



We cordially invite you to the opening of our exhibition

Sagmeister & Walsh: Beauty

With their exhibition project *Beauty*, the New York-based Vorarlberg graphic artist **Stefan Sagmeister** and the American graphic designer **Jessica Walsh**, make a visually impressive multimedia plea for us to take delight in beauty. Their exhibition investigates why people feel attracted to certain objects or concepts and what positive effects beauty can have. With the aid of examples from the fields of graphic design, product design, architecture, and city planning, Sagmeister & Walsh demonstrate that beautiful objects, buildings, and strategies are not only more pleasing, but actually more effective.

An exhibition of the MAK, Vienna and the Museum Angewandte Kunst, Frankfurt am Main.

Opening event: Friday, 8th April, 5 p.m.

Limited number of guests, no reserved seating

Reception **Andreas Rudigier**, Director vorarlberg museum

Welcoming speech **Stefan Sagmeister**, Designer

Length of the exhibition: 9 April until 16 October 2022



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