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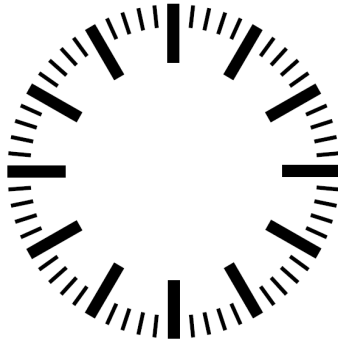
Vienna, 20 February 2015

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DOCUMENTATION Teil 1

also see <http://www.zeitlose-zeichen.at/timeless-signs.html>

Time(less) Signs: Otto Neurath and Reflections in Austrian Contemporary Art



1 October 2014 – 9 January 2015

ACF London

Austrian Cultural Forum London
28 Rutland Gate
London SW7 1PQ
+44(0)20 7225 7320
www.acflondon.org

TIME(LESS) SIGNS

Otto Neurath and Reflections in Austrian Contemporary Art

Private view: Tuesday 30 September 2014, 6:30 – 8:30 pm

1 October 2014 through 9 January 2015

Participating artists:

Bernhard Cella, Ilse Chlan, Hazem El Mestikawy, Nikolaus Gansterer, Wilfried Gerstel, Christoph Hinterhuber, Barbara Höller, Christian Hutzinger, Martin Kaltenbrunner et al., Karl-Heinz Klopff, Matthias Klos, Lena Knilli, Clemens Kogler / Karo Szmit, Richard Kriesche, Gert Linke, open3.at, Bernd Oppl, Olaf Osten, Hermann Josef Painitz, Waltraud Palme, Andrea Ressi, Christian Rupp, Sito Schwarzenberger, Niko Wahl, Michael Wegerer, Peter Weibel, Jun Yang and Anthony Burrill (UK)

Curators: Maria Christine Holter (A) und Christopher Burke (UK)

Exhibition Credits:

Concept and organisation: Maria C. Holter

Exhibition graphic design: Chris Burke, Olaf Osten (logo)

Editorial consultants: Christopher Barber, Robin Kinross (Hyphen Press)

Building services: Christopher Gunson

Building assistance: Barbara Höller, Olaf Osten, Christopher Barber, Liz Barber

PR and production management: Vanessa Fewster

Lending institutions / courtesy:

Galerie bäckerstraße4, Vienna; Galerie Martin Janda, Vienna; Galerie Krinzinger, Vienna; Galerie Elisabeth & Klaus Thoman, Innsbruck / Vienna; MUSA - Museum, Start Gallery and Artothek of the City of Vienna; The Otto and Marie Neurath Isotype Collection, University of Reading

Supported by:

Arts Council England, University of Reading, Bundeskanzleramt:Österreich/Kunst, Künstlerhaus Vienna
(print version with logos)

How do artists relate to today's visual language?

Signs, icons and ideograms determine our daily communication; pictographic guidance systems dominate public space. Much of what we understand as visual language originates in Otto Neurath's *Vienna Method of Pictorial Statistics*, later known as ISOTYPE (International System of Typographic Picture Education).



Otto Neurath:
"The common citizen should without limitation be able to obtain information about all matters of interest..."



Together with graphic designers Gerd Arntz and Marie Reidemeister, the Austrian social economist and Vienna Circle philosopher Otto Neurath (1882 Vienna – 1945 Oxford) developed the *Wiener Methode der Bildstatistik* (Vienna Method of Pictorial Statistics). Now commonly known as **pictograms**, this method included highly simplified symbols for humans, animals and objects of all sorts. During the 1920s *Red Vienna*, as it was known, was led by a social democratic government.

In this context pictograms were conceived to help people of every social background understand political and economic data more easily. Following the rise of fascism in Austria, Neurath and members of his team were driven into exile – first to the Netherlands, and in 1941 to the United Kingdom.

This multi-media exhibition, curated by Maria Christine Holter and Christopher Burke, features over **30 contributions from renowned contemporary Austria-based artists**, whose work is either directly or indirectly inspired by Neurath. The exhibition presents various artistic strategies for using pictograms and pictorial statistics to visualise political, social, global or purely individual agendas. **Original works by Neurath** – such as Isotype charts and objects from *The Otto & Marie Neurath Isotype Collection* at the University of Reading (UK) are shown alongside contemporary pieces.

Websites:

www.zeitlose-zeichen.at www.isotyperevisited.org www.facebook.com/ZeitloseZeichen

Exhibition overview:

Photos: Maria C. Holter, Chris Burke

