

# Exhibition Preview

## Adolf Loos and Vienna

From 1 December 2011 until 17 February 2012

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- Subject:** The new exhibition in the "Architektur im Ringturm" series of the Vienna Insurance Group is dedicated to Vienna's greatest internationally renowned architect of early modernism – Adolf Loos. Along the question regarding Loos' relationship to Vienna, the city of his choice, the exhibition offers an opportunity to analyze the design of Goldman & Salatsch, nowadays known as the "Loos Haus," the architect's undisputed masterpiece based on iconographic sources. The architecture of Loos is presented as a result of an authentic interference of classic and anonymous sources, as well as the interference of cultured examples and references to the building industry. By fusing those components Loos had a specific goal in mind: to create a masterpiece that is both individual and collective and still respects the anonymous architecture which defines a city's image.
- Concept:** Marco Pogacnik, Adolph Stiller
- Exhibition venue:** Exhibition Centre in the Ringturm  
VIENNA INSURANCE GROUP  
1010 Vienna, Schottenring 30
- Opening hours:** Monday to Friday: 9 a.m. to 6 p.m., free admission  
(closed on public holidays)
- Press tour:** Wednesday, 30 November 2011, 11.00 a.m.
- Speakers:** Marco Pogacnik, Adolph Stiller
- Official opening:** Wednesday, 30 November 2011, 18.30 p.m. (by invitation only)
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**Press information to follow! Photographic material is available on request.**