



*Kunsthau**s** Bregenz*

**KUB 05.07**

**KUB in New York City  
Austrian Cultural Forum**

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12|11| -30|11|2005



# KUB in New York City

## The Kunsthaus Bregenz at the Austrian Cultural Forum New York



Jeff Koons, Kunsthaus Bregenz, 2001

### KUB in NYC

Concept and texts  
Eckhard Schneider

Front page

**Siegrun Appelt**

**288 KW**|2005

Kunsthaus Bregenz,  
144 Thorn Mundial  
floodlights à 2000  
watts/380 volts,  
transformers, distri-  
butor boxes, cable

Austrian Cultural  
Forum, New York

Photo: ©Robert Polidori

**The Kunsthaus Bregenz is pleased to showcase itself at the Austrian Cultural Forum in New York as a leading international exhibition space for contemporary art with particular emphasis on its significance in today's transatlantic artistic dialogue. For three weeks, the striking sculpture-like skyscraper built by Raimund Abraham in the heart of New York City will be the setting for the KUB's presentation. At the core of this show designed for the ACF by graphic artist Stefan Sagmeister is the overall concept of the indivisibility of architecture, programming, publications, and education. The exhibition as well as roundtable discussions with artists, curators, critics, and architects will highlight the multifaceted picture of the idea "Inside the Work" – a program and a specific curatorial approach, now four years in the making, positing and exploring new artistic approaches to artworks, architecture, and society.**



## Inside the Work

**“The Kunsthaus Bregenz is an open platform for the artwork and the audience alike.**

**It is a place for deceleration, where the focus is on the real here and now of newly produced series of works and artists are free to unfold the full potential of their work’s radical right. To the artists, the Kunsthaus is a temporary studio, a research and production site for developing new series of works whose validity lies in their uncompromising artistic accentuation. To viewers, the KUB is a place of intellectual and sensory experience and discourse.”**

Eckhard Schneider,  
Director, Kunsthaus Bregenz



KUB facade, Video  
Projection, Tony  
Oursler, 2001

**Within just a few years, the Kunsthaus Bregenz has succeeded in establishing itself as one of the leading international exhibition spaces in Europe. Artists, the public, and the media all agree that the Kunsthaus can currently claim to have “the most compelling exhibition roster in the German-speaking world” (Monopol, no. 3 [2005]). All in all, the KUB is regarded, especially among artists, as a “signature space” grounded on a persuasive overall idea: the conclusive indivisibility of architecture, programming, curatorial practice, publications, and education geared toward the core of art.**



## The Architecture

**“The Kunsthaus rises in the light of Lake Constance. Its body is made of plate glass, steel, and a cast concrete stone mass that establishes structure and space in the interior. From the outside, the building looks like a light source. It absorbs the changing light of the sky, the hazy shimmer of the lake, and reflects back light and color, hinting at its inner life according to the perspective, the time of day, and the weather.”**

Peter Zumthor, architect



Foyer and staircase,  
Kunsthaus Bregenz

The KUB, which opened its doors in 1997, was designed by renowned Swiss architect Peter Zumthor. A recipient of numerous honors, the building ranks among the most important contemporary museum structures in the world. Conceived as a museum lit by natural light, the building captivates by virtue of its momentous exterior form and the uncompromising implementation of its spatial conception. The sublime formal and material aesthetic of the ground floor and the three upper exhibition levels stacked one on top of another makes for an integrated whole with great artistic potential. For artists, the architecture both sets the scale and provides the conceptual impetus for the production of their exhibitions, especially when entire series of works are produced to be shown at the Kunsthaus Bregenz. Consequently, the architecture is an indispensable platform for the idea Inside the Work.



**Eliasson**



**Gordon**



**Huyghe**



**Merz**



**Holzer**



**Sierra**



**Kapoor**



**Schabus**

# The Program

**“Today the Kunsthau Bregenz is one of those iconic buildings where the significance of each given show as well as society’s desperately needed self-confidence take shape in the dialogue between exhibitions, architecture, and setting.”**

Olafur Eliasson, Artist

## Exhibitions since 2001

### 2001

Daniel Buren  
Olafur Eliasson  
Günther Förg  
Jeff Koons  
Tony Oursler  
Hiroshi Sugimoto

### 2002

Douglas Gordon  
Gilbert & George  
Louise Bourgeois  
Ruth Schnell  
Pierre Huyghe  
Doug Aitken

### 2003

Mariko Mori  
Gerhard Merz  
Franz West  
Anish Kapoor  
Remind  
Tone Fink

### 2004

Gary Hume  
Santiago Sierra  
Jenny Holzer  
Thomas Demand  
Hans Schabus

### 2005

Jake and Dinos Chapman  
Constructive Provocation  
Rachel Whiteread  
Roy Lichtenstein  
Siegrun Appelt  
Tu Felix Austria .... Wild at Heart  
KUB in New York City  
Janet Cardiff & George B. Miller

Since revising its programmatic orientation in 2001, the KUB has realized twenty-four exhibitions and over thirty projects, all of which were of the museum’s own conception and for the most part were premieres in Austria and Europe. The central idea was and is the production of new series of works arising through a dialogue with the building’s architecture; the radical consequence of this approach in the context of today’s international art scene can only be experienced at the Kunsthau Bregenz or at the DIA Art Center in New York. Thus we succeeded in inspiring artists such as Daniel Buren, Olafur Eliasson, Hiroshi Sugimoto, Douglas Gordon, Pierre Huyghe, Doug Aitken, Gerhard Merz, Anish Kapoor, Santiago Sierra, Hans Schabus and most recently Janet Cardiff & George Bures Miller to create remarkable on-site artworks. Along with large summer exhibitions of work by Jeff Koons, Louise Bourgeois, Franz West, Jenny Holzer, and Roy Lichtenstein, the panorama of contemporary art is being broken down into its spectacular contrasts, whereby, thanks to a specific proximity to the work, artistic depth and validity become the absolute standards.



Koons



Whiteread



Bourgeois



Sugimoto



Mori



Demand



Aitken



West





# Curatorial Practice

## Vorarlberg Companies as KUB Partners

Amann – Dicht- und Dämmsysteme  
Ankünder – Gesellschaft  
    Außenwerbung mbH  
AWECO – Appliance Systems  
Berlinger Holzbau  
DMG  
Feycolor  
Flatz Bruno  
Glas Marte  
I+R Schertler  
ICON  
Interlux Hirsch GmbH, Hörsching  
Kaufmann Holz AG  
Kultour Taxi  
Lechler Coatings  
MÄSER Digital Media  
Montfort Advertising  
Oa.sys  
Nägele Bau  
ÖBB  
ORF – Vorarlberg  
Pfeiffer Gerüstbau  
Radio Vorarlberg  
Jürgen Raid, Malerbetrieb  
Rhombert Bau  
Siemens  
Technogel  
Ton + Bild  
Typico Megaprints  
UNIQA  
VKW – Vorarlberger Kraftwerke AG  
VN – Vorarlberger Nachrichten  
Vorarlberger Holzbau\_Zukunft  
Vorarlberger Illwerke AG  
Zumtobel Staff

For the implementation of its program, the KUB has meticulously developed its capabilities in technological and curatorial matters. Cooperation with leading Vorarlberg companies and suppliers has become indispensable for the museum's team of technicians and curator. As works are constantly being produced directly on-site, these companies' innovative technological know-how plays an essential role, as does their willingness to provide sponsorship. In addition, collaboration between artists and companies has resulted in lasting partnerships, regarding other exhibition venues as well. One example here is the cooperation between Olafur Eliasson and the company Zumtobel Staff in Dornbirn.

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Rachel Whiteread



Kunsthau Bregenz

ROY LICHTENSTEIN

CLASSIC OF THE NEW



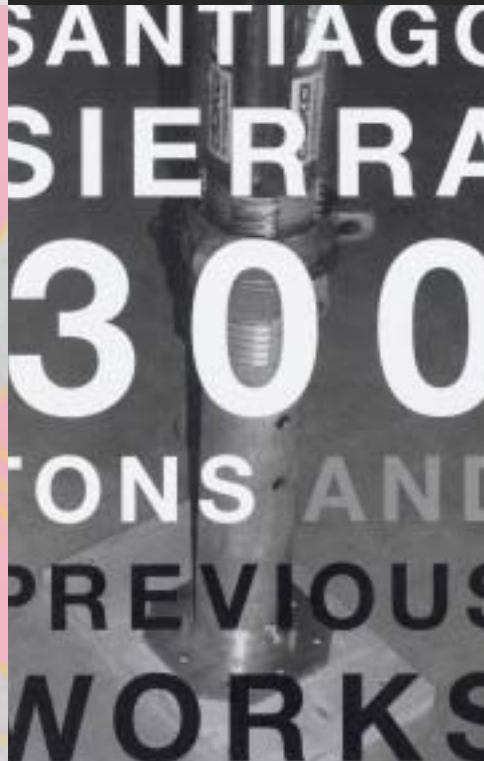
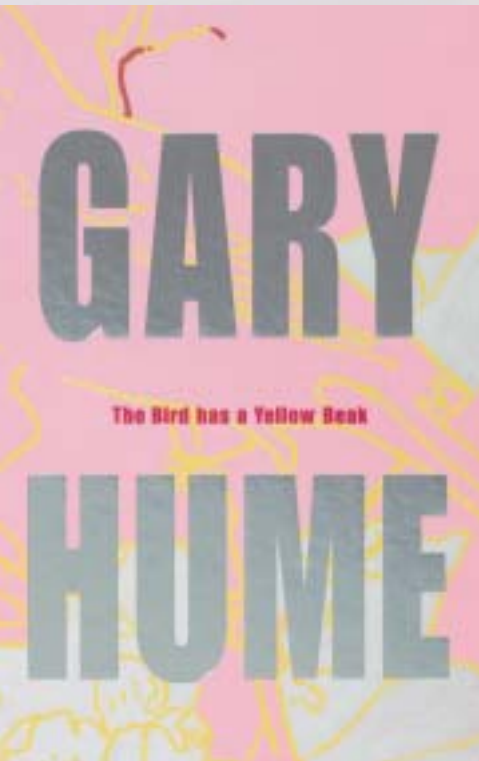
Kunsthau Bregenz

DOUG AITKEN  
NEW OCEAN



Thomas Demand  
Phototrophy  
Kunsthau Bregenz

Schirmer/Mosel



Thomas Demand  
WE'LL NOT CARRY GOALS

# Catalogs

## Publications

### Exhibition catalogs

#### 2001

Daniel Buren  
Olafur Eliasson, The mediated  
motion  
Günther Förg  
Jeff Koons

#### 2002

Hiroshi Sugimoto,  
Architecture in Time  
Gilbert & George, An Exhibition  
Louise Bourgeois,  
Drawings and Sculptures  
Doug Aitken, New Ocean

#### 2003

Mariko Mori, Wave UFO  
Gerhard Merz, bregenz fragments  
Franz West, We'll Not Carry Coals  
Anish Kapoor, My Red Homeland

#### 2004

Gary Hume,  
The Bird has a Yellow Beak  
Santiago Sierra,  
300 Tons and Previous Works  
Jenny Holzer, Truth Before Power  
Thomas Demand, Phototrophy  
Hans Schabus,  
The Rendezvous Problem

#### 2005

Jake and Dinos Chapman  
Rachel Whiteread,  
Walls, Doors, Floors, and Stairs  
Roy Lichtenstein,  
Classic of the New  
Tu Felix Austria .... Wild at Heart  
Janet Cardiff & George Bures Miller,  
The Secret Hotel

### Werkbuch Series

#### 2005

Gottfried Bechtold Signatur 02

The Kunsthaus Bregenz publishes catalogs in conjunction with its exhibitions, working closely with the artists and leading designers, such as Walter Nikkels, Stefan Sagmeister, Bruce Mau, Martina Goldner, Clemens Schedler, and Monomer. Each catalog has its own trademark look and becomes a key component of the exhibition and of the works themselves. Generally published in two languages, the catalogs are designed to be both sold at the museum and distributed worldwide. Editions normally run between 2,000 and 7,000 copies, and international sales are handled by Walther König in Cologne for the European market and D.A.P. in New York for the American and Asian markets.



# Education

**“But only with the opening of the Kunsthaus Bregenz, built by architect Peter Zumthor in 1997, did Vorarlberg finally receive its major architectural landmark. The cube, surrounded by a milky-blue glass skin, along with its black annex, has been perfectly assimilated into the urban layout of Bregenz’s lakeside old town – and since its inauguration this structure has caused as much sensation as the museum’s artistic program. [...] And it is of no surprise, therefore, that the architecture itself has now found a place in this beacon of international art education.”**

Roman Hollenstein, Neue Zürcher Zeitung, 2005

## Key data on the art education program

Approximately 700 educational events each year, with 15,000-20,000 visitors enjoying the offerings of the art education program.

Educational offerings: lectures, presentations, films, dialogue tours, studio visits, KUB+Coffee, Kunst+Markt, art courses, guided tours with the director and with curators, events for the Friends of the KUB, family tours, lectures, performances, discourse forums, architecture tours, subjective tours, tours for teachers, courses for children and teens, Art Dragon for kids, workshops, etc.

Discourse on architecture: lectures by Terence Riley, Dominique Perrault, Raimund Abraham

6,000 schoolchildren provided with educational activities

Approximately 50 discourse events

Art education at the Kunsthaus Bregenz

The KUB sees the joint responsibility for the work of art and for the public as its central task. Hence, an indispensable part of the idea behind the work and thus of the mission of the museum is to open itself to the public in the form of wide-ranging and in-depth engagement with the work of art.

A central platform for art and communication is the KUB Arena. This work series, which is created by artists specifically for the foyer, stands at the interface between architecture, artwork, and discourse. Since its premiere in 2003 with the artist Franz West, an independent tradition has evolved with the works of Anish Kapoor, Thomas Demand, Jenny Holzer, Hans Schabus, and most recently Marko Lulic, among others. The KUB Arena is implemented in cooperation with our partners Montfort Advertising and DMG.



**Siegrun Appelt**  
**288 KW** | 2005  
Kunsthau Bregenz,  
144 Thorn Mundial  
floodlights à 2000  
watts/380 volts,  
transformers,  
distributor boxes,  
cable



## **KUB – A Powerful Piece of Vorarlberg**

The KUB stands in Bregenz, the capital of Vorarlberg, the most westerly federal state of Austria. In this excellent geocultural location at the junction of three countries and in close contact to its neighbors Germany and Switzerland, the KUB is nestled in a European region of astounding scenic beauty and economic success. Lake Constance, the Rhine Valley, and the Alps create a breathtaking panorama for many internationally appealing cultural highlights. In addition to the KUB, points of interest and attractions especially worth mentioning are the Vorarlberg architecture scene, the Bregenz Festival, the Schubertiade in Schwarzenberg, and the Feldkirch Festival. Backed by political and social acceptance in public discourse and with the support of partners from the cultural, economic, and social sectors in Vorarlberg, the KUB presents alternatives for autonomy, conciseness, and success in the tug-of-war between regional identity and international challenges.



Austrian Cultural  
Forum, New York

**November 12 – 22  
2005**

**Program  
KUB Arena at the  
Austrian Cultural Forum New York**

Free admission to all events.  
For further information on the artist talks,  
please contact [kub@acfny.org](mailto:kub@acfny.org)  
or (212) 319-5300 x 333  
or visit [www.acfny.org](http://www.acfny.org)

**Inside the Work**

Artist Talks: Artists talk to artists, art critics, and curators about their series of works at the Kunsthau Bregenz and the current status of their work in the context of production and reception.

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**Saturday, November 12,**  
6.30 p.m., ACF Auditorium

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**Lecture/Daniel Buren**

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**Monday, November 14,**  
6.30 p.m., ACF Auditorium

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**Lecture/Eckhard Schneider** (Director, Kunsthau Bregenz)  
KUB as a Studio  
KUB's specific mission statement  
**Artist Talk/Franz West and Jason Rhoades**  
Moderator: **Ealan Wingate** (Director, Gagosian Gallery, NYC)

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**Tuesday, November 15,**  
6.30 p.m., ACF Auditorium

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**Rudolf Sagmeister** (Curator, Kunsthau Bregenz)  
Curatorial Practice at the KUB  
**Artist Talk/Douglas Gordon and Lynne Cooke**  
(Curator, Dia Art Foundation, NYC)

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**Wednesday, November 16**  
6.30 p.m., ACF Auditorium

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**Artist Talk/Thomas Demand and Michael Rush**  
(WPS1 Art Radio, NYC)

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**Thursday, November 17,**  
6.30 p.m., ACF Auditorium

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**Lecture/Santiago Sierra**

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**Friday, November 18,**  
6.30 p.m., ACF Auditorium

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**Artist Talk/Jeff Koons and Scott Rothkopf**  
(Senior Editor, Artforum International, NYC)

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## Architecture as a Platform

### **Peter Zumthor in conversation with artists**

The architect who designed KunsthauB Bregenz talks with artists for whom KUB's architecture served as a defining standard and conceptual inspiration for the production of entire series of work.

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Saturday, November 19,  
6.30 p.m., [ACF Auditorium](#)

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**Eckhard Schneider** (Director, KunsthauB Bregenz)  
Introductory statement on the significance of KUB's architecture for the production of new work groups  
**Artist Talk/Hiroshi Sugimoto and Peter Zumthor**

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Monday, November 21,  
6.30 p.m., [The Cooper Union](#)  
(Great Hall), 7 East 7th Street,  
New York, NY 10003, information  
number: (212) 753-1722.  
First-come first-served.

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**Artist Talk/Olafur Eliasson and Peter Zumthor**  
Organized by KunsthauB Bregenz and the Austrian Cultural Forum for KUB in NYC. Co-sponsored by the Irwin S. Chanin School of Architecture of the Cooper Union.  
In collaboration with the Architectural League of New York.

## Light as a Vision

This forum focuses on the question of the importance of light for artists, architects, and museum representatives in contemporary museum architecture. Is the Kunsthaus Bregenz, as a daylight museum, a model for a museum of the future? Introductory statements followed by a roundtable discussion with representatives from architecture, art, and museums examine the new challenges and standards for museums with respect to appropriate lighting design for the works presented. Representatives from New York institutions will be present to discuss their current lighting design projects.

Light as a Vision: in collaboration with Parsons The New School for Design and Zumtobel Staff.

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Tuesday, November 22,  
5.00 p.m., Parsons  
The NewSchool for Design,  
The Lang Center,  
55 West 13th Street, 2nd floor,  
New York, NY 10011,  
phone: (212) 229-8955 x 2910

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Opening words by **Paul Goldberger** (Dean, Parsons The New School for Design, NYC) and introductory statement by **Eckhard Schneider** (Director, Kunsthaus Bregenz)

### Keynote Speakers and Roundtable

**Olafur Eliasson**

**Michael Govan** (Director, Dia Art Foundation, NYC)

**Paul Marantz** (lighting designer)

**Hani Rashid** (Asymptote, NYC)

**Donna De Salvo** (Associate Director for Programs and Curator, Permanent Collection, Whitney Museum of American Art, NYC)

**Hiroshi Sugimoto**

**Marianne Stockebrand** (Director, The Chinati Foundation, Marfa, Texas)

**Peter Zumthor**

Moderator: **Peter M. Wheelwright** (Chair, Dept. of Architecture, Interior Design, and Lighting, Parsons The New School for Design, NYC)

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# KUB in New York City

## Partners

### A Project in Cooperation with the Austrian Cultural Forum New York

#### Artists

Daniel Buren | Thomas Demand | Olafur Eliasson | Douglas Gordon |  
Jeff Koons | Jason Rhoades | Santiago Sierra | Hiroshi Sugimoto |  
Franz West

#### Galleries and Institutions in New York

303 Gallery | The Architectural League of New York |  
Dia Art Foundation | Gagosian Gallery | Marian Goodman Gallery |  
The Irwin S. Chanin School of Architecture of the Cooper Union |  
MoMA – The Museum of Modern Art | Parsons The New School for  
Design | Sonnabend Gallery | Whitney Museum of American Art

#### Curators and Critics

Lynne Cooke | Donna De Salvo | Paul Goldberger | Michael Govan |  
Scott Rothkopf | Michael Rush | Marianne Stockebrand |  
Peter M. Wheelwright | Ealan Wingate

#### Architects

Hani Rashid | Peter Zumthor

#### Lighting designer

Paul Marantz

#### Sponsors and Supporters

State of Vorarlberg | Federal Chancellery Arts Division |  
Wirtschaftskammer Vorarlberg | Montfort Advertising |  
Zumtobel Staff | Hypo Landesbank Vorarlberg |  
Vorarlberg Tourismus | Vorarlberger Medienhaus | ORF Vorarlberg |  
Mäser Digital Media | Bregenz Tourismus | HS Art Service Austria



Society of Friends of the  
Kunsthaus Bregenz

Kulturhäuser Betriebs-  
gesellschaft mbH

MONTFORT  WERBUNG

Sponsor of the KUB Arena



Principal sponsor of the Kunsthaus Bregenz

ZUMTOBEL STAFF

Exhibition view  
Kunsthaus Bregenz  
"Remind . . .," Jane  
and Louise Wilson



## KUB in NYC Inside the Work

Kunsthaus Bregenz

### **KUB in NYC** **Inside the Work**

**Exhibition concept**  
Eckhard Schneider

**Communication**  
Birgit Albers|Iris Klein

**Program**  
Eckhard Schneider|  
Winfried Nußbaumüller

**Organisation**  
Birgit Albers|Melanie Büchel|  
Matthias Ernstberger|  
Kirsten Helfrich|Iris Klein|  
Antje Kühn|  
Winfried Nußbaumüller

**Technique and art handling**  
Rudolf Sagmeister|  
Markus Tembl|Markus  
Unterkircher|Stefan Vonier

**Exhibition design**  
Sagmeister Inc., New York  
Stefan Sagmeister|  
Matthias Ernstberger

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Christoph Thun-Hohenstein

**Exhibition coordinator**  
Iris Klein

**Austrian Cultural Forum**  
**New York**  
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Mon–Sat 10 a.m.–6 p.m.

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**Curator**  
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Eckhard Schneider

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Eckhard Schneider

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Robert Polidori|  
Rudolf Sagmeister|  
Philipp Schönborn/VBK,  
Vienna 2005|Santiago Sierra|  
Nic Tenwiggenhorn/VBK,  
Vienna 2005|Markus Tretter

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Büro für konkrete Gestaltung

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