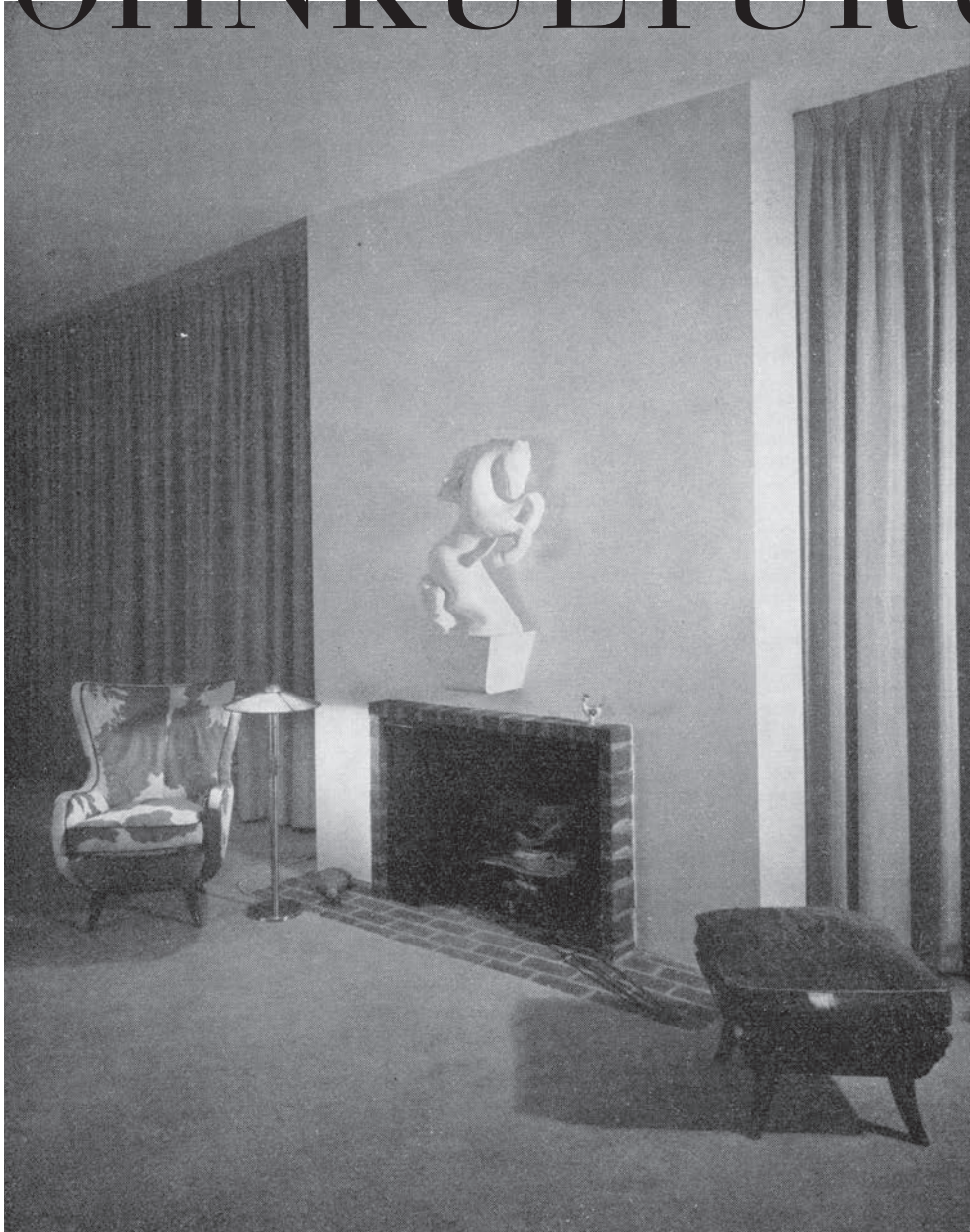


WOHNKULTUR 66



**FORGOTTEN ARCHITECTS
OF THE AUSTRIAN WERKBUND**

WOHNKULTUR 66

Hamburg classic Scandinavian design specialists since 1993, Anna Martina Münch and Manfred Werner, retailers with a main focus on manufacturers, have been selling Finn Juhl furniture by Onecollection, Hans J. Wegner furniture especially by PP Møbler, Nanna Ditzel, Ib Kofod-Larsen and Vilhelm Lauritzen furniture by Brdr. Petersens Polstermøbelfabrik and others.

Nowadays we are also producers of an own collection: “Vienna — New York”, with furniture by Hugo Gorge and Ernst Schwadron.

There is a strong complimentary relationship between Scandinavia and the Austrian Werkbund, sharing values, processes and types of furniture. The close collaboration between architect and craftsmen, putting aside economic aspects. Biedermeier references, Shaker and Windsor furniture, Egyptian stool, Chinese chairs – the list goes on. With the annexation of Austria before the second world war, many Jewish architects of the Austrian Werkbund, such as Ernst Schwadron, emigrated. Like the Bauhaus movement or Phillip Johnsons International Style, they became a considerable influence on design worldwide.



SHOWROOM HAMBURG

Therefore we worked on the Austrian theme very intensely the last three years. We have had the opportunity to gain the rights and acquire old original pieces as models for this re-issue. The collection continues to grow and is handcrafted by the Petersen Brothers Workshop in Denmark. The first pieces shown at the Interior Design Week in Cologne in 2013 were a pouf from Ernst Schwadron, designed in 1934, a chair with footstool from Hugo Gorge, designed in 1920 and an intriguing cactus stool by an unknown designer.

New to the collection is a group of furniture that Schwadron more or less produced in prototype for his own house in Connecticut: a sofa group, a little high-backed chair, a little low-backed chair and dining chairs with and without armrests, all hand-crafted reflections of his Austrian heritage. Matching the Canadian Chair by Hugo Gorge we are now producing a cabinet from 1920.

We are proud to announce that some of the new dining chairs are going to the MAK in Vienna, the design museum, for their famous restaurant. This means a lot to us, as this restaurant is traditionally designed by Austria's best architects, in this case by Michael Embacher and therefore designwise "talk of the town".



SHOWROOM BERLIN

Manfred Werner

born in Hamburg in 1951, was initially engaged in import and export. During business trips to America and Alaska he developed an interest in modern American design, which he collected, and in 1980 he finally opened his first shop in Hamburg, the “Junk de Luxe”. From 1985 to 1990 he ran the punk club “Mitternacht” in St. Pauli. He then opened a new shop with Anna Martina Münch: Wohnkultur66.

Anna Martina Münch

Born in 1962, studied English and German in Hamburg. Since the early nineties she has dealt in Hamburg designer furniture, from Scandinavia and nowadays from Austria: Kalmar Werkstätten, Carl Auböck and the own collection “Vienna — New York”. The showroom of Wohnkultur66 is located in the historical Hamburg Schlachthof. Since 2009 they run a showroom in Berlin-Mitte.



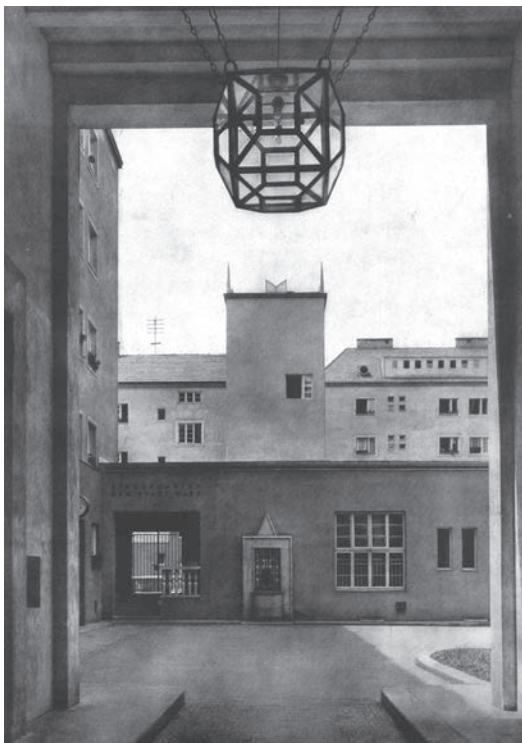
Hugo Gorge

Hugo Gorge (1883-1934) born in Czechia, former Austro-Hungarian Monarchy, was member of the Austrian Werkbund and also one of the members of “Red Vienna”, such as Ernst Plischke, Josef Frank, Oscar Strnad etc. They were responsible for the construction of public housing and the Vienna Werkbund Housing Estate in 1932. After World War I, like many other colleagues, he started designing furniture and interiors, which have been shown as well in Austria as abroad. He belonged to those architects, who managed to outshine overloaded products like those of the Viennese Werkstätten, Jugendstil and historicism in the sense of a new simplicity. With the help of traditional craftsmanship and subtle materials, they stood against the profanity of the industrialised workshop.

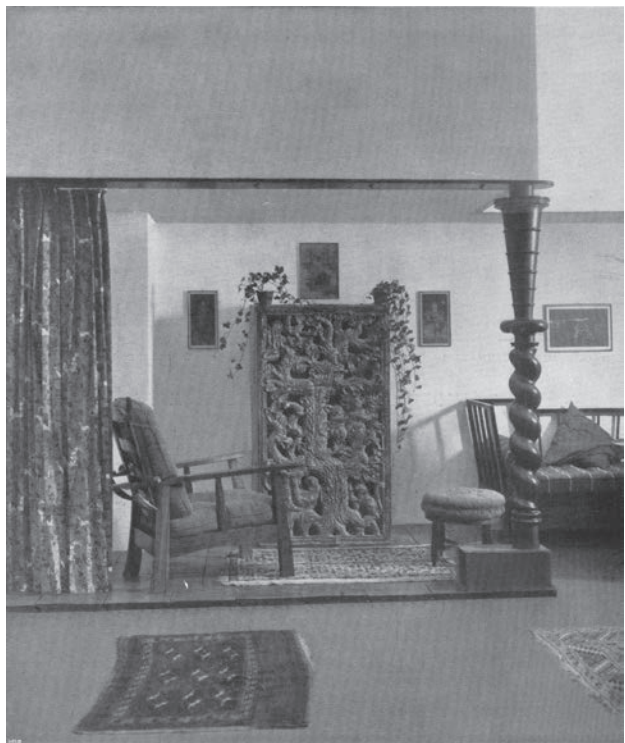
“...no boasting through construction, no overpowering honesty that assaults the eyes, no burden of technical romanticism”

„... kein Renommieren mit Konstruktion, keine aufdringliche Ehrlichkeit, die in die Augen springt, keine Belästigung mit technischer Romantik.“

MICHAEL RACHLIS, AUFGABEN UNSERER ZEIT, INNENDEKORATION JG. 1930, S. 311



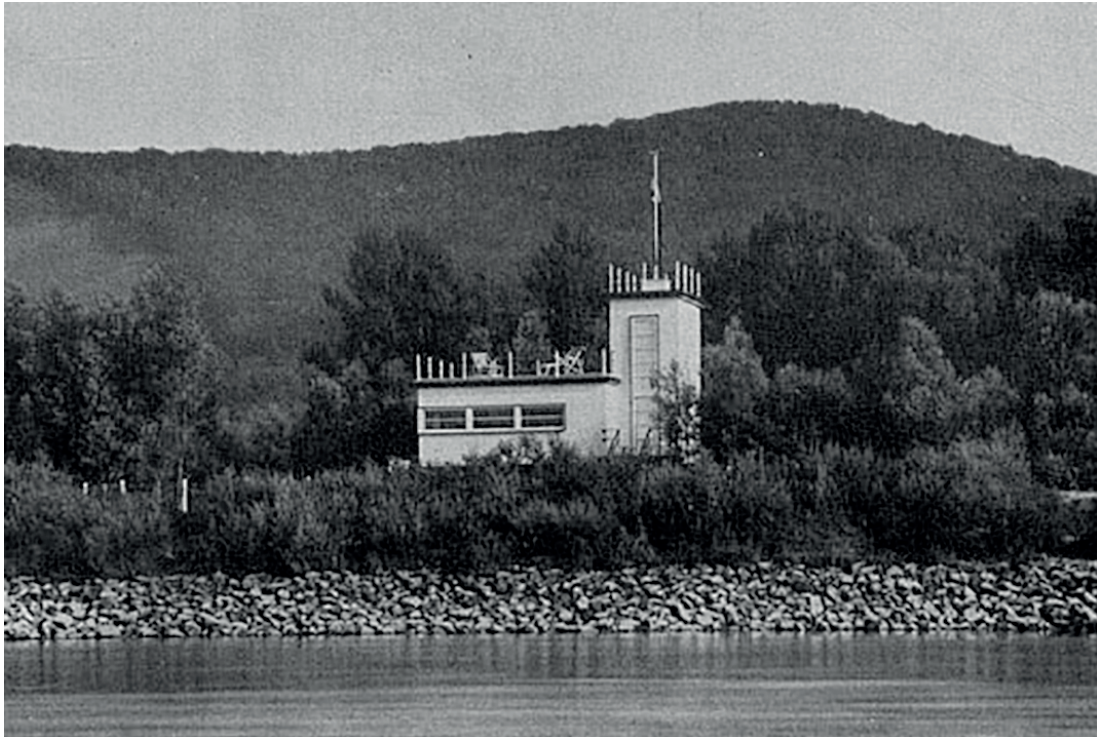
ARCHITEKTEN GORGE, KAYM, HETMANEK-WIEN.
VOLKSWOHNUNGSBAU WIEN „KARL HÖGER HOF“



KANADIER MIT HOCKER, HUGO GORGE, 1920

Ernst Schwadron

Ernst Schwadron, renowned Jewish architect and leading designer of the Austrian Werkbund, was born on July 1st, 1896 in Vienna to Viktor Schwadron of Brüder Schwadron, a ceramics and tile company. After attending technical state school, Ernst Schwadron studied ceramics under Master ceramicist Michael Powolny at the Kunstgewerbeschule (The School of Arts & Crafts) in Vienna. He wanted to become an architect, unfortunately little more is known of his professional training. He constructed a number of freestanding family homes in and around Vienna and in 1928 he designed and built a beach house for a couple called Lederer. In 1930 he married Mrs Lederer and was divorced the following year in 1931. The Lederer beach house was sadly demolished in 2010.



"HAUS AM STRAND" - BEACH HOUSE FOR THE LEDERER FAMILY, GREIFENSTEIN AUSTRIA (1928)

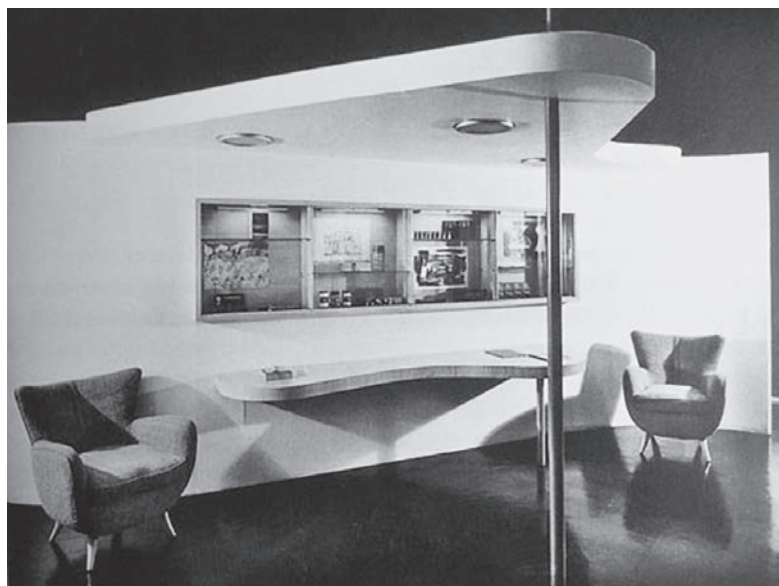
Schwadron specialised in renovating existing buildings. He created open space by gutting the buildings interiors. He designed built in elements, room dividers and fitted cupboards, folding doors and conservatories. He created clever interior concepts with his own furniture designs manufactured by the master Viennese cabinet maker Johann Kabele. See also *Innendekoration, 1930 "Painter's Residence" 237ff* and *"Architects Apartment" 329ff*. This last refers to Schwadron's own penthouse apartment on Franz-Josefs-Kai 3 now BAWAG Contemporary's exhibition spaces.



SCHWADRON'S PENTHOUSE APARTMENT, FRANZ-JOSEFS-KAI 3

Today the only remaining almost untouched example of his work is the apartment of Jacob Wittels at Veithgasse , Vienna 3. Unfortunately, many of the apartments, designs, and decorations that Schwadron created were dispossessed and destroyed by the Nazis. The MAK has five pieces from the Viennese apartment of the Dozsa family which were acquired in 2000. Along with photos, plans, designs and letters these were shown at the “Furniture in Exile” exhibition.

Having fled Austria in 1938 Ernst Schwadron quickly re-established himself in New York. He was the chief designer for Rena Rosenthal Inc. and then set up his own business, Ernst Schwadron Inc. on Madison Avenue, which collaborated on such projects as the Rockefeller Center and collaborated with Leopold Kleiner on the interiors of the American Crayon Company as well as many private ventures.



OFFICES OF THE AMERICAN CRAYON COMPANY, DESIGNED WITH LEOPOLD KLEINER (1945)

He built “Dreamlake” for himself and his second wife Gladys. The much admired modern house in Connecticut was a modern interpretation of the Austrian tradition with a collection of devotional pieces and art, for example ceramics from Vally Wieselthier and his own elegant furniture designs. See “The Home of a European Architect in the USA” *Architektur Wohnform* 3, 1951, p. 59ff.



ERNST SCHWADRON'S LIVING ROOM, "DREAMLAKE" CONNECTICUT

He commissioned the workshop of Vladimir Kagan's father among others. The young Kagan himself cited Schwadron as a mentor. Designs from Ernst Schwadron were published in “Town and Country” House & Garden” and „Interiors“. He died in 1979 and is buried with his wife in the Stamford Cemetery.

CANADIAN CHAIR WITH FOOTSTOOL



DESIGN: HUGO GORGE, 1920

FRAME: SOLID CHERRY, SEATS: NATURAL GAP WICKERWORK,
CUSHIONS: FABRIC „SIKSAK“ BY HANNE VEDEL SPINDEGARDEN

SIZE CHAIR: H: 103CM B: 85CM T: 106CM SH: 45CM

SIZE FOOTSTOOL: H: 43CM DM: 48CM

CABINET



DESIGN: HUGO GORGE, 1920

TOP: SOLID WALNUT, DOOR: MASUR BIRCH VENEERED, BASE: SOLID CHERRY,

KEY: CARL AUBÖCK

SIZE: H: 124CM D: 35CM W: 110CM

KAKTUS



DESIGN: ANONYMOUS 30'S

FABRIC: „SIKSAK“ VON HANNE VEDEL SPINDEGARDEN

SIZE: H: 46CM DM: 50CM

POUF



DESIGN: ERNST SCHWADRON, 1934

FABRIC: „SIKSAK“ VON HANNE VEDEL SPINDEGARDEN, TUSSLE: DIE POSAMENTENMANUFAKTUR

SIZE: H: 41CM DM: 48CM

COUCH



DESIGN: ERNST SCHWADRON, 1946, FOR HIS HOUSE DREAMLAKE, CONNECTICUT

LEGS: SOLID WALNUT, FABRIC: „BLANS“ BY HANNE VEDEL SPINDEGARDEN

SIZE: W: 210CM H: 84CM D: 84CM

ARMCHAIR



DESIGN: ERNST SCHWADRON, 1946, FOR HIS HOUSE DREAMLAKE, CONNECTICUT

LEGS: SOLID WALNUT, FABRIC: „BLANS“ BY HANNE VEDEL SPINDEGARDEN

SIZE: H: 84CM W: 84CM D: 84CM

FOOTSTOOL



DESIGN: ERNST SCHWADRON, 1946, FOR HIS HOUSE DREAMLAKE, CONNECTICUT

LEGS: SOLID WALNUT, FABRIC: „BLANS“ BY HANNE VEDEL SPINDEGARDEN

SIZE: W + D: 60CM H: 46CM

HI-BACK ARMCHAIR



DESIGN: ERNST SCHWADRON, 1946, FOR HIS HOUSE DREAMLAKE, CONNECTICUT

LEGS: SOLID WALNUT, FABRIC: „BLANS“ BY HANNE VEDEL SPINDEGARDEN

SIZE: H: 93CM W: 80CM D: 73CM SH: 45CM

SOFA, FOOTSTOOL AND HI-BACK „DREAMLAKE“



DESIGN: ERNST SCHWADRON, 1946, FOR HIS HOUSE DREAMLAKE, CONNECTICUT
LEGS: SOLID WALNUT, COW- AND CALFHIDE

LOW-BACK ARMCHAIR



DESIGN: ERNST SCHWADRON, NEW YORK, EARLY 1940'S
LEGS: SOLID WALNUT, FABRIC: "BLANS" BY HANNE VEDEL SPINEGARDEN
SIZE: H: 77CM W: 74CM D: 70CM SH: 45CM

DINING CHAIR



DINING CHAIR



DESIGN: ERNST SCHWADRON, NEW YORK, 1940'S

LEGS: SOLID WALNUT, FABRIC: "SIKSAK" BY HANNE VEDEL SPINDEGARDEN OR CA-MO LEATHER

SIZE: H: 81CM W: 51CM D: 61CM SH: 45CM

DINING CHAIR WITH ARMRESTS



DESIGN: ERNST SCHWADRON, NEW YORK, 1940'S

LEGS AND ARMS: SOLID WALNUT, FABRIC: "SIKSAK" BY HANNE VEDEL SPINDEGARDEN OR CA-MO LEATHER

SIZE: H: 81CM W: 60CM D: 61CM SH: 45CM