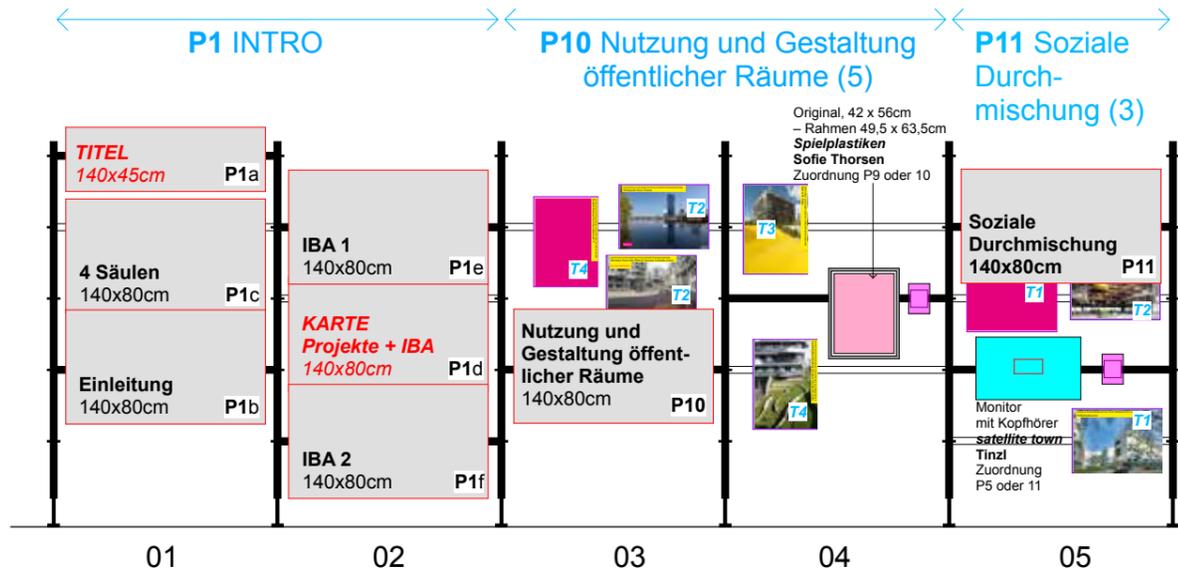




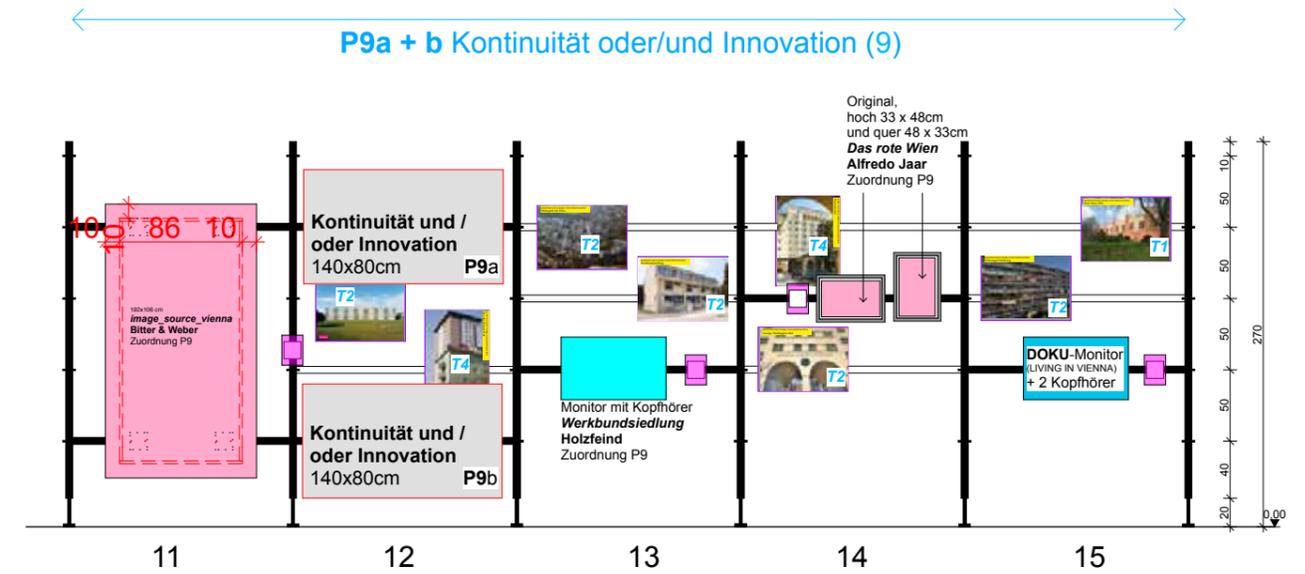
(1)  
**SET-UP BERLIN  
AEDES STUDIO**



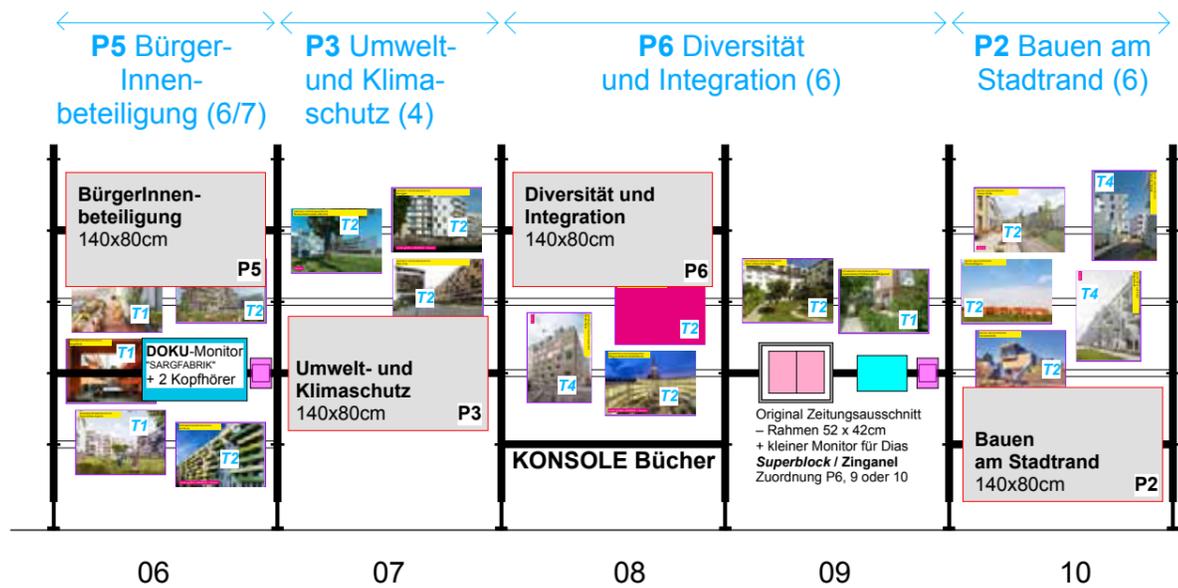
Gerüst 01 | Vorderseite



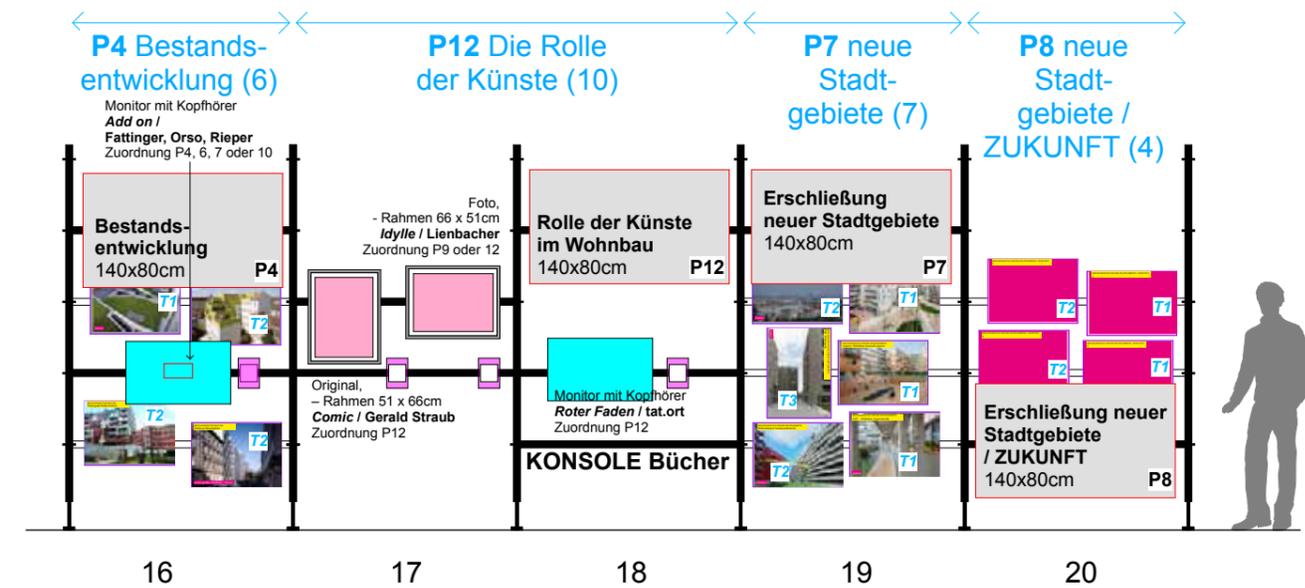
Gerüst 02 | Vorderseite



Gerüst 01 | Rückseite

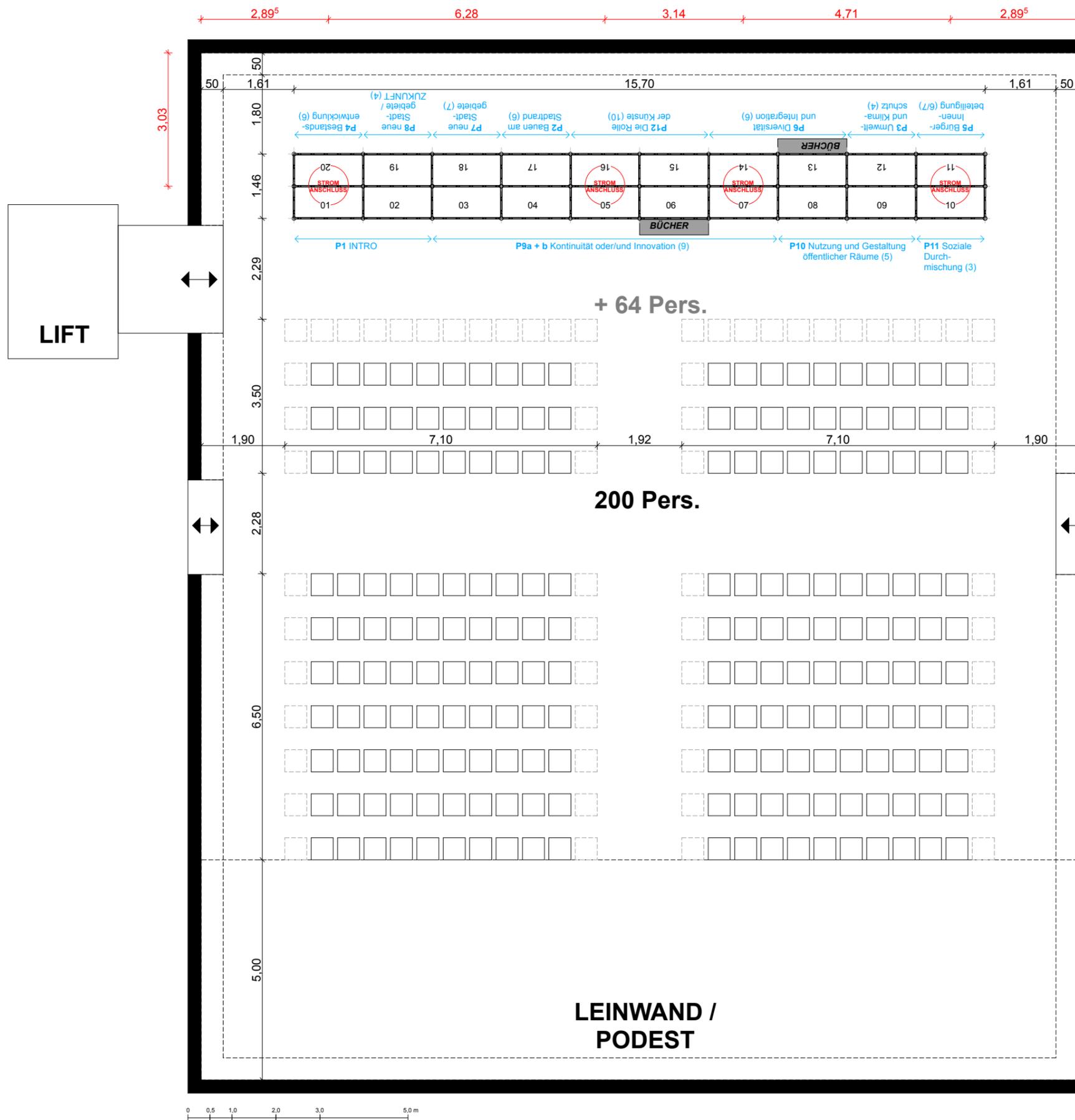


Gerüst 02 | Rückseite





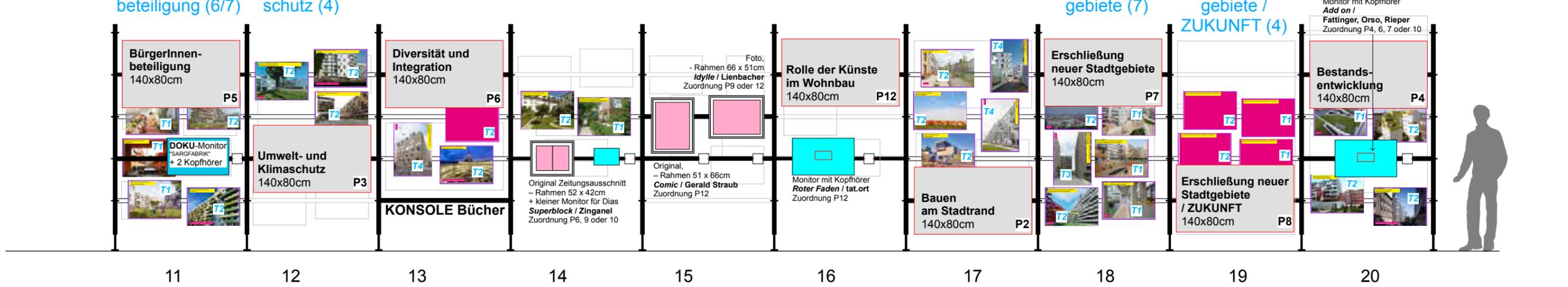
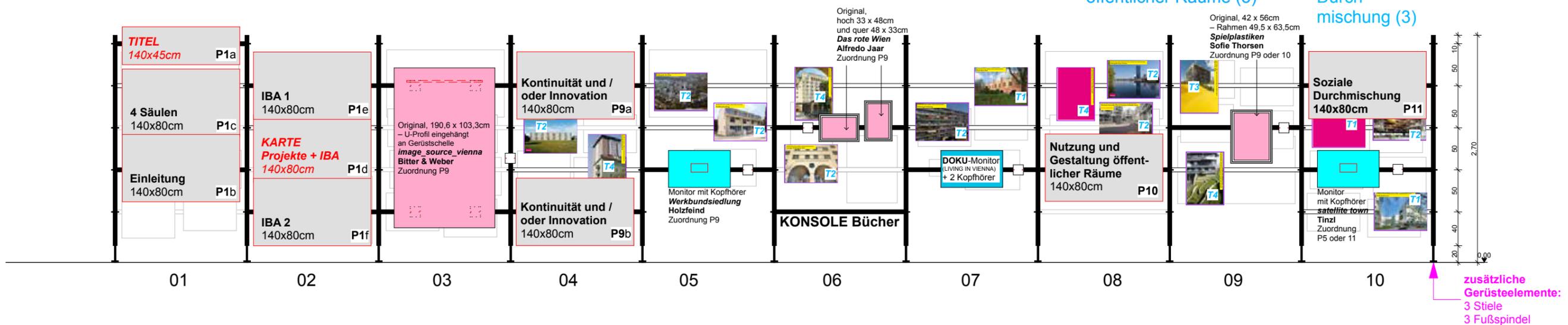
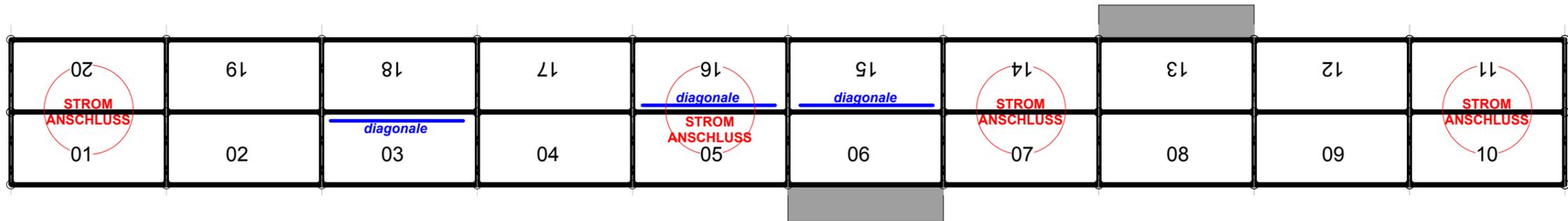
(2)  
**SET-UP VIENNA  
TU-KUPPELSAAL**

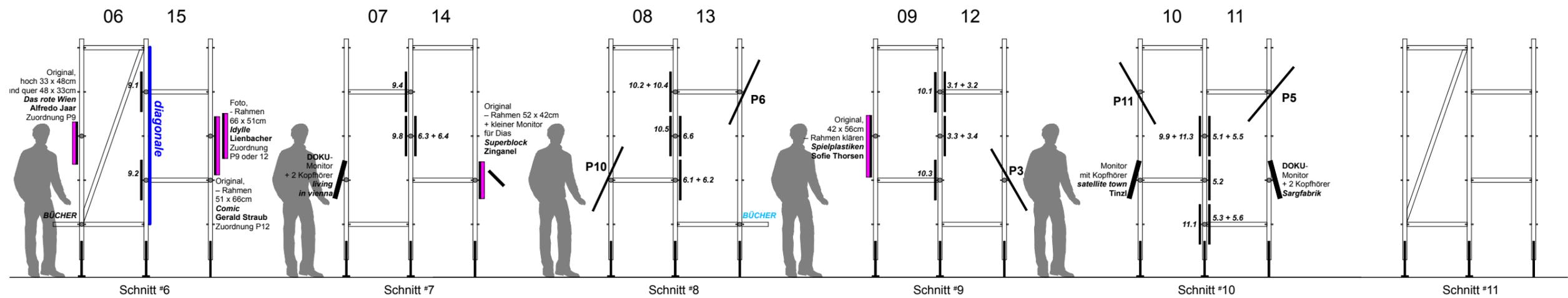
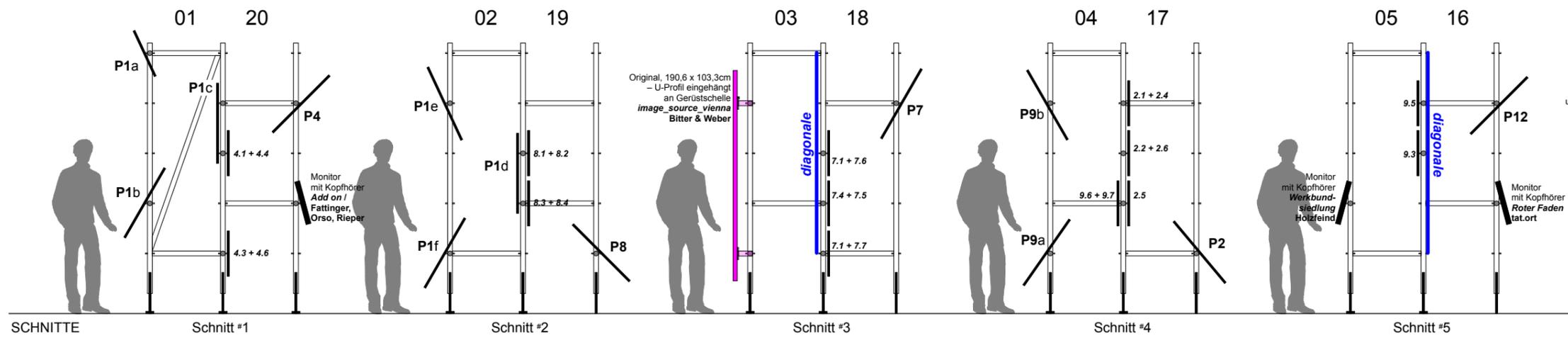
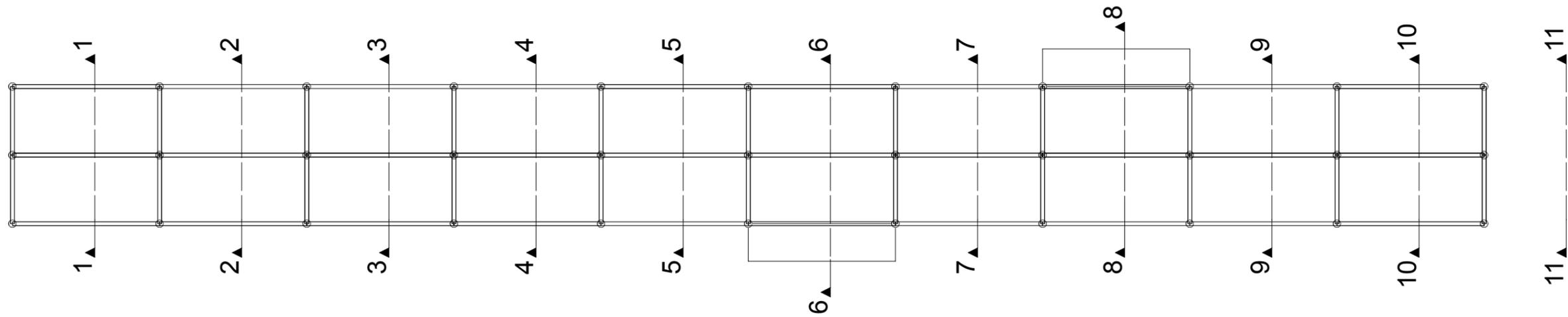


- P1a TITEL
- P1b EINLEITUNG
- P1c 4 Säulen
- P1d KARTE Standorte Wien
- P1e IBA 1
- P1f IBA 2
- P2 Bauen am Stadtrand (6)
- P3 Umwelt- und Klimaschutz (4)
- P4 Bestandsentwicklung (6)
- P5 BürgerInnenbeteiligung (6/7)
- P6 Diversität und Integration (6)
- P7 Erschließung neuer Stadtgebiete (7)
- P8 Erschließung neuer Stadtgebiete ZUKUNFT (4)
- P9a+b Kontinuität oder/und Innovation (9)
- P10 Nutzung und Gestaltung öffentlicher Räume (5)
- P11 Soziale Durchmischung (3)
- P12 Die Rolle der Künste (6 originale)

- 1 Display Titel 45x140cm
- 17 Display Kapitel 80x140cm
- 56 Display Projektfotos farbig 45x63cm
- 6 Display für Kunstmontage
- 1 Monitor 12"
- 2 Monitore DOKU (2 vorhanden)
- 4 Monitore KUNST (1 vorhanden)

- |  |  |
|--|--|
| <p>Foto<br/><i>Idylle / Ulrike Lienbacher</i><br/>Wandern: Poster<br/>Zuordnung P9 oder 12</p>   | <p>Monitor mit Kopfhörer<br/><i>Add on / Fattinger, Orso, Rieper</i><br/>Zuordnung P4, 6, 7 oder 10</p>      |
| <p>Original<br/><i>Spielplastiken / Sofie Thorsen</i><br/>Wandern: klären mit Sofie<br/>Zuordnung P9 oder 10</p>   | <p>Monitor mit Kopfhörer<br/><i>We are not a satellite town / Johanna Tinzl</i><br/>Zuordnung P5 oder 11</p> |
| <p>Original<br/><i>image_source_vienna / Bitter &amp; Weber</i><br/>Wandern: klären<br/>Zuordnung P9</p>   | <p>Monitor mit Kopfhörer<br/><i>Werkbundsiedlung / Heidrun Holzfeind</i><br/>Zuordnung P9</p>                |
| <p>Original, 2 Stk.<br/><i>Das rote Wien / Alfredo Jaar</i><br/>Wandern: klären<br/>Zuordnung P9</p>   | <p>Monitor mit Kopfhörer<br/><i>Roter Faden / tat.ort</i><br/>Zuordnung P12</p>                              |
| <p>Original<br/><i>Comic / Gerald Straub</i><br/>Wandern: klären<br/>Zuordnung P12</p>   |  |
| <p>Original Zeitungsausschnitt<br/>+ kleiner Monitor für gescannte Diashow<br/><i>Superblock / Michael Zinganel</i><br/>Wandern: gedruckter Zeitungsausschnitt vom gescannten Original<br/>Zuordnung P6, 9 oder 10</p> |  |







## GENERAL REQUIREMENTS TO TAKE OVER THE EXHIBITION

### TECHNICAL REQUIREMENTS

- Electricity for 6 flat screens (42").
- A flexible lightning system has to be provided locally.

### INSTALLATION

- 4 persons will be needed to set up and dismantle the exhibition. 2 days for set up and approx. 1 day for dismantling will be needed. 1–2 supervisors from Vienna will coordinate the set up process.
- Storage for the transportation material (quantity see above), either on sight, otherwise it needs to be organized with the shipping company.

### ADDITIONAL

- Opening lecture on demand.
- A representative from the City of Vienna will open the exhibition.

## EXPECTABLE EXPENSES

- Transport of exhibition equipment
- Initial organization and planning on sight
- Public relations (press material will be provided by the City of Vienna)
- 1–2 persons from Vienna for supervising the installation
- Team for mounting and dismantling (approx. 4 persons)
- Insurance of the exhibition
- Conditions concerning the loan of the exhibition are individually arranged.



THE VIENNA MODEL  
Housing for the Twenty-First Century City

Wolfgang Förster, William Menking (Eds.)  
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IF YOU HAVE QUESTIONS, PLEASE FEEL FREE TO ASK!

**MVD™**

MVD Austria

Mag. FH Martin Embacher  
Mariahilfer Straße 93/2/24  
A-1060 Vienna  
t. +43 1 969 19 00  
c. +43 650 6300129  
embacher@mvd.org

**wien.**  
**unser zuhause.**  
Geschäftsgruppe Wohnen, Wohnbau & Stadterneuerung

City of Vienna – MA 50  
Vienna Housing Research

Mag.a Susanne Bauer, MBA  
Muthgasse 62  
A-1190 Vienna  
t. +43 1 4000 74813  
susanne.bauer.sb1@wien.gv.at