

# Design, Performance, and Media in Modern Vienna

Elana Shapira

February 5 – 16, 2024

4 ECTS

## Course Description

In the late 19th century, the city of Vienna was obsessed with building monuments that offered a theater of spectacle in the new streets. To the visitor to the city, it seemed that every facade of a public or private building had a fascinating story to tell. But how were these stories put together?

This course explores the relationship between design, performance, and media in the early twentieth century, examining how prominent Viennese figures such as architect Otto Wagner, journalist Berta Zuckermandl, fashion designer Emilie Flöge, psychoanalyst Sigmund Freud, and poet Peter Altenberg shaped their professional careers and social identities in their homes and coffeehouses, and the role of photographers and interviewers in stylizing their public personas in newspapers and magazines.

Viennese Modernism is typically identified with Art Nouveau and Modernist architecture and design, as well as Black Romanticism and Expressionist art. Famous architects such as Josef Hoffmann and Adolf Loos, as well as designers Koloman Moser and Fanny Harlfinger-Zackucka, used designed interiors, fashion, children's toys, and ceramics to engage in artistic struggles, cultural exchanges, and even collective/personal fantasies that are crucial to understanding Viennese art and design around 1900.

The course will include the following topics:

- The *Ringstrasse* and the Heritage of Historicism: the construction of the *Ringstrasse* as a European cultural project. The Austrian society and the birth of mass media.
- Urban Planning and City Landscape: the organization of the city as a modern capital of the Austro-Hungarian monarchy; the role of public sculptures and parks in fashioning the city landscape and culture; the development shopping centers in the city.
- The Wiener Secession and the "Sacred Spring": Otto Wagner's railway stations and modernist buildings; the salon of the journalist Berta Zuckermandl and the patrons of the Vienna Secession movement; Architect Joseph Maria Olbrich and the Secession building; the design concept of *Gesamtkunstwerk* (Total-Work).
- Excursion "Modernity and Romanticism": Otto Wagner's Imperial and Royal Post Savings Bank and Ludwig Baumann's the Imperial and Royal Ministry of War Building.
- Josef Hoffmann and the *Wiener Werkstätte* (Viennese Workshops): the founders of the *Wiener Werkstätte* architect Hoffmann, designer Koloman Moser and the textile industrialist Fritz Waerndorfer; Hoffmann's villas in the Hohe Warte artists' colony. Designer Emilie Flöge and women's fashion in 1900; Modern dance performances in Cabaret Fledermaus.
- Adolf Loos and his modernist architecture: Cultural criticism and liberal newspapers. The scandal of the Loos House at the center of Vienna; men's fashion and architecture; the first American Bar in the city.
- Excursion "Rebellion in the Coffee House": the role of the coffee houses in shaping the culture of the modern city.
- Women in the City: Women artists of the *Wiener Werkstätte*. Women's magazines in Vienna around 1900.
- Social housing in the Interwar Period: Political ideology and architecture in the interwar.

Requirements: **Attendance and participation** in class discussion constitute 30%, **presentations** 20%, and a **written final paper** 50% of the grade.

## Syllabus

### 1<sup>st</sup> week

Monday, February 5, 2024

8:30 – 10:30 am

Viennese Modernism - Introduction

Tuesday, February 6, 2024

8:30 – 10:30 am

From Historicism to Jugendstil in Art and Design – the New Metropolis – Can artistic style represent a world view?

Viennese Historicism as a political and cultural idea; Austrian society and the birth of mass media.

Topics to be discussed:

Historicism: its ideological and stylistic characteristics - the Ringstrasse in Vienna. Jugendstil: as an expression of rebellion and hope for social renewal

Architect Theophil von Hansen and his clients on the Ringstrasse

Architect Otto Wagner and the first Art Nouveau buildings in Vienna

The Historicist *Künstlerhaus* (House of Artists) vs.

the Jugendstil Secession House

Wednesday, February 7,  
2024

8:30 – 10:30 am

Vienna's City Landscape

the organization of the city as a modern capital of the Austro-Hungarian monarchy; public sculptures; the development shopping centers in the city.

Topics to be discussed:

Otto Wagner's Art Nouveau and Orientalism in the design of the railways stations

What cultural ideologies are represented by sculptures in Vienna's public spaces, from Mozart in the Burggarten to the Athena foundation in front of the Parliament.

Shopping Streets in Vienna – Kohlmarkt and Mariahilfstrasse, the grand department stores Herzmansky and Gerngross

Marketing strategies of famous shops in the modern city

Thursday, February 8, 2024

8:30 – 10:30 am

The Secessionist Team (Josef Hoffmann and Gustav Klimt)

Art Nouveau and the "Community of Art Lovers." The "Sacred Spring" and the "cult of youth" in architecture and art. The Secession movement in Vienna.

Topics to be discussed:

Josef Hoffmann and the Gesamtkunstwerk (total work of art) and the

artists' colony: the partnership between Josef Hoffmann and Gustav Klimt

Who were the financial patrons of the Secessionist artists and designers?

The *Wiener Werkstätte* and the patrons Fritz Waerndorfer.

Architecture and medicine: Sanatorium Purkersdorf.

Design and humor Cabaret Fledermaus

Friday, February 9, 2024

8:30 – 10:30 am

The Expressionist Team (architect Adolf Loos and painter Oskar Kokoschka)

Men's fashion salons, Café Museum, American Bar, Goldman & Salatsch House, English interiors, and Expressionist art

Topics to be discussed:

Is modern architecture democratic? The Goldman & Salatsch House on *Michaelerplatz* as a paradigm shift

Adolf Loos's essay "Ornament and Crime" (c. 1911)

Men's fashion and architecture

Loos's protégé: 'bad boy' of the Viennese art scene Oskar Kokoschka

HAVE A NICE WEEKEND!

## 2<sup>nd</sup> week

Monday, February 12, 2024  
8:30 – 10:30 am

### The future of architecture and art is decided by who and where?

Topics to be discussed:

The Salon's hostesses, the journalist Berta Zuckerkandl and the reformed educator Eugenie Schwarzwald.

The prophet of modernity Hermann Bahr, editor Karl Kraus and Poet Peter Altenberg, and the coffeehouse table artists and writers

Monday, February 12, 2024  
2:00 – 4:00 am

Excursion: Museum of Applied Arts

Tuesday, February 13, 2024  
8:30 – 10:30 am

### A Women's Vienna:

The women “makers” of Viennese modernism – journalists, fashion designers, photographers, and designers

Topics to be discussed:

Modern matriarchy: the fashion designer Emilie Flöge and her fashion salon “Make me beautiful”: the photographers Madame d’Ora and Trude Fleischman

Women artists of the Wiener Werkstätte and their reception in Viennese media

Wednesday, February 14,  
2024  
8:30 – 10:30 am

### Media and Performance

The liberal newspapers in Vienna were popular. But what freedom did they have to shape the society of the future?

Topics to be discussed:

Debating architecture and art in the media

Eroticism in architecture: dressed and naked sculptures and houses

Sex and the city: What did Sigmund Freud have in common with some of the leading architects such as Otto Wagner and Adolf Loos?

Exotic dance performances as inspiration for modern art and design

The attractions of “Venice in Vienna” at the Prater entertainment part

Thursday, February 15, 2024  
8:30 – 10:30 am

### Social housing in the Interwar Period: Political ideology and architecture

Josef Frank and Wiener Wohnkultur (Viennese living culture) and Design in service of Socialist politics

Topics to be discussed:

Architect Josef Frank designs happiness in the home

How was the working class portrayed in the theater and in the newspaper

A club for the working class: Hubert Gessner’s House for the Workers in 10<sup>th</sup> district (Favoriten).

What do we need to feel comfortable if we are poor? social housing and the design of affordable furniture.

How to free working women from the burden of household chores

Friday, February 16, 2024  
8:30 – 10:30 am

Class presentations

## Recommended Reading

Ashby, Charlotte, “The Cafés of Vienna. Spaces and Sociability,” in: Charlotte Ashby, Tag Gronberg and Simon Shaw-Miller (eds.) *The Viennese Café and Fin-de-Siècle Culture*, New York: Berghann Book, 2013.

Eve Blau, "Vienna, 1919-1934. Großstadt and Proletariat in Red Vienna," in: Exh. Cat. Eve Blau, and Monika Platzer, *Shaping the great city: modern architecture in central Europe, 1890-1937*, Munich: Prestel, 1999.

Beatriz Colomina, "On Adolf Loos and Josef Hoffman: Architecture in the Age of Mechanical Reproduction," in: Max Risselda (ed.), *Raumplan versus Plan Libre*, Adolf Loos and Le Corbusier, 1919-1930, Amsterdam, Delft University Press (1987), 1991, pp. 65-77.

Tag Gronberg, Ch. 4. "Viennese Modernism: A New Look," in: Idem, *Vienna City of Modernity, 1890-1914*, Oxford: Peter Lang, 121-157.

Susan R. Henderson, "Housing the Single Woman: The Frankfurt Experiment," in: *Journal of the Society of Architectural Historians*, Vol. 68, No. 3, September 2009.

Jill Lloyd and Christian Witt-Döring, *Birth of the Modern. Style and Identity in Vienna 1900*, Exh. Cat. Neue Galerie New York, 2011.

Christopher Long, "Wiener Wohnkultur: Interior Design in Vienna, 1910-1938," *Studies in the Decorative Arts*, FALL-WITNER 1997-1998, Vol. 5, No. 1 (FALL-WITNER 1997-1998), 29-51.

Anne-Katrin Rossberg and Elisabeth Schmuttermeier (eds.), *Women Artists of the Wiener Werkstätte*. Exh. Cat. Basel: Birkhäuser, 2021.

Carl E. Schorske, "The Ringstrasse, Its Critics, and the Birth of Urban Modernism," in: Idem, *Fin-de-Siècle Vienna, Politics and Culture*, New York: Vintage Books, 1980.

Elana Shapira, "The Viennese Visionary 'Other.' Metamorphosis in the Cabaret Fledermaus," in *Kabarett Fledermaus @ Bar du Bois* (Berlin: De Gruyter, 2020), 54-65.

Elana Shapira, "The Pioneers: Loos, Kokoschka and their Shared Clients," in: Exh. Cat. *Oskar Kokoschka. Early Portraits from Vienna and Berlin 1909-1914*, edited by Tobias Natter, New York: Neue Galerie, 2001.

Leslie Topp, "Modern Architecture and Antisemitism in Early Twentieth Century Vienna," in: Elana Shapira (ed.), *Design Dialogue: Jews, Culture and Viennese Modernism/ Design Dialog: Juden, Kultur und Wiener Moderne*, Cologne: Böhlau Verlag, 2018.

Mary L. Wagener "Fashion and Feminism in 'Fin-de-Siècle' Vienna," in: *Woman's Art Journal*, 1990, 29-33.