



**Light script**, design: Atelier Gassner, Andrea Gassner; execution: Kunstschmiede Figer  
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**Opening**

Friday 20 October 2017, 6 pm  
Werkraumhaus in Andelsbuch

**Welcome and introduction**

Martin Bereuter, Obmann Werkraum Bregenzerwald  
Thomas Geisler, Geschäftsführer Werkraum Bregenzerwald

**On the exhibition**

Reinhard Gassner, Andrea Gassner  
Atelier Gassner, Gestaltung der Ausstellung

**Guest**

Irmgard Frank, professor and manager institute for interior design, TU Graz, editor  
„Raum\_atmosphärische Informationen: Architektur und Wahrnehmung“

**Run-time und opening hours**

21 October 2017 to 26 May 2018, Tuesday –Saturday, 10 am –6 pm, Sundays, Mondays and  
public holidays closed

## **Werkraumschau *LIGHT***

**The second Werkraumschau has products on show from various workshops of the Werkraum Bregenzerwald – among them several new members – in a spotlit scenario.**

The Werkraumhaus designed by Peter Zumthor as a multi-functional building becomes the stage and the handicrafts the actors in a continually changing play of daylight and artificial light. Stage flood- and spotlights generate an immaterial and atmospheric architecture of light, mount the objects in the space, infuse life into their surfaces and forms, and trace a graphical shadowplay on the floor of the building.

The first Werkraumschau developed by the Vorarlberg graphic artist Roland Stecher was devoted to the theme of colour, receiving high praise and the award of "Distinction" in the category of spatial design of the Austrian State Prize in Design; following on from here, the design bureau of the Atelier Gassner (the team surrounding Reinhard Gassner and daughter Andrea Gassner) has opted this time for a further design tool. In accordance with the studio's line oriented on reduction, additional exhibition architecture is being dispensed with and shaped almost exclusively with the media of light, space and exhibit.

### **Light Architecture**

Inspired by a quote of the famous architect Le Corbusier stating that light and shade reveal the form, the craftspeople's exhibits are being shifted proverbially "into the right light". The exhibits' forms, colours, materials, structures and surfaces communicate with the constantly changing light incidence, making us aware of them anew, hour by hour, day by day, and season by season. The temporal periods of the Werkraumschau are pervaded by all the seasons, autumn, winter, spring until early summer, exploiting their natural light atmospheres in combination with an ingeniously effective scenario designed with theatre flood- and spotlights. For the technical management of the concept, the Werkraum collaborated for the first time ever with the professionals for lighting effects employed at the Festspielbühne (Festival Theatre) and Kongresshaus Bregenz.

Besides the handicrafts as actors in this drama of light, the Atelier Gassner primarily works with the existing architecture and its elements. Peter Zumthor conceived the Werkraumhaus as "display case" and "shop window" of the Bregenzerwälder Craft Industries. The circumscribing glass façade floods the exhibition hall with daylight. Only the room-high, black Loden drapes regulate the light during the day and structure the space. The striking ceiling grid acts as "theatre flies" for fixing the stage lights and the technical equipment for the artificial lighting. To make the immaterial light architecture and its room-high light beams visible on occasion, the concept includes a hazer for spreading a misty effect. The haze that is so typical of the Bregenz Forest thus drifts through the building, intensifying its transparency and accentuating the architecture with constantly new aspects for the beholder.

So we recommend coming to see the Werkraumhaus during the show not just once – quite different scenarios can be experienced also during the day and night situations.

## **Light Phenomena**

We cannot imagine everyday life without light, but devote little attention to its phenomena and qualities. Good lighting design makes an essential contribution to our feeling of well-being in our homes and workplaces and can endow enhancing shape to spaces and furnishings. Visitors are invited to sharpen their own perception at entertaining interactive stations, to test qualities of light and acquire practical knowledge for themselves: how is light output evaluated? What effect does the light temperature have? How can we make things disappear with coloured light?

The exhibition includes several stations where people can try out experiments. The light-learning workshop curated by Reinhard Gassner was developed together with lighting experts – among them Werkraum members Georg Bechter (Georg Bechter Licht) and Anna Claudia Strolz (Strolz Leuchten) – also after consultations with Vorarlberg firms such as Zumtobel Lighting and Neulicht. While handling the traditional light bulb has been tried and tested plenty of times, new light technologies (LED, OLED, etc.) are opening up new possibilities, but also bringing greater complexity with them. By means of a lux meter and dimmable light source, visitors can experiment in the show with the luminosity of light, likewise what it means to speak of “warm” or “cold” light temperature.

Light is energy in the form of electro-magnetic radiation stimulating sensations of brightness and of colour. White light is the sum of all colours. This phenomenon was discovered by the universal scholar Isaac Newton as early as the seventeenth century and is visualised in the exhibitions through the additive mixture of coloured light sources in red, green and blue. A further station splits light into its colour spectrum using a prism (as did Newton). This is exactly what happens in the formation of a rainbow by the refraction of light in water drops. A shadowplay with different light sources in the Werkraumschau makes us aware that colour is involved here as well. Other stations in the Werkraum show demonstrate that differently focused light sources can variably accentuate – more strongly or more weakly – the structures of materials and surfaces. Therefore the rich range of “light handicrafts” has to be learned and tested.

## **Werkraumschau**

The Werkraumschau is a special exhibition format for the member industries of the Werkraum Bregenzerwald, which is held every year from mid-October until the end of May of the following year and is developed each time by alternating designers. It replaces the previous shop-window presentations and offers craftspeople an opportunity to tackle a thematic approach to questions of design. It is divided into two periods and interrupted in January by the Werkraum Ball (20 January 2018) – oriented thematically on the Werkraumschau. The flexibility of the exhibition display allows the exhibiting firms and exhibits to be changed during the run. The spring period is accompanied by a specialist discourse, lectures and workshops for the public and members (programme details follow with the annual programme 2018).

The Werkraumschau *LIGHT* was realised in cooperation with the Kulturkongress Bregenz. A journal to accompany the exhibition is being published in November, produced and distributed in cooperation with our media partner the *Vorarlberger Nachrichten*, and available in the Werkraumhaus.

## **Atelier Gassner**

The works emerging from the Atelier Gassner never simply result from the production of subsequently delivered, aesthetically perfect graphics. Design starts with clarification of contents: only when the thing itself and the intentions of content are recognisable and conceptually and verbally concentrated do the approaches to design take shape. “The aim of their work is the communication of a value and not the communication of aesthetic results” – this statement by the Zurich architect and theorist Alberto Alessai characterises the studio’s work method like a programmatic leitmotif. The Atelier Gassner celebrated forty years of existence in 2016 and works in a selective team of employed and freelance specialists. The studio’s works have long been acclaimed beyond the national borders. It is directed by Reinhard Gassner with his daughter Andrea Gassner.

A short time ago a book was published on the studio’s outstanding projects at the intersection of spatial and visual design. The well known architecture critic Otto Kapfinger ends his essay in the book on the “creative work with the Atelier Gassner” with the following words: “This small ‘biotope’ on the Waldrain was, and is furthermore, an exemplary microcosm of what has become renowned since 1990 – also across Europe and throughout the world – as the regional, sustainable ‘culture miracle of Vorarlberg.’”

*Atelier Gassner – Visuelle Geschichten*, 288 pages, Sonderzahl Verlag, 2017,  
ISBN 978-3-85449-468-3

## **Exhibitors**

awa Installationen, Kunstschmiede Figer, Filzkiste (new Werkraum member), Georg Bechter Licht, Goldschmiede Gassner, Handwerkholz Anton Bereuter, Himmelgrün, Holzig Küchen & Möbel, Ina Rüb, Kaufmann Zimmerei und Tischlerei, Mohr Polster, Schmidinger Möbelbau, Schneiderstüble Manuela Maaß, Schuh Fröwis, Schwarzmann Fenster, Simeoni Metallbau, Strolz Leuchten, Tischlerei Bereuter, Tischlerei Dür, Tischlerei Feurstein Jürgen, Tischlerei Geser (new Werkraum member), Tischlerei Mohr, Tischlerei Wolfgang Meusburger, Tischlerei Rüscher, Tischlerei Übelher, (t)raumtischler metzler (new Werkraum member), Unikum-Metallwerkstatt (new Werkraum member), Wälderspielzeug (new Werkraum member).

## List of exhibits

**1**

Light script

Design Atelier Gassner, Andrea Gassner

Material Coated metal  
Price EUR 1,400.–

Manufacturer Kunstschmiede Figer  
www.figermetall.at

**2**

Spindle stool high and low

Design Planet Architect  
Material Oak  
Price EUR 518.–

Folding chair and armchair "GK"

Design Klemens Grund  
Material Oak  
Price EUR 944.–, resp. 668.–

Manufacturer Tischlerei Bereuter

www.tischlereibereuter.at  
www.hirnholz.at

**3**

Felt boxes

Design Nina Dobnik  
Material Wool felt, various colours  
Price EUR 55.- per item

Carpet "Playground"

Design Nina Dobnik  
Material Wool felt  
Price EUR 199.–

Manufacturer Filzkiste

www.filzkiste.com  
New Werkraum member

**4**

Selection of toys by Wälderspielzeug

Design Hemma Metzler  
Material Beech wood  
Fröbel Tower, Doll's Buggy  
price EUR 89.80  
Wheelbarrow price EUR 68.–  
Go-car price EUR 135.90  
Building blocks price EUR 28.–  
Wooden scooter, single piece

Manufacturer Wälderspielzeug

www.waelderspielzeug.at  
New Werkraum member

**5**

Chair "Trix L"

Design Sabine Bischof  
Material Oak, beech wood  
Colour variants available in red, - anthracite, white, black, green and yellow  
Price EUR 312.–

Table "Trix round freeform"

Design Sabine Bischof

Material Oak

Price EUR 2,895.–

Manufacturer Schmidinger

Möbelbau  
www.schmidinger-moebelbau.at

**6**

Pendant lamp "Pondeo Jagd"

Design Anna Claudia Strolz  
Material Metal, Merino Loden wool  
Price EUR 420.–

Lamp collection "Artone Lighting"

Design Anna Claudia Strolz  
Material Burnished brass

Lamp "Tres"

Design Anna Claudia Strolz  
Material Walnut, burnished brass, shade pleated with gold lamination

Pendant lamp

"Pondeo Edition Fink by Strolz"  
Design Anna Claudia Strolz,  
Tone Fink  
Material Canvas

Manufacturer Strolz Leuchten,

Kunstschmiede Figer, Tischlerei  
Greußing  
www.strolzleuchten.at

**7**

Bed "Steckbar"

Design ESP Architekten  
Material Solid white fir  
Price EUR 560.–

Manufacturer Kaufmann

Zimmerei und Tischlerei  
www.kaufmannzimmerei.at

**8**

Desk

Design Michael Geser  
Material Black walnut, oiled  
Price EUR 6,000.–

Timber jack

Design Gerhard Giesinger  
Material Oak, oiled and smoked  
Price EUR 370.- per item

Manufacturer Tischlerei Geser

www.geser-tischlerei.at  
New Werkraum member

**9**

Easy chair "Fred"

Design Johannes Mohr  
Material Maple, woolen cloth  
Price from EUR 990.–

Manufacturer Mohr Polster

www.mohrpolster.at

**10**

Side table "BiCi"

Design Martin Summer

Material Coated aluminium in

RAL, optional  
Price EUR 285.–

Manufacturer Simeoni Metallbau

www.simeoni-metallbau.at

**11**

Jewellery

Design Josef Gassner  
Material Yellow, white or pink gold, diamonds, colour gemstones

Manufacturer Goldschmiede

Gassner  
www.goldschmiede-gassner.at

**12**

Dot 28 – The System

Design Georg Bechter  
Architektur+Design  
Material Hard plaster, plastic, anodised aluminium

Manufacturer Georg Bechter

Licht  
www.georgbechterlicht.at

**13**

Scented pillow

Design Arthur und Waltraud Heidegger  
Material Various natural materials

Manufacturer Himmelgrün

www.himmelgruen.at

**14**

Washstand "Verona"

Design SobotaDesign  
Material Alder wood, oiled  
Price EUR 1,584.–

Fitting "Vola 590B chrome"

Price EUR 768.–

Manufacturer Tischlerei

Rüschler,  
awa installationen  
www.tischlerei-ruescher.com  
www.awa-installationen.at

**15**

Tea table

Design Tadeo Ando  
Material Oak, glued

Manufacturer Holzsig

Küchen&Möbel  
www.holzigmobel.at

**16**

Door + frame

Design Raimund Dür  
Material Solid white fir  
Price EUR 1,368.–

Manufacturer Tischlerei Dür

www.duer-naturholzmoebel.at

**17**  
Swing wing  
Design Claus Schwarzmann  
Material Oak, oiled

Manufacturer Schwarzmann  
Fenster und Türen aus Holz  
www.dasfenster.net

**18**  
Light tower  
Design Anton Bereuter  
Material Various types of wood,  
mirror

Manufacturer Handwerkhof  
Anton Bereuter  
www.laendlerodel.at

**19**  
Side tables "Zum Vutuo"  
Design Oliver Fink  
Material Available in walnut, elm,  
fir, ash, smoked oak;  
table top in gold leaf or silver  
Price hardwood EUR 577.– /  
fir EUR 526.–

Manufacturer Tischlerei  
Wolfgang Meusburger  
www.tischlerei-meusburger.at

**20**  
Podological therapy soles  
Material Leather, cork, EVA  
materials

Manufacturer Schuh Fröwis  
www.schuh-froewis.at

**21**  
Gentleman's shoes, sewn welt  
Material High-quality cowhide,  
chromium-free tanned  
Price EUR 1,350.–

(EUR 330.- extra for custom-  
made shoe tree)

Execution and design Ina Rűf  
www.inaruef.com

**22**  
Wardrobe for ladies' traditional  
dress "Juppenkasten"  
Design Werner Űbelher  
Material White fir, solid cherry  
Price EUR 4,308.–

Manufacturer Tischlerei Űbelher  
www.uebelher.at

**23**  
Frock coat  
Material 100% silk,  
genuine horn buttons  
Price EUR 2,500.–

Bow tie  
Material 100% silk  
Price EUR 79.–

Execution and design  
Schneiderstűble Manuela Maaß  
www.schneiderstueble.at

**24**  
Intarsia table  
Design Leo Metzler  
Material Diverse types of wood

Table CBrot&Spiel-Platz"  
Design Konrad Eberle  
Material Cherry

Chair "Dream-Bowl"  
Design Leo Metzler  
Material Cherry

Chair "Dezent"  
Design Leo Metzler

Material Elm

Manufacturer (t)raumtischler  
metzler  
www.traumtischler.at  
New Werkraum member

**25**  
Tilt bed "Filippo"  
Design Johannes Rűf  
Material Robinia, powder-coated  
steel  
Price EUR 2,250.–

Side Table "Filippo"  
Design Johannes Rűf  
Material Robinia, powder-coated  
steel  
Price EUR 420.–

Manufacturer Unikum-  
Metallwerkstatt  
www.unikum.at  
New Werkraum member

**26**  
Column bar  
Design Jűrgen Feurstein  
Material Natural American  
walnut, matte-painted  
Price EUR 4,900.–

Manufacturer Tischlerei  
Feurstein  
www.feurstein-design.at

**27**  
Glass cabinet "Grazil"  
Design Anton und Thomas Mohr  
Material Cherry, glass, steel  
Price EUR 4,644.–

Manufacturer Tischlerei Mohr  
www.tischlereimohr.at

## **Educational Programme**

### **Children's Lighting Workshops**

The exhibition also provides a setting for smaller visitors to experience light. They explore the show and then experiment. For children aged 6 and over (or younger if accompanied).

Registration: [info@werkraum.at](mailto:info@werkraum.at), limited number of participants

Fee to cover costs: EUR 5

Workshop teacher: Verena Dünser

Fr 15.12.2017, 2—4 pm

#### **Light and Shadow**

A do-it-yourself shadow theatre and Christmas play. Stage, props and figures are made out of cardboard.

Do 28.12.2017, 10—12 am

#### **Light and Lantern**

Coloured light cylinders are formed out of coloured glassine paper to light up the dark winter nights.

Do 8.2.2018, 10—12 am

#### **My Lamp**

Do it yourself – choose various materials to design and make your own cool lamp shade.

**School programme, expert guided tours and workshop visits** for groups on request

Registration: [info@werkraum.at](mailto:info@werkraum.at)

# LIGHT

## Werkraumschau

21 October 2017 – 26 May 2018

**Director** Thomas Geisler, Werkraum Bregenzerwald,

**Exhibition concept and design**, Reinhard Gassner, Andrea Gassner, Atelier Gassner

**Exhibition organisation** Susanne Schedler, Hilda Simma, Werkraum Bregenzerwald

**Exhibition construction** Members of the Werkraum Bregenzerwald, Kulturkongress  
Bregenz

**Texts** Reinhard Gassner, Thomas Geisler

**Educational programme** Verena Dünser

### Opening hours

Tuesday to Saturday 10 a.m. – 18 p.m.

Sun, Mon and public holidays closed

### Admission

Adults: EUR 7,50

Reductions (Students, Apprentice, 15 People and more): EUR 5

### Contact

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