

PRESS INFORMATION
KITCHEN OR ART OBJECT



STEININGER

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The Designers Walk „Special“ takes you into the world of art.

Designer Martin Steinger meets friends, business world personalities from creative and design scene. Entertaining conversations and exciting interviews with characters who couldn't be more different and yet have a lot in common. Passion for architecture & design!

For the photo shoot of the new FOLD in BLACK designer kitchen in the Museum Angerlehner, Martin Steinger meets the passionate art collector K. Heinz Angerlehner, founder of the contemporary private museum.

Two personalities in conversation who have more in common than it might seem at first glance.

INTERVIEW MARTIN STEININGER

THE FOLD IN BLACK IS STAGED IN THE MUSEUM ANGERLEHNER FOR THE LATEST STEININGER CAMPAIGN. WHY WAS THIS EXACTLY LOCATION CHOSEN FOR THE SHOOT?

For me, the Angerlehner Museum, as a museum of minimalism and purism, embodies the eye for beautiful things – the ideal surround to stage our new designer kitchen letting BLACK FOLD work in these rooms.

THE MUSEUM IS A MEETING PLACE, THE KITCHEN IN THE LIVING ROOM IS A MEETING PLACE, IT COULDN'T BE MORE APPROPRIATE. WHY IS THIS INTERPLAY CONSISTENT?

The Angerlehner Museum is a private museum from Upper Austria. Here mainly art from Austria and Upper Austria but also international art is presented. We are also an Upper Austrian company. Somehow, they all go together quite well.



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IN THE DEVELOPMENT PROCESS, THE KITCHEN DESIGN OBJECT IS ALSO ART ON PAPER, LIKE THE PICTURES THAT HANG HERE AND NOW IT IS THERE IN 3-DIMENSIONAL FORM, WHAT MAKES THE FOLD ART IN THE LIVING ROOM?

The FOLD is not so much a kitchen as an object in its representation, in its perception. You can't see the kitchen function at first, although it is given to the highest level..

ART, PAINTINGS, SCULPTURES, PICTURES ARE UNIQUE, WHY ARE STEININGER'S CREATIONS UNIQUE?

The models themselves are unique objects in their own way, in their stylistic language. We always produce products made to order. Ideas are never out of nothing or simply arise. Design is, to a large extent, an artisanal process! They all rely on the idea of creativity, to create something new, to create something that long last. This idea reflects our ideas of architecture and design. We use completely cutting-edge materials. The hardware and electronic technologies are partly produced by us self-developed. Technology is very important in relation to design and innovation

WHAT DO YOU WANT TO ACHIEVE WITH YOUR DESIGNS? WHAT IS YOUR GOAL FOR THE USER?

"Good design is clear, unobtrusive, timeless." The aim of good design and architecture should be to create good places that serve the users and yes, also beautify their lives. That is the statement at everything we do!"



WE ARE SITTING HERE IN A MUSEUM OF MODERN AND CONTEMPORARY ART. CLIENT ANGERLEHNER HAS A STRINGENT, MODERN ART MUSEUM CREATED TO PRESERVE THE CHARACTER OF THE FORMER INDUSTRIAL SITE. YOUR IMPRESSION?

The museum is modern and flooded with light and for me it is already a timeless classic. The ambience is simple and modern. Here you can experience art in a very special way.

PLANNING A MUSEUM - AN EXCITING THOUGHT FOR YOU? HOW WOULD YOU GIVE ART ITS SPACE?

There are two things on my to do list. Building a bridge and designing a museum. For the construction of the Museum, I was able to take a lot of inspiration here at the Museum Angerlehner. Perhaps the possibility arises one day, it would definitely be one exciting and great challenge.

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INTERVIEW HEINZ JOSEF ANGERLEHNER

ABOUT THE EXHIBITION, WHICH TREASURES ARE HANGING HERE, HOW DID THE LOVE OF ART DEVELOP?

I have been collecting art for 40 years and have acquired over 3000 exhibits over this period. My passion was already always contemporary art with a focus on painting from 1950 onwards. I wanted to create a worthy framework for this to share these works with people too. From an assembly hall and a mechanical workshop, an industrial company was converted into a Museum. With an exhibition hall of 1200 square meters, it is one of the largest pillar-free exhibition rooms in Austria.

HERE MAINLY ART FROM AUSTRIA AND UPPER AUSTRIA HANGS, LOCAL ARTISTS, REGIONALITY SEEMS TO BE VERY IMPORTANT TO YOU, WHY?

The glazed display depot with a length of 60m is particularly impressive. Yes, I am of the opinion that Austrian art and artists having a platform like the Angerlehner Museum have an advantage. ¾ of my collection are from Austrian and Upper Austrian artists, the rest are international positions. The viewing depot has 161 sliding walls that can be pulled out alternately. So, the viewer wins always new insights into the collection.

WHERE IS IT, THE THIN DIVIDING LINE THAT SEPARATES ART FROM DESIGN? DOES IT EVEN EXIST, OR IS IT MORE DIFFUSE CROSSING? ARE YOU AN ARTISTIC DESIGNER, OR IS YOU MORE A DESIGN ARTIST?

The relationship between art and design is as complex as fascinating. Each of us will likely become one. Have a different view of it. What's yours? The connection is clearly there. Design seeks solutions for finding problems and thus always aims at certain result. Art, on the other hand, does not pursue any concrete goal setting. It is described as an independent act of freedom that often raises questions and creates space for debate and discussion. The relationship between art and design is as complex as it is fascinating. And each of us has probably a different view of it.

BOTH DISCIPLINES SHARE COMMON TOOLS AND CAN INSPIRE EACH OTHER BY DRAWING ON SIMILAR SOURCES BE FED - BUT THEY ARE BY NO MEANS THE SAME. WHAT ARE THEIR SOURCES OF INSPIRATION WHEN CHOOSING WORKS?

Quite simply, I have to like them. Of course, there is always a story about every picture, often a very personal one, but at first and foremost, the works have to appeal me, there are no sources of inspiration. This is an emotional issue.

MUSEUM IS A MEETING PLACE; THE KITCHEN IN THE LIVING ROOM ALSO CREATES A MEETING PLACE, A MEETING ZONE; CAN A LIVING ROOM WITH A MINIMALIST DESIGNER KITCHEN LIKE THE FOLD IN A MUSEUM, BE THE ART OF YOUR OWN 4-WALLS?

Yes, it can. I'm surprised how harmoniously the kitchen fits in here.

In this case there is a nice picture of Markus Prachensky hanging here, in front of the FOLD.

This kitchen goes very well with contemporary art.

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ABOUT STEININGER

STEININGER stands for purist, exquisite architecture, interiors and kitchens design. Mastermind Martin Steinger heads the headquarter in St. Martin (Upper Austria), with further locations in Linz, Vienna, Hamburg and London. At STEININGERS BESPOKE designs and architectural settings are in demand internationally: they inspire with striking, clear lines, timelessness and sophisticated details.

Martin Steinger is an esthete and a minimalist. Exceptional design is a decisive added value for him, as things has to work. He subordinates all designs to this creed. It defines space, shape and use accordingly. Urban concrete and rare metal alloys complete the range of materials. A new type of spatial, sensory and tactile experience arises.

BESPOKE DESIGN - THE STEININGER COLLECTION

STEININGER designs are a statement of sustainable luxury, style and comfort. This claim continues in the unique kitchen and furniture. Every design from the STEININGER Collection is made to measure. State-of-the-art CAD programs and cutting edge manufacturing technologies in the Austria production, ensure the highest quality. The artisan take care the fine details at the end. STEININGER is a manufacturer and feels committed to the craft.



REQUEST HIGH-RESOLUTION IMAGES AND OTHER INFORMATION:

STEININGER.DESIGNERS GMBH
Weinleiten 1, 4113 St. Martin, Austria
Mrs. Daniela Steinger: +43 7232 2229-14 | pr@steingerdesigners.com
www.steingerdesigners.com
