

Taschen  
WIENER WERKSTÄTTE

Gabriele Fahr-Becker, Angelika Taschen

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# WIENER WERKSTÄTTE

## Viennese vision

### An enterprise for craft, design, and total works of art

The Wiener Werkstätte ("Vienna Workshop") bears many hallmarks of a modern creative movement. Founded in 1903 by Josef Hoffmann, Koloman Moser, and Fritz Waerndorfer, this progressive alliance of artists and designers was particularly interested in **challenging industrialised society with individual handcraftsmanship**, and in bringing different facets of life into one unified, elegant artwork.

The workshop began life in three small rooms, but soon expanded to fill a three storey building with special departments for metalwork, leatherwork, and woodwork, as well as a book binder and a paint shop. Artists experimented with various materials such as gold, precious stones, and papier mâché and applied their simple, often geometric, designs across **ceramics, textiles, typography, interior design, furniture, and fashion**. In architectural commissions such as the **Purkersdorf Sanatorium** and the **Palais Stoclet in Brussels**, the group was able to realize its ideal of the **Gesamtkunstwerk** ("total artwork"), in which every detail of an environment was designed as an integral part of a coordinated whole.

Though the workshop lasted only 30 years, it enjoyed **major commercial success**, with outlets in Karlsbad, Marienbad, Zurich, New York, and Berlin. It also garnered designs from many of the leading artists of the epoch, including **Gustav Klimt, Oskar Kokoschka, and Egon Schiele**. Today, the Vienna Workshop is recognized for its comprehensive approach to artistic practice and its stylistic influence on **Art Deco and Bauhaus**.

### The artist:

**Gabriele Fahr-Becker** studied art history, archaeology, and philosophy, and gained her doctorate from Munich University in 1970 with a thesis on Art Nouveau. She has published numerous books on turn-of-the-century art.

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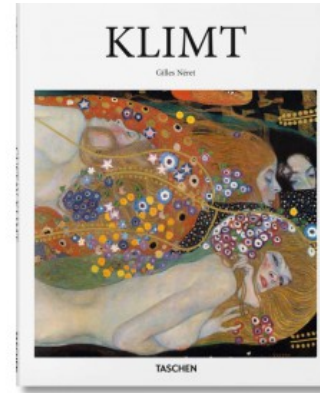
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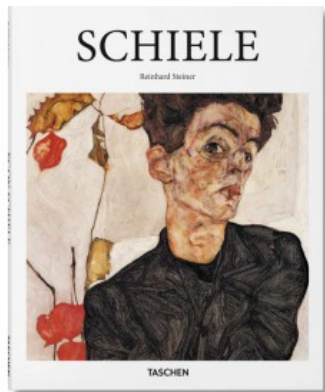
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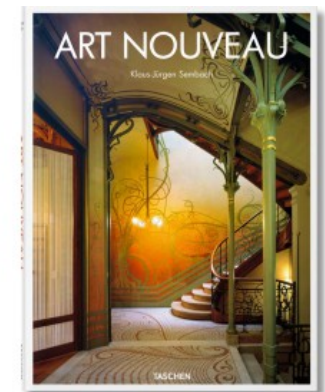
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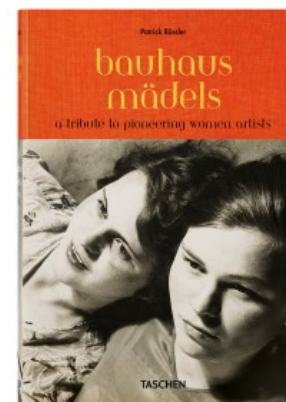
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