

AUSTRIAN FREDERICK KIESLER PRIZE FOR ARCHITECTURE AND THE ARTS

LAUREATE 2016

ANDRÉS JAQUE



Photo: Miguel de Guzmán

I) Exhibition:

TRANSMATERIAL. Andrés Jaque / Office for Political Innovation

Opening: Wednesday, 5 October 2016 at 6 p.m.

at the Frederick Kiesler Foundation, Mariahilfer Strasse 1b, 1060 Vienna

Exhibition duration: 6 – 28 October 2016

II)

Award presentation by Dr. Andreas Mailath-Pokorny

Executive City Councillor for Cultural Affairs, Science and Sports

on Thursday, 6 October 2016 at 12 o'clock noon

at MUSA, Felderstrasse 6-8, 1010 Vienna

III)

4th Kiesler Lecture: Andrés Jaque

on Thursday, 6 October 2016 at 7 p.m.

at the cupola hall of the Vienna University of Technology, Karlsplatz 13, 4th floor, 1040 Vienna

Exhibition:

TRANSMATERIAL

Andrés Jaque / Office for Political Innovation

Frederick Kiesler Prize 2016

TRANSMATERIAL gathers the work produced by Andrés Jaque and the architectural and artistic practice he founded in 2000: Office for Political Innovation. A transnational agency based in New York and Madrid, Office for Political Innovation works at the intersection of design, research, and political practices. It has gained a singular voice in the international scene of contemporary architecture by exploring how architecture can be alternative, inclusive, and subversive.

The term *transmaterial* refers to the way architecture is produced by the interaction between processes developed through the coordination of different material media (the built environment, the biology of beings, the online interaction, etc.). This notion can be found in research-based projects like "SALES ODDITY. Milano 2 and the Politics of Direct-to-Home TV Urbanisms" and "Pornified Homes", as well as in designs like COSMO, Escaravox, and House in Never Never Land.

The works included in this exhibition rethink daily life via an ensemble of diverse and often incompatible sensitivities and traditions. Social sciences, theater, technology, art, and design—when these come together they create disciplinary hybrid projects that not only enforce a methodology, but also a mode of doing that renovates the priorities, the tools, and the formats in which existence can be discussed and transformed.

Exhibited works on film:

- IKEA DISOBEDIENTS NY (2012)
- IKEA Disobedients Madrid (2012)
- SALES ODDITY. Milano 2 and the Politics of Direct-to-Home TV Urbanism (2014)
- PORNIFIED HOMES (2016)
- SUPERPOWERS OF TEN (2013-2016)
- ANDRÉS JAQUE / OFFICE FOR POLITICAL INNOVATION 2000-2016 (2016)

CONTENTS OF THE EXHIBITION



IKEA DISOBEDIENTS NY (2012)

Video (7'22", sound)

IKEA Disobedients Madrid (2012)

Video (8'53", sound)



SALES ODDITY. Milano 2 and the Politics of Direct-to-Home TV Urbanism (2014)

Video (23'14", sound)



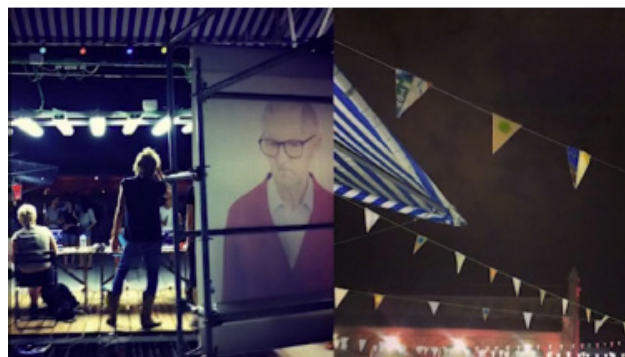
PORNIFIED HOMES (2016)

Video (14'42", sound)



SUPERPOWERS OF TEN (2013-2016)

Video (43'02", sound)



ANDRÉS JAQUE / OFFICE FOR POLITICAL INNOVATION 2000-2016

Video (TBC, no sound)

**4th Kiesler Lecture:
ANDRÉS JAQUE**

On the occasion of the presentation of the 10th Austrian Frederick Kiesler Prize for Architecture and the Arts, Andrés Jaque will give the 4th “Kiesler Lecture” at the cupola hall of the Vienna University of Technology on Thursday, 6 October 2016 at 7 p.m.

The “Kiesler Lecture” was established in relation to the Frederick Kiesler Prize 2008 and according to the continuing history and actuality of the reception of Frederick Kiesler (1890-1965) and the architect’s extensive heritage. In cooperation with the Faculty of Architecture and Spatial Planning at the Vienna University of Technology, the Frederick Kiesler Foundation invites well-known architects and artists to Vienna to present their position within contemporary architectural praxis and theory to the public. The first “Kiesler Lecture” by Toyo Ito in 2008 was held at the overcrowded Audimax and is well remembered until today.

Organized by: ao. Univ.-Prof. Dipl.-Ing. Dr. techn. Christian Kühn, Academic Dean of Architecture, Faculty of Architecture and Spatial Planning at the Vienna University of Technology in cooperation with the Frederick Kiesler Foundation



Andrés Jaque / Office for Political Innovation: *House in Never Never Land, Ibiza*.
Photo: Miguel de Guzmán / ImagenSubliminal.com

AUSTRIAN FREDERICK KIESLER PRIZE FOR ARCHITECTURE AND THE ARTS 2016

ANDRÉS JAQUE

The presentation of the internationally renowned award to the Spanish architect Andrés Jaque by Vienna's City Councillor for Cultural Affairs Andreas Mailath-Pokorny takes place at the MUSA (Museum Startgalerie Artothek) in Vienna on October 6, 2016 at 12 o'clock noon.

The international jury of the Frederick Kiesler Prize 2016 acknowledges Andrés Jaque and his Office for Political Innovation for "its innovative analysis, multi-media performance, outstanding polemical design and its focus on new kinds of social interactions. Andrés Jaque maybe the first architect to fully appreciate the urban and architectural implications of the new social media and the associated sharing economy. In this, he plays an important role as a thought leader. The Kiesler Prize Jury is very pleased to award this year's prize to a practice that combines a playful aesthetic with a serious polemic to produce some of the most original, provocative and influential works the field has seen for a long time." *(from: Decision of the Jury)*

Endowed with 55,000 euros the award is presented every two years by the Republic of Austria and the City of Vienna for "extraordinary achievements in architecture and the arts that relate to Frederick Kiesler's experimental and innovative attitudes and his theory of 'correlated arts' by transcending the boundaries between the traditional disciplines" *(from: Statutes of the Frederick Kiesler Prize)*

"Andrés Jaque's understanding of architecture is future-oriented: By discussing the complex social and political relations, he positions architecture as essential means for shaping daily life. In this way, Andrés Jaque appears as visionary as well as pragmatic, designing bold solutions at a time when usual schemata are not effective anymore." *(Andreas Mailath-Pokorny, Executive City Councillor for Cultural Affairs, Science and Sport of the City of Vienna)*

**Further Information and High Resolution Images:
www.kiesler.org >>> Press**

Jury 2016

(from left to right:)

Benedetta Tagliabue, Architect

(Peter Bogner, Director Frederick Kiesler Foundation)

Beatriz Colomina, Architectural theorist

(Hani Rashid, President Frederick Kiesler Foundation)

Ben van Berkel, Architect

Stella Rollig, Director Lentos Kunstmuseum Linz

Peter Kogler, Artist



Photo: Sabine Hauswirth

Decision of the Jury:

The jury is very pleased to award this year's Kiesler Prize to Andrés Jaque, a young architect from Madrid whose Office for Political Innovation has become internationally renowned for its capacity to go beyond assumptions about traditional practice and urban life. If the spirit of Frederick Kiesler is that of someone operating on the threshold between art and architecture with highly original experimental work that establishes new protocols and opens up new perspectives, the spirit of Andrés Jaque's designs, installations and performances strongly resonate with that of Kiesler.

This innovative architectural practice is unique in its dedication to "fieldwork," documenting and analyzing the new patterns of contemporary life in order to design playful spaces of great beauty that stage the new forms of social collectivity and interactivity under the rapidly evolving conditions of global and local economies. The work is therefore thoroughly contemporary and responsive. It savors the diversity of new forms of living that is ignored or hidden by the standard typologies and design conventions of traditional architectural practice and urban design. The jury also appreciated the trans-scalar character of the work, spanning from micro-details of social media messaging all the way through urban scales to macro-economic transformations, and rethinking architecture at each scale in a provocative way. The work is also unique in blurring the lines between art, architecture and politics.

The work of Andrés Jaque has been highly acclaimed in major museums and exhibitions, as, for example, with the *IKEA Disobedients* installation in MoMA PS1 in 2012, addressing the new blurring of labor and domestic life. Jaque won the Silver Lion award at the Venice Biennale of 2014 for his brilliant and humorous analysis of *Milano 2*, the development by Berlusconi that intimately linked television, real estate and life style. Last year's *COSMO* pavilion constructed at MoMA PS1 was the winner of the annual Young Architects Competition. Currently, his

Super Powers of Ten installation and performance forms the introduction to Bruno Latour's important exhibition *Reset Modernity* at ZKM in Karlsruhe. This combined appreciation from the art, architecture and philosophy world shows the significance of his work in breaking boundaries. The jury feels that he has opened a new conversation.

In summary, this outstanding practice is characterized by its innovative analysis, multi-media performance, outstanding polemical design and its focus on new kinds of social interactions. Andrés Jaque maybe the first architect to fully appreciate the urban and architectural implications of the new social media and the associated sharing economy. In this, he plays an important role as a thought leader. The Kiesler Prize Jury is very pleased to award this year's prize to a practice that combines a playful aesthetic with a serious polemic to produce some of the most original, provocative and influential works the field has seen for a long time.

Andrés Jaque:

Andrés Jaque was born in 1971 in Madrid, Spain. He graduated in Architecture from Escuela Técnica Superior de Arquitectura in Madrid. In 2000, he launched Andrés Jaque Architects and in 2003, the Office for Political Innovation, a transdisciplinary practice that develops architectural projects dedicated to bringing inclusiveness into daily life using research, performance and installations. The office's slogan is "architecture is technologically rendered society". Jaque operates at the interface between art, architecture and critical practice. He lives and works in Madrid and New York.

Some of his most important works are *Plasencia Clergy House*, *House in Never Never Land*, *ESCARAVOX*, *COSMO MoMA PS1*, *IKEA Disobedients*, *PHANTOM*. *Mies as Rendered Society* and *Superpowers of Ten*. His practice was awarded with the Silver Lion for the Best Research Project at the 14th Venice Architecture Biennale in 2014 and with the Dionisio Hernández Gil Prize.

Andrés Jaque is Advanced Design Professor at Graduate School of Architecture, Planning and Preservation (GSAPP), Columbia University and Visiting Professor at School of Architecture (SoA), Princeton University. Together with the Office for Political Innovation, he is author of the publications *PHANTOM*. *Mies as Rendered Society*, *Different Kinds of Water Pouring into a Swimming Pool*, *Dulces Arenas Cotidianas*, *Eco-Ordinary*. *Codes for everyday architectural practices and Everyday Politics*.

Previous Kiesler Prize Laureates:

Frank O. Gehry (1998) – Judith Barry (2000) – Cedric Price (2002) – Asymptote Architecture / Hani Rashid + Lise Anne Couture (2004) – Olafur Eliasson (2006) – Toyo Ito (2008) – Heimo Zobernig (2010) – Andrea Zittel (2012) – Bruce Nauman (2014)