

Maria Christine Holter, Mag.a phil.
art historian · curator · art educator

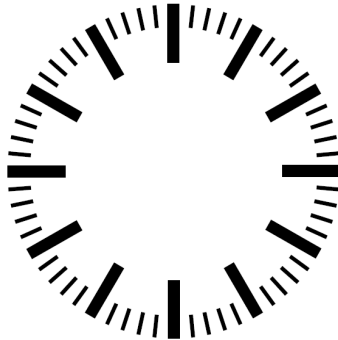
Vienna, 20 February 2015

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DOCUMENTATION Teil 2

also see <http://www.zeitlose-zeichen.at/timeless-signs.html>

Time(less) Signs: Otto Neurath and Reflections in Austrian Contemporary Art



1 October 2014 – 9 January 2015

ACF London

Austrian Cultural Forum London
28 Rutland Gate
London SW7 1PQ
+44(0)20 7225 7320
www.acflondon.org

TIME(LESS) SIGNS – EXHIBITION EVENTS:

Photos: Maria C. Holter, Barbara Höller, Olaf Osten, Michael Wegerer



Tuesday 30 September 2014, 6:30 – 8:30 pm, ACF London
Private View

Speakers:

Elisabeth Kögler, director ACF London

Maria C. Holter and Christopher Burke, curators

Artists present: Barbara Höller, Andrea Ressi, Olaf Osten, Niko Wahl, Michael Wegerer



Tuesday 14 October, 7pm, ACF London

The ,Wiener Methode der Bildstatistik' (ISOTYPE) – between art and design

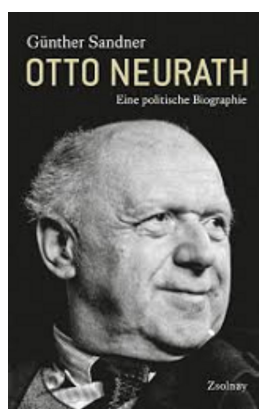
Christopher Burke, co-editor of the book *Isotype: design and contexts, 1925 – 1971* (2013), talks about the pictorial language developed by Otto Neurath and his colleagues. As co-founder of the Vienna Circle, Otto Neurath had many talents but he never claimed to be an artist. He employed German artist Gerd Arntz to depict objects with powerful graphic simplicity in pictograms. Such images have entered popular graphic culture due to their ubiquity on public information signs, while their use in art develops new kinds of meaning.



Thursday 13 November, 7pm, ACF London

Helping to fight Hitler and his gang – films by Otto Neurath & Paul Rotha

This special lecture / screening by **Günther Sander** presents two rarely seen films produced by Otto Neurath and British filmmaker Paul Rotha: *A Few Ounces a Day* (1941) and *Land of Promise* (1945 / 46). Sander is senior scholar at the Vienna Circle Institute (University of Vienna). He is currently directing a research project on The Politics of Logical Empiricism and has written a biography of Otto Neurath (*Otto Neurath. Eine politische Biographie*), which is presented at the ACF London.



Wednesday 3 December, ACF London, 5pm, ACF London
Curator Guided Tour



Wednesday 3 December, 7pm, ACF London
Neurath Reloaded: Information Design Now

Erwin K. Bauer, head of the acclaimed Vienna based design office ,buero bauer' and lecturer at the University of Applied Arts in Vienna in conversation with UK based artist **Anthony Burrill** and Austrian artist **Michael Wegerer**, both of whom have artworks presented in the exhibition. Moderation: Maria C. Holter, curator.



CATALOGUE:

ZEIT(LOSE) ZEICHEN: Gegenwartskunst in Referenz zu Otto Neurath / TIME(LESS) SIGNS: Contemporary Art in Reference to Otto Neurath; with essays by Maria Christine Holter and Christopher Burke et. al., German / Engl.; Künstlerhaus Wien, Maria C. Holter, Barbara Höller (ed.), Künstlerhaus k/haus: Vienna 2013, ISBN 978-3-900354-39-8; booktrade edition: Kerber: Bielefeld/Berlin 2013, ISBN 978-3-86678-792-6



TIME(LESS) SIGNS – FINAL REPORT by the ACF London

quotes from the original document authorized by Vanessa Fewster (PR, ACF London)

...The challenge of re-inventing a past exhibition from the Künstlerhaus for the relatively small spaces of the ACF London provided a set of opportunities for the curator, Maria Holter, and ACF alike. A greater focus on Otto Neurath provided an excellent educational opportunity while limiting the number of works included allowed for a more focused presentation of the works...

...Of great significance have been multiple guided tours by ACF staff as well as the curator to visitors and student groups. An impressive indicator of success has been the length of time visitors spent with the exhibition and the fact that many recommended it to friends and acquaintances who, in turn, came to see the exhibition. Word of mouth, in combination with the ACF's PR strategy contributed towards **this exhibition being the most-visited in the institution's history...**

...The strong educational character of this exhibition and the **collaboration developed with Reading University and the Künstlerhaus** have contributed to the development of new networks and opportunities. Maria Holter's curatorial leadership was key to making the exhibition a success. Her organization, attention to detail and motivation inspired the team and artists alike. Through curatorial assistance, educational projects and logistical support, Chris Burke and Reading University provided the ACF and the project with vital expertise and access to original Neurath works. Künstlerhaus in turn provided the link to Austrian artists and facilitated the transportation of works to the UK. Without such committed and engaged partners and curators the exhibition would not have been delivered to such a high standard and on budget...

...Our principal target audience was the broader public and design fans more specifically. To reach our audience we used a variety of media and social media. Design blogs, magazines and websites included the exhibition **not only in listings but also recommendations**. **ICON magazine** featured the exhibition in their prominent diary section and numerous visitors came as a direct result of seeing this coverage. The exhibition ran at a particularly busy time in the London art calendar and was featured in the 'What's On' section of **The Art Newspaper's Frieze Art Fair** daily newspapers. It was one of a select number of exhibitions featured and only one of two images included. The Frieze Art Fair attracts an audience of around 60,000 over five days and this newspaper is the only official publication distributed. The resulting coverage and exposure is hard to quantify but will certainly have led to a greater visibility, a rise in audience numbers and coverage in the media including **a rave review on BBC Radio London from Alice Rawsthorn**, former director of London Design Museum and a fan of Isotype...

PRESS COVERAGE / ACTIVITY

collected by Vanessa Fewster (PR, ACF London)

COVERAGE:

<https://blogs.reading.ac.uk/typography-at-reading/2014/10/14/timeless-signs-at-austrian-cultural-forum-london/>

<http://www.k-haus.at/de/ausstellungen/archiv/242/zeit-lose-zeichen-goes-london.html>

ACF Blog post: Interview with Maria Holter

<http://acfsalon.org/2014/10/01/interview-with-maria-holter-exhibition-curator/>

The Art Newspaper – Frieze Daily Newspaper: Calendar Frieze Week 17-19 October 2014, p20

BBC London Radio – *exhibitions not to miss before they close*, 7 January 2015

'Timeless signs' recommendation by Alice Rawsthorn, former director of London Design Museum:
<http://www.bbc.co.uk/programmes/p02fhx9d> at 51.15 minutes in to the programme.

<http://www.standard.co.uk/goingout/exhibitions/timeless-signs-otto-neurath-and-reflections-austrian-contemporary-art>

<http://www.fubiz.net/usersstuff/timeless-signs-otto-neurath-and-reflections-in-austrian-contemporary-art/>

<https://www.viewlondon.co.uk/whatson/timeless-signs-otto-neurath-and-reflections-in-au-article-1533351-56070.html>

<http://www.europe.org.uk/2014/10/06/timeless-signs/>

<https://www.list.co.uk/event/20682668-timeless-signs-otto-neurath-and-reflections-in-austrian-contemporary-art/>

<http://www.eyemagazine.com/events#october>

<http://seenthis.net/messages/293342>

<http://www.newexhibitions.com/exhibitions/id=1082®ion=0> - Website & Print

<http://www.artlicks.com>

IMAGE REQUESTS:

Sophie Barling, Acting Fine Arts & Features Editor, The World of Interiors
ICON editorial (for December issue)

Lucy Davies, Telegraph

Riya Patel, Icon Magazine

Denise Baily, Press Association

Art Licks

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<http://indesignmagazine.co.uk/contact-us/>

www.newdesignmagazine.co.uk

www.eyemagazine.com/

www.howdesign.com

Blueprint Magazine

<http://www.designcurial.com>

Wallpaper

<http://design-milk.com/>

www.dezeen.com

www.thisiscolossal.com

Art Licks – listing - info@artlicks.com (filled out form)