

Press Release

EIKON

SCHAURAUM

Opening EIKON Schauraum | Michael Höpfner. Von Ruthok nach Lhamo Latso

Opening: March 10, 2020, 7 p.m.

Duration: March 11 – August 16, 2020

Artist Talk: April 24, 2020, 3 pm (cancelled due to the measures against Covid-19, the conversation will be published on the website of Q21)

Location: EIKON Schauraum, Q21 / MuseumsQuartier Wien / Schauräume
Museumsplatz 1, 1070 Vienna

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EIKON Schauraum

EIKON Schauraum is a 25 square meter exhibition and discourse center in the MuseumsQuartier Wien with which a new platform for photography and media art emerges in Vienna.

From March 2020, EIKON - International Magazine for Photography and Media Art will curate and supervise a prominent exhibition space in the middle of the MuseumsQuartier Wien. The EIKON Schauraum is centrally located at the entrance to the Q21 showrooms in the busy passage parallel to the MQ main entrance and was adapted according to plans by Johann Moser, BWM Architects. Thanks to the simple design in contrast to the baroque vault of the Fischer von Erlach wing, the design opens up the best possible scope for invited artists and creates ideal conditions for future exhibitions, presentations and discourse events through a minimalist intervention.

The new exhibition venue offers the opportunity to experience photography and media art with free admission and is intended to strengthen the discursive dialogue within these art fields. In close coordination with EIKON magazine, which has been published quarterly since 1991, Austrian and international artists are offered a presentation platform in the form of changing solo and group exhibitions (4 times per year). Artist talks, performances and discussion rounds round off the program and encourage a personal exchange with the visitors. In the first exhibition, Michael Höpfner presents “From Ruthok to Lhamo Latso”, photographs taken during his multi-month hikes through the Tibetan highlands.

A regularly staffed reception is also set up at the EIKON Schauraum. On Thursday and Friday from 2 to 6 p.m. personal contact on site guarantees a comprehensive communication about the current show and the different areas of activity of EIKON in general. Beyond that, the exhibitions in the EIKON Schauraum are open to the public 24 hours a day, seven days a week.

Michael Höpfner

Von Ruthok nach Lhamo Latso



Michael Höpfner, *Von Ruthok nach Lhamo Latso, Tag 10, Camp*, 2020

The work of Michael Höpfner, an artist who finds inspiration in nature, is being presented in the first exhibition of the EIKON Schauraum. Again and again he is drawn to extensive hikes through Tibetan plateaus, central Chinese hill regions or Albanian valleys. Only the most necessary work utensils: black and white photography, drawings and written records, he is able – or rather prefers to- take along. The artist understands hiking as a liberation from predetermined ways of life and artistic guidelines. The photographs, drawings and records - some of which are drawn over - can be read as an attempt to locate them in nature and as a reflection of the relationship between man and nature.

A main contribution in EIKON # 109 is dedicated to the artist.

Michael Höpfner (b. 1972 in Krems / Donau) studied painting and graphics at the Academy of Fine Arts Vienna and at the Glasgow School of Art at the Department for Fine Art Photography. The artist currently commutes between Berlin and Vienna, where he teaches with Martin Guttman at the Academy of Fine Arts.

Selected solo exhibitions: *Michael Höpfner. Five ways on foot*, Fotohof Salzburg 2020; *Michael Höpfner*, Galleria Michela Rizzo, Venice, 2020; *Michael Höpfner. Wandered Cycles*, Landesgalerie Niederösterreich, Krems, 2019

Selected group exhibitions: *Dear Michael, from Edgcombe to Qumalai*, Antonio Rovaldi - *Michael Höpfner*, (curated by Davide Ferri), Galleria Michela Rizzo, Venice, 2016; *Canto di Strada, Hamish Fulton - Michael Höpfner*, (curated by Lorenzo Giusti) Museo MAN, Nuoro, 2015; *Archives, Re-Assemblances, and Surveys* (curated by Reinhard Brann and Sandra Križić Roban) Klovičevi dvori Gallery, Zagreb, 2014

About EIKON



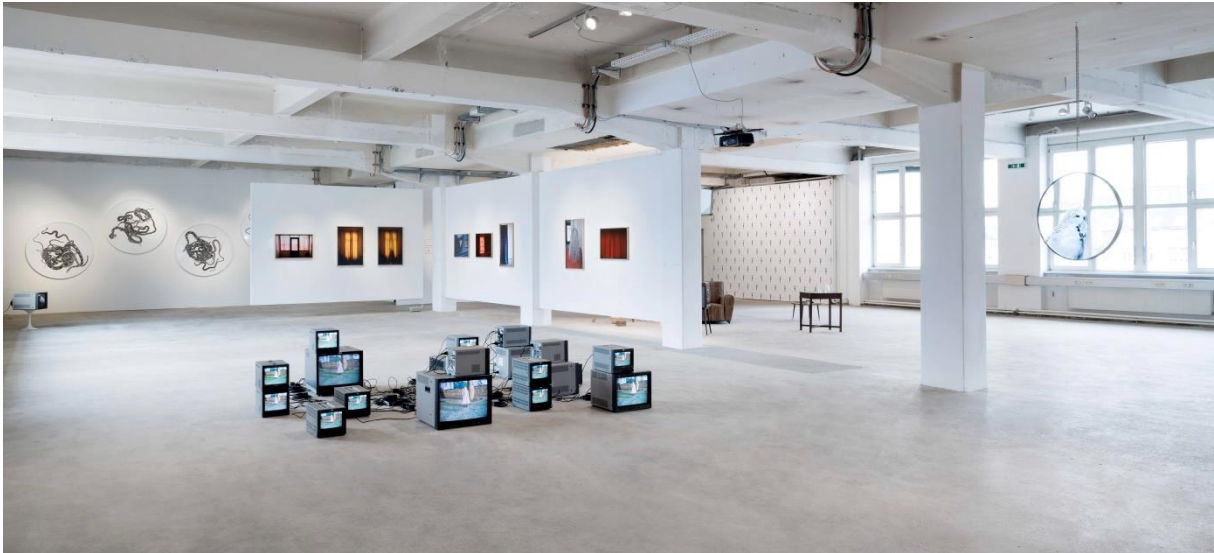
EIKON #109 © Say Say Say, Inc.

EIKON magazine, founded in 1991 and based in the MuseumsQuartier Wien, views itself as a platform for Austrian and international artists from the fields of photography and media art. EIKON is published quarterly and is bilingual (G / E).

The magazine focuses its content on current art events, as well as inter-media references in this context. The promotion of young positions and new currents of already established artists is a central point of attention. An attempt is made to create a bridge between photographic art with new media and visual art. The main contributions always focus on close cooperation with the artists presented, which is also reflected in the art editions (Edition EIKON) published by EIKON since 1995 - including works by artists such as Renate Bertlmann, Arnulf Rainer, Eva Schlegel, Elfie Semotan or Erwin Wurm.

From 2020, the EIKON Schauraum will offer a prominent presentation space in the middle of the MuseumsQuartier Vienna, which will make Austrian and international photo and media art freely accessible twelve hours a day.

EIKON also provides an extensive library. Visitors have the opportunity to access over 5,000 publications from the fields of photography, visual arts, art history and technology.



EIKON Award (45+), Künstlerhaus 1050, 2018 © EIKON

On various occasions, EIKON special prints and EIKON special publications are published in consecutive numbering (most recently Carl Aigner and Nela Eggenberger (ed.) “5 x 5. Photo Tracks”, 2016, with contributions by David Bate, Linde B. Lehtinen, Steffen Siegel, Abigail Solomon-Godeau and Urs Stahel) as well as there are group exhibitions being actualized in cooperation with other institutions (e.g. *Fragile*, Bawag PSK Contemporary, 2013; *Pas de Deux*, KUNST HAUS WIEN, 2015; *EIKON Award (45+): Katrín Elvardsdóttir, Susan MacWilliam, Gabriele Rothemann*, KÜNSTLERHAUS 1050, 2018).



BWM Architekten are a multi-national architecture firm that operates throughout Europe. Their main areas of focus are architecture, interior design, culture and hospitality. Founded by Erich Bernard, Daniela Walten, Johann Moser and Markus Kaplan in 2004, the firm stands for a personal approach and a cooperative development process. Whether designing interior spaces, residential and urban construction projects, or museum and exhibition concepts, BWM Architekten always work out a specific project's unique formal language and the corresponding design concept in strategic workshops with the client.

The many outstanding projects of the past few years include the transformation of the 25hours Hotel from a 1970s student residence into a cool design hotel clearly rooted in the 21st century, the internationally recognised Hotel Topazz with its distinctive oval windows and chocolate-brown façade, and the redesign of the shop, café and salon (Iconic Awards 2019: "Innovative Architecture – Best of Best", German Design Award 2020 "Excellent Architecture – Winner") in the iconic Hotel Sacher.

BWM Architekten have also created innovative hospitality concepts that translate urban trends for the lifestyle sector. Some noteworthy projects are grätzlhotel, the budget hostel chain Wombat's and the rebranding of the hostel giant a&o. Recent interior projects include the conception of well-known and innovative brands such as Jaz Vienna, Hotel Pauls in Eisenstadt or Berlin Marriott Hotel.

Some standout projects in the area of exhibition design are the Austrian EXPO pavilion in Astana in 2017 (which won the distinguished Red Dot Award), the new Austrian Literature Museum and the hdgö House of Austrian History (German Design Award 2020 "Excellent Architecture – Winner").



Q21

the creative space at MuseumsQuartier Wien

Q21 provides workspace for around 50 initiatives, organizations, agencies and editorial offices working within the cultural sphere. This creative space is spread out over an area of more than 7000m² within the MuseumsQuartier Wien, enabling Q21 to bring “hands on creativity” into one of the world’s largest complexes for art and culture.

Q21 tenants work across a wide variety of fields. Be it an international film or dance festival, indie game development, art book publishing or a fashion boutique, all with their own themes and forms of production, the initiatives complement the traditional museums and event spaces at the MuseumsQuartier Wien.

Q21 tenants operate autonomously. Some run small exhibition spaces or occupy offices in the publicly accessible indoor area on the ground floor of the baroque Fischer von Erlach wing, open daily from 10.00–22.00. Others curate the artistic passageways which connect the MQ’s various courtyards. A number of Q21 tenants are housed on the upper floors of the baroque wing. Tours provide visitors with an insight into their offices and working practices. Registration and information: Q21tours@mqw.at.

Cultural initiatives (selection) at Q21

With ASIFA AUSTRIA, biber, Broken Rules, Walther Koenig Books, designforum Wien, EDUCULT, EIKON, eSeL REZEPTION, Fulbright Austria, Gruppe Or-Om, ImPulsTanz - Vienna International Dance Festival, liquid frontiers, monochrom, q/uintessenz, Say Say Say, Inc., SCHAURAUM Angewandte, SCHLEBRÜGGE.EDITOR, springerin, SR-Archiv, Station Rose, SUBOTRON, Tricky Women/Tricky Realities, VIS Vienna Shorts, White Castle Games, downtownQ21 and others, around 50 cultural initiatives are currently based at Q21. A full list of our partners is available from the Q21 website: <http://www.Q21.at/institutionen>.

Every year, around 225,000 visitors attend events organized by Q21 initiatives. This makes Q21 a significant contributor to the success of the MuseumsQuartier as a whole. No admission is charged for the majority of events.

Established: September 2002

Head: Nina Wenko

Artistic Director frei_raum Q21 exhibition space & Artist-in-Residence Program: Elisabeth Hajek

Assistant to the Artistic Director: Esther Brandl

Communications and Outreach Program: Margit Mössmer

MQ Press Officer: Irene Preißler

Artistic agendas & cultural sponsoring Q21: Klaus Krobath

www.Q21.at