

## AUSTRIA

**COMMISSIONER** Marta Schreieck **CO-COMMISSIONERS** gangart (Simonetta Ferfaglia, Heinrich Pichler); Brigitte Redl-Manhartsberger; Katharina Ritter **EXHIBITORS** AllesWirdGut (Andreas Marth, Friedrich Passler, Herwig Spiegl, Christian Waldner); MPREIS (family-run enterprise); pool (Christoph Lammerhuber, Axel Linemayr, Evelyn Rudnicki, Florian Wallnöfer); querkraft (Jakob Dunkl, Gerd Erhartt, Peter Sapp, Michael Zinner); the next ENTERprise (Ernst J. Fuchs, Marie-Therese Harnoncourt) **WEB SITE** www.mpreis.at

**Against the Flow** showcases forces that are working towards a new concept of architecture, exploring its possibilities in a number of different practices. From two starting points which are diametrically opposed in more than just the geographical sense, ways of thinking and acting are developing independently, and these are changing both the creation and our view of architecture. Their visible results in turn alter contexts and provide impulses for diverse forms of action.

The show presents four teams of architects belonging to a generation of planners who are pushing the boundaries of the architectural concept to include multifunctional possibilities. They make enthusiastic interactive use of today's means of communication within teams and networks.

The four teams have already put this to the test by 'stretching the boundaries' in Vienna's museum quarter, producing creative work that has caused some local perplexity. Within the asymmetrical forcefield of the young architecture scene in Austria, the baroque bastions of the establishment are being shaken. Any porous places discovered are immediately and proactively used to guide knowledge flows into communication networks. Unbridled productive imagination enables these architects not only to access porous places but also to create them, and thus to make full use of the entire spectrum of the meanings of metamorphoses, from Ovid to science fiction.

One client – the family company Mölk and its grocery chain MPREIS – is activating the potential of architecture to produce cultural and social added value. The architecturally unmistakable MPREIS grocery markets include manifold intercultural activities in order to provide unexpected diversity within what are normally mere consumer-oriented flows of desire. Placed as points of orientation on the map of the Tyrol, these atmospheric supermarkets, developed individually for each location, provide identity through diversity. Going beyond the linearity of stereotypical motions, these supermarkets transport impulses for social actions and provide space not only for what is necessary but also for what is possible. They generate a kind of architecture which works on our consciousness, beyond our awareness of form and design.

– MARTA SCHREIECK



1 the next ENTERprise, Nam June Paik Museum, Korea, 2003. Photo © the next ENTERprise.

2 Dominique Perrault. RPM, Rolf Reichert, MPREIS Wattens, Austria, 2003. Photo © André Morin.

3 the next ENTERprise, 'Olienlöcher', Audio lounge for the exhibition Trespassing, Vienna Secession, 2002. In the exhibition the audio lounge looks like a whispering object. As we approach it, we hear

various sounds coming from the hollows; leaning against the interior walls, we lose visual contact with the surrounding environment and are enveloped in the sounds of the interview. Photo © Lukas Schaller.



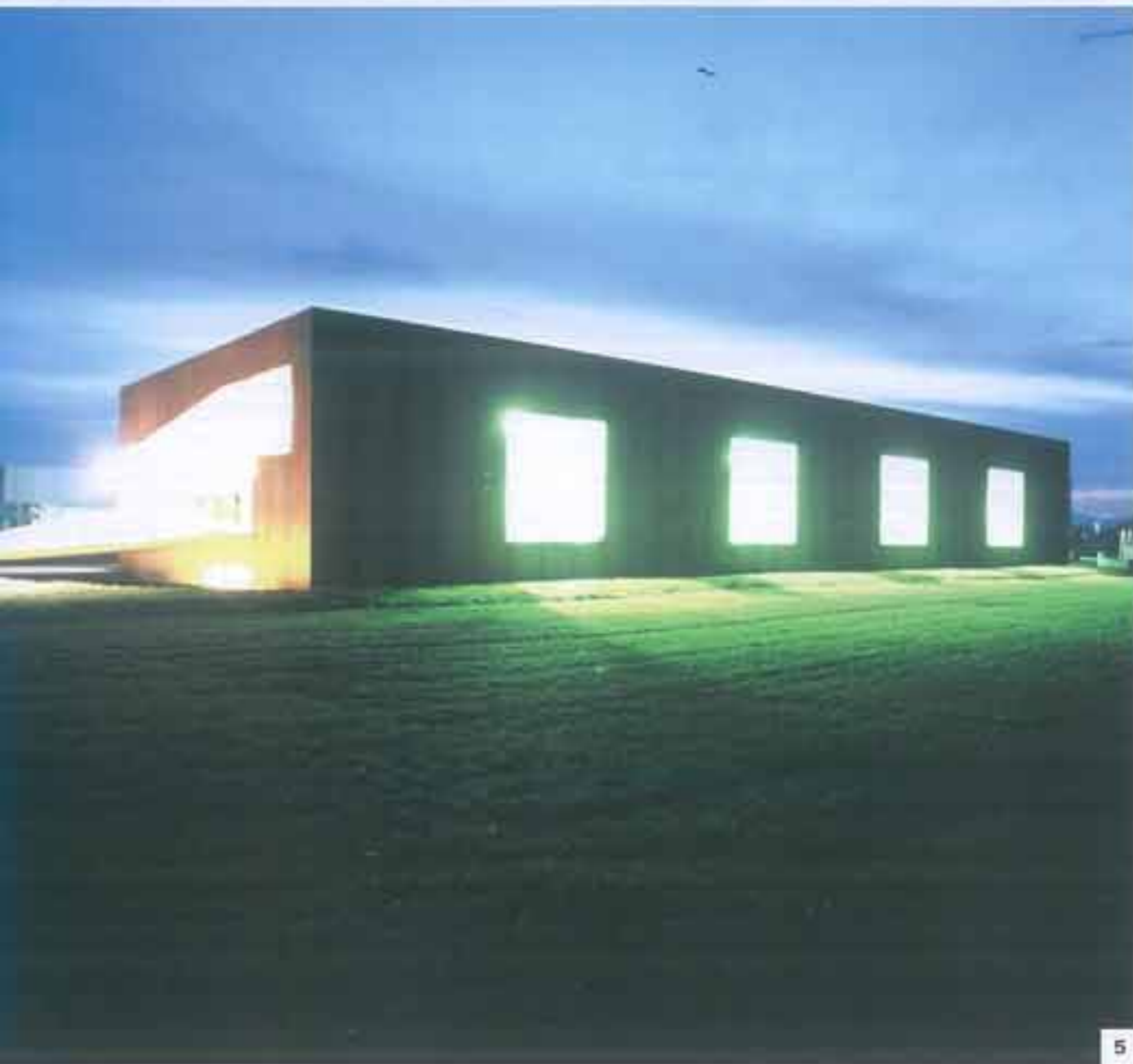
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4 Pool Architekten ZT GmbH, Workshop with bar, 2000, Dr. Theodor Körnerstraße, Trumau, southern Austria (A). Photo © Hertha Hurnaus.

5 Pool Architekten ZT GmbH, Workshop with bar, 2000, Dr. Theodor Körnerstraße, Trumau, southern Austria (A). Photo © Hertha Hurnaus.

6 querkraft, Single-family house DRA, Vienna, Austria, 2003. Photo © Hertha Hurnaus.

7 querkraft, Single-family house DRA, Vienna, Austria, 2003. Photo © Hertha Hurnaus.

8 AllesWirdGutDOZ, Centre of the village Fliess, 2001. Photo © Hertha Hurnaus.

9 AllesWirdGutEsempio BZ, driveln hybrid on the Brennero Highway, 1999. Photo © AllesWirdGut.