

BRÖHAN-MUSEUM

Landesmuseum für Jugendstil, Art Deco und Funktionalismus

PRESSEMITTEILUNG

PRESS RELEASE

"Fancy Bizarre Brute. New German Design of the 1980s"

Exhibition from 17 October 2014 to 1 February 2015 at the Bröhan-Museum, Berlin

We cordially invite you to the PRESS TOUR of the exhibition on Thursday, 16 October 2014, 11 o'clock, at the Bröhan-Museum.

In the eighties, artists and designers in Westgerman cities caused a sensation with fancy, bizarre, brute and ironic furniture and objects. The movement was called *Neues Deutsches Design* (New German Design), stood for a radical new approach, alike the *Neue Deutsche Welle* ("New German Wave") or the *Neue Deutsche Film* (New German Cinema): design was made outside the framework of industrial production and influenced by all kinds of cultural and subcultural sources. For the first time, the Bröhan-Museum launches a major exhibition about this phenomenon, which had just a short peak: from 1982, when the first exhibition titled "Möbel perdu – Schöneres wohnen" ("Furniture perdu – Living more beautiful") took place in Hamburg, until the German reunification. Therefore, the New German Design is a contemporary document for a perception of Germany, that does not exist anymore, and one of the last important cultural achievements of West Germany.

At the beginning of the eighties a young generation of designers in West Germany and West-Berlin started break the tradition of functionalism. Established by the *Deutscher Werkbund* (German Association of Craftsmen) before World War I, shaped by the Bauhaus and brought to perfection after World War II by the Ulm School of Design, German design was all about ideas like "the good form" or "the simple line": an own approach to design, that was based on rationality and searched for a factual, unemotional and preferably efficient design. Due to the protests of 1968, social changes, and the political circumstances in the seventies, rational and industrial fabricated design got into a crisis. Now, furniture and objects had to tell stories, to reflect the social situation or to encourage thinking about the German self-image. They may, as Christian Borngänger expressed, "harm the optic nerve but not the backside". There is for example a table called *Tarantula* by Schulz-Pilath which looks like a spider crawling through the living room, there is Stiletto's *Consumer's Rest Lounge Chair*, a transformed shopping cart, there is Volker Albus' floor lamp A 59, that brings the German *Autobahn* into the living room. The group *Kunstflug* combines nature and artificiality in floor lamps that look like trees, Herbert Jakob Weinand hints at the Cold War with his table *Pershing*.

"Fancy Bizarre Brute. New German Design of the 1980s" shows about 80 objects of the New German Design, among them furniture and works by Stiletto, Volker Albus, Heinz Landes, Andreas Brandolini, Wolfgang Flatz, Axel Kufus, Jasper Morrison, the groups *Möbel perdu* from Hamburg, *Kunstflug* from Düsseldorf, *Pentagon* from Cologne, *Ginbande* from Frankfurt as well as *Bellefast* and *Cocktail* from

Bröhan-Museum
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Berlin. Some historical exhibition arrangements are reconstructed, like the *Deutsches Wohnzimmer* (German living room) by Brandolini, first exhibited at the Documenta 8, and also pieces of the exhibition *Kaufhaus des Ostens* (Department store of the East), which was presented in 1985 in the same rooms, then the *Werkbundarchiv*, today the Bröhan-Museum. The exhibition takes a new look at designs and projects of various artists, designers and designer groups and makes this movement of the eighties visible again.

The exhibition was supported by the IKEA Foundation. Media partner: Wall AG, deutsche Domus, zitty, [030] Magazin Berlin, 88,8 radioBERLIN.

Accompanying program:

Free public tours every 1st and 3rd Sunday each month (plus museum admission), 2 pm

Free public short tours every 1st Wednesday eachr month, 4 pm

Eighties Night. An evening with music and design, Wednesday, 26^t October 2014, starting at 6 pm, admission: 8,- €/ reduced 5,- €

The concert series "Young musicians encounter Art Nouveau" every 1st Thursday each month, 2 pm, the concerts in November and January are part of the exhibition program

Workshop for children above the age of 8: "Pillow Fight", Saturday, 22 November / Sunday, 23 November 2014, 11 am-2 pm (2 x 3 h), costs: 15,- € per child, information and booking via Jugend im Museum e.V., tel.: 030/266422242

Curators: Dr. Tobias Hoffmann, Markus Zehentbauer M.A.

Exhibition design: Katleen Arthen

Public relations: Corinna Pöpke M.A.

Opening hours: Tuesday to Sunday from 10 am to 6pm and every public holiday (closed 24 and 31 December)

Admission: 8,- €, reduced 5,- €

Exhibition catalogue (in German), published by Wienand Verlag: 240 pages with numerous illustrations, price: 28,- € at the museum's cash desk.

For further information and pictures, please contact Corinna Pöpke, email: pr@broehan-museum.de, telephone: +49/(0)30/32690612