

Monument Against Anti-Semitism and Racism in Austria

Submitted by
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Lucienne Roberts +

Title of project

A modern rebuke

Monument Against Anti-Semitism and Racism in Austria

Introduction

Our approach

This brief asks designers to consider how the statue of Karl Lueger, currently standing in Lueger Platz, Vienna can be transformed into a monument against anti-Semitism and racism. In this context we have understood 'transform' to mean 'amend' or 'alter' and have borne in mind that 'transformation' can indicate 'conversion' as much as 'metamorphosis' or 'renewal'.

The argument for change is clear and compelling, and to us unarguable – but this is not the case for everyone. We have therefore considered ways of amending the existing structure that are engaging and accessible, producing an outcome that is serious and sensitive without being open to criticism as an act of vandalism. The essential message of the new monument has to be of inclusion, not only of all races, but also of those invited to re-evaluate their views.

Vienna has much to be proud of. At the time that this monument was originally erected it was the first major European city to be run by the socialists, with investment in homes and amenities that signalled enormous belief in the positive benefits of change. Embracing change now will signal openness and mark a clear break with the more infamous aspects of the city's history.

Our proposal

Our proposal leaves the current statue intact. By adding elements to it our intention is to instigate re-examination and to alter its meaning.

We propose encircling the current statue with a series of simplified figures, also on plinths, that are at the same eye level as the original statue and form a collective that dilutes the impact of the previous monument. Each figure looks at Lueger as if challenging him.

Men, women, children; old and young; we suggest that each would represent a current Viennese resident from either a long distant or recent immigrant family. A plaque on the supporting plinth would briefly tell their story. Made from fibre-glass or a variety of substrates, and coloured boldly and differently, these forms celebrate the rich diversity of the human race, while foregrounding the characteristics that are common to us all.

Visually simple but striking and contemporary in feel and production processes, this transformation is open to literal and metaphorical readings.

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Visualisation



The current statue is encircled by a series of figures.

Each figure represents a current Viennese resident from either a long distant or recent immigrant family. They face Lueger as if challenging him.

A plaque on the supporting plinth briefly tells their story.

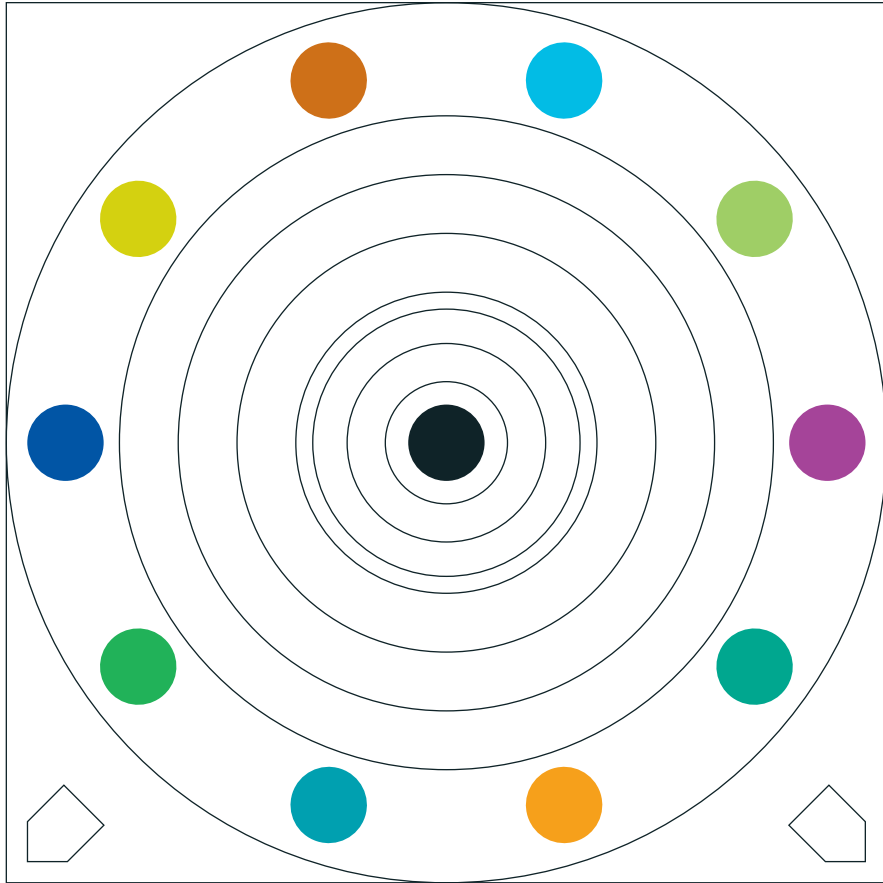
Made from a variety of substrates, and coloured boldly and differently, these forms celebrate the rich diversity of the human race, while foregrounding the characteristics that are common to us all.

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Plan



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Introduction

Our background

We are a team of designers, called Lucienne Roberts +, based in London. We have considerable experience in graphic, exhibition and 3d design. Our objective is to ally a commitment to accessible and engaging design with a socially aware agenda.

Projects include exhibition design for The British Museum, Kensington Palace, St Paul's Cathedral and most recently the Wien Museum; identities for Arts Council England, The Office of Tony Blair and the Design Council; and a signage strategy for two of the London Boroughs.

In 2000 Roberts was a signatory of the First Things First design manifesto, which calls for a greater awareness of design responsibility. She has taught widely, most recently at Yale, and is a regular contributor to Eye magazine, the international review of graphic design. Her first book, The Designer and the Grid was published by RotoVision in 2002. Her most recent book, Good: An Introduction to Ethics in Graphic Design, was published in 2007. Roberts was a D&AD judge in 2008 and is design consultant to the Swiss publishers AVA Academia.

Lucienne also has a personal interest in this project over and above a professional one. Her maternal family were Jewish immigrants who arrived in Vienna in the late 1890s. Her mother was born in Vienna in 1926, the year in which the Karl Lueger statue was erected. By the early 1930s various members of Lucienne's family had emigrated to England, including her mother and grandmother. In memory of her familial connections, Lucienne now spends some of her time residing in Vienna.

Clients include:

Architecture Foundation
AVA Academia
Breakthrough Breast Cancer
British Council
The British Museum
The British Library
Christian Aid
The Civic Trust
Crafts Council
Design Council
Design Museum
Hayward Gallery
Historic Royal Palaces
Institute of Cancer Research
The Office of Tony Blair
Phaidon Press
Royal Academy of Arts
Save the Children Alliance
St Paul's Institute
Unicef
Universities UK
Wien Museum
The Women's Library