

06 | On the road
It's all go

Austria might not be able to rival auto-manufacturing powerhouse Germany when it comes to industry size. But from the slopes of Tyrol to the manufacturing region of Styria, Austrian vehicle design and manufacturing wields a mighty punch. We take a spin in (and on) some of Austria's best rides, from the beasts to the beauties.

Lindner Lintrac 130
Built for the slopes

Hermann Lindner started his eponymous Tyrolean tractor company in 1948, putting this Alpine state

on the manufacturing map. Its new Lintrac 130 is a farmer's dream come true: the smart electronic system and all-wheel drive, plus a low centre of gravity, offer high

manoeuvrability. All this makes the Lintrac 130 not only one of the most versatile tractors on the market but probably the smartest one too. — FS lindner-traktoren.at



Waffenrad
Vehicle of choice

Its name contains a hint of danger yet even the most pacifistic Austrian student will ride their Waffenrad (weapon wheel) with pride. These bikes have sleek chrome handlebars, classic front and rear lights and a sprung gel saddle. Vienna's Faber bikes has been producing them since 2014 under the brand name Puch. — FS faber-group.at



Action Mobil Global XRS 7200
Home on wheels

The Austrian-made Action Mobil Global xrs 7200 is part campervan part tank and is coveted throughout Mitteleuropa. Its manufacturer might be based in quaint Zell am See but the statement that this beast of a motorhome makes is anything but quiet. While it will set you back a cool €850,000, you could literally move

the contents of your home (well, a modest apartment, at least) into a vehicle this size. The "global" in the name hints at the kind of journey you can undertake in this off-road specialist – this is six-wheel driving at its finest. The "7200" points to its 720AH lithium-ion battery which, combined with rooftop solar panning, provides enough juice to keep the campsite party pumping all night. — NSG actionmobil.com



Mercedes G-Class
One of a kind

Graz auto-builder Magna Steyr is a bit like that hot professor you fancied on your year abroad: experienced, exotic and refined. The independent engineering and manufacturing company partners with big-name auto-makers such as Land Rover, Toyota and Mercedes to produce specialised vehicles. More than 3.5

million cars have rolled off its factory floor since it was founded in 1950. Last year the company supercharged the production of the Mercedes G-Class with the launch of a new model. It maintained the design icon's boxy and rugged aesthetic while improving its off-road capabilities. And with sales growing, it seems that this beauty is in high demand. — NM magna.com

IMAGE: Slim Aarons/Getty Images. ILLUSTRATOR: Holly Wales

Ziesel
Heading off-road

The Ziesel, conceived by inventor Alois Bauer and his company Mattro, tackles sandy beaches in summer, gravel roads in autumn and snowy slopes in winter. Steered by a joystick, the vehicle gives access to those too physically impaired to enjoy more treacherous terrains. In Austria, a new verb is already in circulation: to ziesel. — FS ziesel-adventures.com



Austrian Design tour

07 | Viennese modernism
Never a dull moment

Viennese modernism remains one of the most magical moments in the history of design. Think of Sigmund Freud mapping the mind from his office at 19 Berggasse, Arnold Schönberg harnessing atonality at his house in Ober St Veit or Gustav Klimt sensualising the Secession from his studio on Josefstädter Strasse. All of this happened at once in a caffeinated, multimedia rebellion against the conservatism of Austrian culture at the turn of the 20th century. The moment even has a name: *Wiener Moderne*. Yet the more that we scrutinise the last century and trace the roots of today's trends and tastes back through the decades, the more that Vienna's modern moment feels like a continuum instead.

The innovations of fin de siècle Vienna are familiar to fans of architecture and the decorative arts. While Otto Wagner was rejecting the historicist façades of the Ringstrasse in favour of a forward-looking functionalism, his ally Adolf Loos was replacing what he mocked as "ornament and crime" with architecture stripped to its spatial essence. While Klimt and protégé Egon Schiele were rendering their erotic imagery with a textile-like intensity, Secessionists Josef Hoffmann and Koloman Moser were aiming to bring *Gesamtkunstwerk* – the Wiener Werkstätte's design aesthetic of delicate grids, sinuous lines and sumptuous materials – to the masses.

The world wars shattered this efflorescence but also scattered its seeds, and soon new growth was sprouting. RM Schindler, a student of Wagner and Loos, arrived in Chicago in 1914 hoping to work for Frank Lloyd Wright; eight years later, on the edge of a West Hollywood field, he broke ground on what might have been the world's first fully modern residence: flat roof, communal plan, large window walls and a primal palette of concrete, canvas, copper, redwood and glass. In 1925, Schindler's Viennese schoolmate Richard Neutra came to live in Hollywood too, at nearby Kings Road, and though personal and

professional differences spoiled their partnership, the two Austrians went on to epitomise duelling strains of US modernism. Neutra, the rationalist, was determined to distil his thin, glassy aesthetic into perfect boxes; Schindler, the romantic, was obsessed with arranging space into "a quiet, flexible background for a harmonious life," however idiosyncratic the results.

But unlike their doctrinaire International Style peers or the commercial copycats who followed, both Schindler and Neutra put individual identity first. That is why they still resonate at a time when the internet threatens to flatten everything. The human, the handmade and the unconventional – these are the values that distinguish the curvaceous furniture of

Below: Desert house in Palm Springs designed by Richard Neutra for Edgar J Kaufmann



Schindler and Neutra's fellow émigré Paul Frank; the elegant yet radical ceramics of Lucie Rie in England and Otto and Gertrud Natzler in California; the eclectic fabrics and interiors of Josef Frank in Sweden; the flowing architecture of Harry Seidler in Australia; even the gutsy graphic design of Stefan Sagmeister in New York. Vienna's modern moment is long over but the liberation it represented – and continues to inspire – will always be in style. — AR

08 Grand details of Austrian design

For the home

While neighbours Germany and Italy are well recognised for large-scale furniture industries, Austria has, over centuries, quietly mastered a more delicate side of design. And in 2020, when buying less but better is the new model for furnishing your home, one can look gladly to the many grand “Made in Austria” pieces available in the nation’s ateliers and showrooms. We unpack the fine pursuit of living like an Austrian. — NSG



Chandeliers
from Lobmeyr

Lobmeyr’s dramatic chandeliers (Thomas Edison was a notable collaborator) hang in the nation’s most handsome homes and museums. Its smaller glassware work is equally elegant. lobmeyr.at



Lamps and Lighting
from Kalmar

Josef Hoffmann and Adolf Loos have shaped the proportions of Kalmar’s freestanding

lamps in decades past, while newer names such as Ilse Crawford have helped to connect the heritage brand with a contemporary audience. kalmarlighting.com

Silver cutlery
from Jarosinski & Vaugoin

The sixth-generation maker is known for its use of high-end 925 sterling silver. Every piece in a cutlery set is hand-made and buyers can choose from more than 200 patents. vaugoin.com



09 Naschmarkt

Corner the market

Alongside partner Andreas Wessely, interior designer Michael Niederer (pictured, right) has mastered the art of scouring markets for well-designed vintage wares. You’ll find the fruits of their labours at their beautiful rural hospitality ventures, Villa Antoinette (a step back into the heady fin de siècle of Alpine holidaying) and Hotel Fernblick (a magical mid-century mountain hotel). Here many items, such as Murano glass chandeliers and bar trolleys loaded with vintage glassware, have been sourced at Vienna’s Naschmarkt, the couple’s favoured spot. Niederer, who also owns award-winning firm St Corona Interiors, leads MONOCLE on a sourcing journey through the busy stalls set up in the capital in the wee hours every Saturday morning. — NSG

Tip 1
Return relentlessly. “We’ve built up relationships with the traders and often they’ll have pieces put aside for us.”



Tip 2
Fuel up. “Our traditional start is always a Frankfurter served with mustard and horseradish on the side – it also helps with hangovers.”



Tip 3
Don’t hesitate. “If you see something you really like, always buy it; there will always be a home for it. For us it either ends up in one of our hotels, in an interiors project or in the cellar until the right place becomes available.”

Tip 4
Barter fairly. “Bartering is a game you must play. If you’re not getting about 30 per cent off the first price you’re given, you’re getting ripped off. That being said, you should never be unfair. If a trader is having some bad weeks they might sell a precious piece for less than they should and this hurts their business.”

Tip 5
Inform yourself. “Read up on what you want to buy. As soon as a trader recognises that you know what you’re talking about they’ll respect you more and you’ll get a better deal.”



Crockery
from Augarten Porzellan

For almost 300 years the gold-tipped porcelain of the Belvedere collection has adorned the smartest tables. The brand’s dedication to perfection is still present at its home, the Palais Augarten. augarten.com

Outdoor furniture
from Karasek

The Viennese café culture has informed the nation’s excellence in making furniture for a sunny outdoor perch. Karasek delivers perfect plastic-and-steel pieces for the patio, from early modernist designer Josef Frank to more contemporary creators. karasek.co.at



Office furniture
from Bene

While the pace of Austrian life veers between relaxed and very relaxed, when work does need to get done offices here are well equipped for the job. Bene has been churning out chairs and desks since 1970 and while this steel-legged desk system is a more modern marvel, its “Made in Austria” tag keeps its quality in line with Bene’s extensive catalogue. bene.com

Tassels and upholstery trimmings
from M Maurer

Top of the pile when it comes to tassels is Austria’s M Maurer. The brand draws upon traditional embroidery techniques to form theatrical pieces that will add a touch of flamboyance to your curtains. mmaurer.at



PHOTOGRAPHER: David Papp. ILLUSTRATOR: Holly Wales



Wine glasses
from Riedel

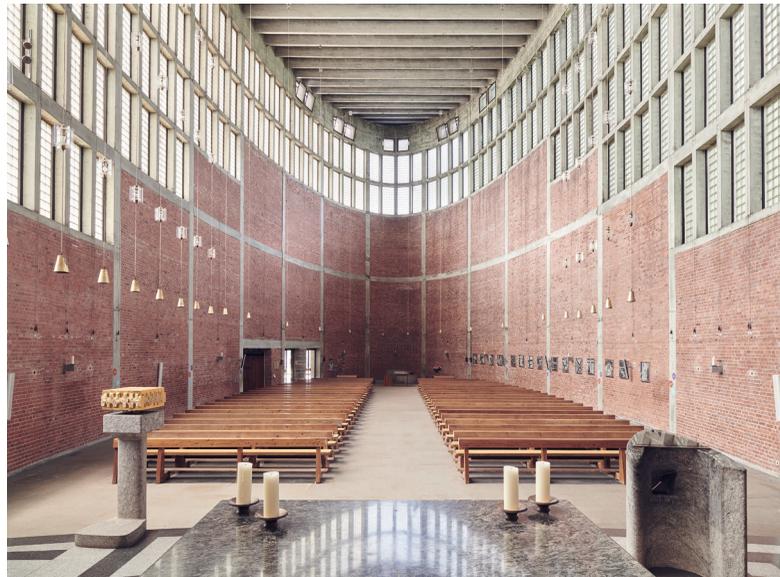
A punchy pink Styrian Schilcher should only be drunk in fine Austrian glassware. Riedel is respected globally for making such vessels and its Extreme range is designed to direct wine straight to the tip of the tongue, maximising the robustness of a good rosé. riedel.com

10 | Not to be missed
Architectural tour

There are plenty of striking sights to enjoy during a grand tour of Austria's design highlights, from the remote castles of Styria to the ornate façades of the capital. Although the nation is known for its historic castles and turn-of-the-century art deco gems, it has also been home to pioneers of modernist and brutalist architecture in more recent times. MONOCLE asked some of the top Austrian photographers and architects to highlight some unmissable moments for your design odyssey. — JWE

Imst
Tyrol

The latest book by Vienna-based photographer Stefan Oláh is dedicated to Austrian architecture of the 1950s and features remarkable buildings such as Imst, one of the country's largest power plants. "I wanted to show the archetype of postwar architecture and engineering," says Oláh of the now defunct site. "Inside the building every detail is a masterpiece of design but there are no workers. It's a hidden beauty."



Linz
Upper Austria

Photographer Jamie McGregor Smith has spent the past two years capturing the most striking modernist churches around Europe. The church of St Theresia is one of the largest postwar catholic churches in Linz and among his top picks. Built by German architect Rudolf Schwarz between 1959 and 1962, its series of elevated glass-brick panels allow a soft, peaceful light to flood the spacious elliptical nave from all sides.



MPreis supermarket
St Martin

Supermarkets should be functional but why can't they also be beautiful? That is the idea behind MPreis, a family-owned supermarket that has collaborated with different architects to build its 260 shops across Austria. Our favourite is in the village of St Martin, where LP Architektur has designed a timber building that emerges out of the hillside. "You can build something beautiful that is not terribly expensive," says the practice's Stefan Österreicher. "It also creates a pleasant atmosphere for customers."

Austrian
Design tour



11 | The conversation
Museum of Applied Arts



The team at the helm of Vienna's Museum of Applied Arts (Mak) aim to shift our perception of design. This takes place across the ornate halls of Mak through exhibitions examining everything from bentwood Thonet chairs to virtual-reality worlds derived from a Gustav Klimt masterpiece. At the museum's popular Mak Design Lab, Marlies Wirth has helped to shape a collection featuring everything from an experimental light-switch billboard from Vienna's Studio Ruhry to early iPhone models. Wirth and Mak director Christoph Thun-Hohenstein sit down with MONOCLE. — NSG

Walking through Mak, it feels like all of Austrian design comes together here. Where does Mak fit into the design world in both Austria and the rest of the globe?

CHRISTOPH THUN-HOHENSTEIN: We are the world's second oldest museum of applied arts, behind London's v&a, with a huge collection, yet we are also a laboratory for the future. Whatever we present from our collection, we also think about how it would help us to design the future. A key feature is the Mak Design Lab, which we introduced in 2014 and overhauled last year as part of the Vienna Biennale for Change 2019.

The Mak Design Lab displays work that might interest people who don't necessarily come from design backgrounds. How do you find that balance of making it accessible but still serious?

MARLIES WIRTH: That is due to our unique curatorial team. We invited Vienna-based design studio Mischer Traxler, a couple who work in experimental and transformation design, rather than in product design. I, as a trained art historian, was also involved in creating the design collection. My colleague Janina Falkner is in charge of new concepts for learning and also has two kids; I know that normally doesn't play a role but here it did. We had many different perspectives and, guided by Christoph, we made sure that the Mak Design Lab would inspire designers but also kids or grandmas – specialists and novices alike. We aimed to highlight a good mix of ideas to expand what the notion of design could be; something contributing to how society works and how we can care for our planet.

Mak Design Lab, alongside highlighting some revolutionary products, showcases some less successful, but still inspiring, ones. Why is it important to include works like this?

MW: These are specifically placed in a section called Design Dilemma, which implies that they were ambitious projects, with great design, but they didn't work. We try to explain why design can sometimes fail but why, when it



Clockwise from left: Smart signage at Mak; Marlies Wirth and Christoph Thun-Hohenstein; '100 Best Posters 18' exhibition; grand main hall



does, you have to try again and maybe fail better, especially with technology.

And how can Mak Design Lab and the museum help designers, and the planet, in the future?

CTH: We feel like we are living in a new modernity, a digital modernity – and smartphones are often the drivers. This is the reason why I, at least, say that this modernity started in January 2007, when the first iPhone was presented to the world. It is very important that we, as an institution, actively try to influence how this modernity develops. It must turn into an eco-social modernity with development around climate care; this has become the point of departure for Mak Design Lab.

PHOTOGRAPHERS: Stefan Oláh, Jannic McGregor Smith, David Peay