

PREFACE

The University of Applied Arts Vienna is home to more than 2.000 students, many of whom come from other countries, both within Europe and abroad. The broad spectrum of artistic disciplines, complemented by a large number of scientific subjects, certainly enriches the special atmosphere that prevails at the »Angewandte«.

The concept of the university as a place for critical reflection upon one's personal thought and action, a place where questions are more important than patent solutions – this idea flourishes at the Angewandte. Studies are not limited to the mere conveyance of artistic techniques and skills. Rather, the development of individual artistic creativity and critical reflection upon one's work on the basis of theories and concepts are our foremost priorities. Students learn and experience art not just as an end in itself, but fundamentally as a departure point and medium for communication, where the analysis of the significance and effects art has in society play an important role. Encouraging the development of creative visions and facilitating artistic experiments, in tandem with a commitment to technical excellence and conceptual brilliance, are the basic elements of the quality standard the Angewandte sets for both teachers and students alike.

The Angewandte sees itself as a place for free artistic and academic expression, as a forum for open debate, and as a laboratory for artistic visions, which unfold their potentials in the society of the future. Our goal to remain one of the best art schools in the world is inextricably linked to the consistent effort invested into continually increasing our quality standards, the ongoing renewal of creative potential, and our uncompromising advocacy of artistic and academic freedom.

Gerald Bast, Rector

HISTORY

From the Imperial Royal Arts and Crafts School to the »Angewandte« of Today

In the heart of Vienna, the capital of the Danube monarchy, the predecessor institution of the current University of Applied Arts, the Imperial Royal Arts and Crafts School, was founded in 1867. It was closely affiliated with the Imperial Royal Austrian Museum of Art and Industry (today the MAK), the first Arts and Crafts museum on the European continent. Heinrich von Ferstel, the architect of the museum building, was commissioned for the design for a separate building for the school. In 1877, the main building of our university, still in use to the day, was festively opened at its prominent location on the Ringstraße.

In 1899, Felician von Myrbach was appointed as the director of the school, which was liberated from the administration of the museum in the following year. The end of the monarchy also meant the end of the »Imperial Royal« Arts and Crafts School, although Roller's long term in office (until 1934) ensured the continuity of the high standard of artistic quality.

During the National Socialist regime, the Vienna Arts and Crafts School was under the direct supervision of the »Reichskammer der bildenden Künste« (Reich Chamber of Visual Arts), numerous teachers and students were banned from studies. After 1945, the now »College of Applied Arts« had a difficult start under the direction of Maximilian Fellerer. Its orientation along the lines of an art academy was also reflected in the name »Academy of Applied Arts« (between 1948 and 1971, thereafter »College« again). The broadened scope of the educational programme, the increasing number of students, and an extension to the school along the Vienna Canal following the plans of Karl Schwanzer (1965) were signs of expansion in a new age of economic upswing.

In the 1980s and 1990s the »Angewandte« transformed into a progressive institution under the direction of Oswald Oberhuber. Since 2000 Rector Gerald Bast has been guiding the University of Applied Arts Vienna – two years after a new legislative regulation transformed Austrian art colleges into universities. Gerald Bast's ambitious plan for an art

university with flourishing content and a growing number of students keeps stride with this age of globalisation, a fact reflected by new study programmes and changing professorships.

Patrick Werkner

STUDYING AT THE ANGEWANDTE

Diploma Programmes

Fine Arts (8 semesters)

Majors:

- Painting
- Graphics
- Photography

Stage Design (8 semesters)

Design (8 semesters)

Majors:

- Graphic Design
- Graphics and Advertising
- Landscape Design
- Fashion

Industrial Design (10 semesters)

Conservation and Restoration (10 semesters)

Teacher Training (9 semesters)

Majors:

- Art Teaching
- Textile Design
- Handicrafts

Media Art (8 semesters)

Majors:

- Digital Art
- Transmedia Art

Master Programme

Architecture (6 semesters)

Art & Science (4 semesters)

Social Design – Arts as Urban Innovation (4 semesters)

TransArts – Transdisciplinary Art (4 semesters)

Bachelor Programme

Creative Writing (6 semesters)

TransArts – Transdisciplinary Art (6 semesters)

Doctoral Programmes

Natural Sciences (Dr.rer.nat.)

Philosophy (Dr.phil.)

Technical Sciences (Dr.techn.)

Postgraduate Programmes

art & economy (Master of Advanced Studies/MAS, 4 semesters)

ecm – educating/curating/managing (Master of Advanced Studies/MAS, 4 semesters)

Urban Strategies (Master of Science/MSc, 3 semesters)

COLLECTION AND ARCHIVE

The Collection and Archive form the cultural memory of the Angewandte. Exhibitions, publications, and acquisition of work by teachers and former students serve to document the university's history and present.

The collection consists of approximately 61.000 items from diverse fields: painting, graphics, object design (glass, metal, ceramics), furniture, architectural models, architectural plans, photography, videos, posters, bibliophile publications, fashion, historic costumes. Viennese Jugendstil is a core of the collection. It is complemented by the assets of the Oskar Kokoschka Centre, with the artist's complete private photography collection, the estate of the architect Margarete Schütte-Lihotzky and models of her famous »Frankfurt Kitchen«, the historically important Costume and Fashion Collection, and the Victor J. Papanek Foundation – which is currently being built up – named after the Austro-American designer.

Students and researchers can always access the Collection and Archive. The database, which can be accessed on-site, consists of approximately 50.000 data records with roughly 20.000 images. The databank is gradually being made accessible online and is in part already available on the Internet. In addition to our own exhibition activities, the Collection cooperates with Austrian and international partners, to whom we provide hundreds of items on loan each year. We convey curatorial know-how to students in seminars and courses. Information on research projects, new acquisitions, previous publications, and planned activities can be found on our website: www.uni-ak.ac.at/sammlung

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UNIVERSITY LIBRARY

The University Library is the university's central information facility. It supports studies, teaching, and research by providing and conveying printed, electronic, and audiovisual media for all fields of studies on offer.

The University Library is open to the general public. The entire collection can be researched via the online catalogue and most of it can be borrowed for use at home.

The University Library offers:

- approximately 100.000 monographs (focus areas are art, architecture, and 20th- and 21st-century design)
- more than 400 periodical subscriptions
- 400 online periodicals and 14 online databases, which are accessible on campus and, for students and teachers, also externally via VPN
- a media library with approximately 8.000 audiovisual documents, including 4.500 DVDs and videotapes (artists' videos, films, documentaries)
- special collections: artists' books / female-specific and feminist literature / source literature on Surrealism / Japanese woodcut books
- trainings in library use, mailing list for current information
- study desks, workplaces for online research, audio/video/DVD players, copy/print/scan facilities

Opening Hours:

Main reading room: Mon–Thurs, 9:30 a.m. – 6:30 p.m., Fri 9:30 a.m. – 4:00 p.m.

Periodicals reading room: Mon–Thurs, 10:00 a.m. – 6:00 p.m., Fri 10:00 a.m. – 4:00 p.m.

Shortened opening times on holidays. Closed during August. Information point and lending desk are in the main reading room (2nd floor); current periodicals and media library are in the periodicals reading room (1st floor).

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- PG Postgasse 6, 1010 Vienna
- FK Franz-Josefs-Kai 5, 1010 Vienna
- HS Henslerstraße 3, 1030 Vienna
- StG Sternegasse 13, 1010 Vienna
- RA Rustenschacherallee 2–4, 1020 Vienna
- VZ Vordere Zollamtsstraße 3, 1030 Vienna
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IMPRINT

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Graphic Concept and Design
bauer – konzept & gestaltung

Vienna, August 2012

