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INTERNATIONAL ART FAIR

April 25–28, 2019
Vancouver Convention Centre

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Showcasing 100 Years of German Architecture and Design

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An exhibition introducing German architecture and design from the 20th century is coming to Manila this April 04 to May 25 at Metropolitan Museum of Manila.

The exhibition entitled "100 Years Deutscher Werkbund" is designed to mark the hundredth anniversary of the Deutscher Werkbund (DWB), a German association of artists, architects, designers, and industrialists, born out of a desire for greater efficiency in the crafts industry, better design for industry and a more modern approach to architecture. It celebrates DWB's existence and describes their efforts, successes and achievements as one of the most important and influential institutions of the 20th century- an institution that helped to shape cultural life in other European countries as well.

With posters, models, furniture, design, drawings and photos arranged chronologically in seven sections, the exhibit shows vividly the achievements of Deutscher Werkbund (DWB) throughout the years as well as the question to the future of the group. All the key ideas, concepts and activities are grouped thematically and are related to larger political and social contexts.

"100 Years Deutscher Werkbund" will open on April 04 with a program at Metropolitan Museum of Manila at 6pm. The designer of the exhibition, Beate Rosalia Schmidt from Germany, will be present at the opening program. It will be on display at the museum from April 04 to May 25, 2019,



Austrianbeziehungen e.v. (11a) presented by the Goethe-Institut in Manila and supported by Metropolitan Museum of Manila and Design Week Philippines. For more information, visit goethe.de/manila.

ABOUT THE GOETHE-INSTITUT PHILIPPINEN – The Goethe-Institut is the Federal Republic of Germany's cultural institute, promoting the study of the German language abroad, and encouraging international cultural exchange.

ABOUT THE DEUTSCHER WERKBUND

In October 1907, twelve artists and architects, including Peter Behrens, Josef Hoffmann and Richard Riemerschmid, along with twelve Munich firms, joined to form the Deutscher Werkbund. The founder members defined the purpose of the Werkbund as "refining craft work in the interaction of art, industry and craft, by education, by propaganda and by adopting a unified approach to all relevant questions". The aim to refine the entire industrialized world "from the sofa cushion to urban development" (Hermann Muthesius) from an artistic point of view and to "educate" the populace with "well"-formed objects defined the Deutscher Werkbund's work until the last third of the 20th century.

When today's businesses strive for uniform appearance, a Corporate Identity, and when there is world-wide understanding about designing industrial products and "industrial design" is taught at universities, developed by international companies and exhibited in museums, then this is to a very great extent to the credit of the Deutscher Werkbund.



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