

Lentos Kunstmuseum

Herbert & Joella Bayer Joining Forces in the Service of Art 30 Sept. 2022 – 8 Jan. 2023

He is considered the epitome of the modern, universal artist. She was a fascinating woman, who was active as a manager and donor and as a source of inspiration for some of the most important artists of her time. The pioneering exhibition at the Lentos showcases Herbert Bayer's collaboration with his wife Joella, their networks, friendships, and their generous donations to Linz's Kunstmuseum.

Herbert Bayer (1900–1985) was the most versatile of all the twentieth-century artists coming out of Austria. The Bauhaus artist, who had received commissions as a commercial artist from the Nazi regime only to be branded as “degenerate” in 1937, had launched himself on an international career even before his emigration to the United States in 1938. He became an embodiment of a new, universal type of artist.

His career took him from Linz to Germany and on to the United States, where he continued his Bauhaus inspired work in collaboration with international corporations, museums, and actors in the world of tourism. As architect, designer, painter, sculptor and landscape designer, he shaped the townscape of places such as Aspen, CO, where the *Resnick Center for Herbert Bayer Studies* opened this year. More than 200 works, including such icons as Bayer's surrealist self-portrait and the conceptual paintings *Lightning Gate* and *Foursome*, are on display now at the Lentos Kunstmuseum Linz. Private photographs from US archives and from the collections of Irene Bayer Hecht (1898–1991), Isa Gropius (1897–1983) of Bauhaus fame and writer Mina Loy (1882–1966) supplement the museum's own substantial holdings, which it owes in part to generous donations made between 1986 and 2004 by Herbert and Joella Bayer. These holdings have been further enlarged by recent acquisitions.

“Thanks to Joella Bayer and her generous donations, the Lentos today boasts the largest and most important Bayer collection in Austria. Research for the exhibition has led to the establishment of the Bayer Archive, comprised of photographs and documents of inestimable value for the scientific community. It can be accessed via our online data bank. At present, the archive is still a work in progress that is continually being added to.” Elisabeth Nowak-Thaller, Curator of the exhibition and Director of the Collection of Paintings

The Lentos exhibition puts a unique focus on the artist's collaboration with his wife, Joella, who, in her capacity as manager and donor, made a significant contribution to Herbert's success as an artist. The daughter of Mina Loy, the well-known writer, artist and feminist, Joella (1907–2004) not only took charge of her husband's estate. She was also his muse and artistic mentor and a source of inspiration for Dalí, Man Ray and others. She had a remarkable talent for bringing together personalities from the worlds of business and art. In addition to the artist's relationship with Joella, the exhibition underscores the significance of the influence Bayer's first wife, Irene Bayer-Hecht, had on him. She helped her former husband to emigrate to the United States and furthered his career by working for him as a repro photographer. In what is a historic first, the exhibition features photographs and loving mementoes of Herbert and Irene's daughter Erica, who died in her youth.

“In addition to showcasing Herbert Bayer's international oeuvre in our exhibition, we wanted to underscore the contributions these women made, which were an integral, lasting part of the success and the creativity of this artist. Not only did they support him as managers and advisors, but they also

take credit for outstanding artistic works themselves. Furthermore, it is owed to them that Herbert Bayer's work has been preserved for posterity." Hemma Schmutz, Director of the Lentos Kunstmuseum Linz

Another aspect put into unique focus by the exhibition at the Lentos is Bayer's work as a commercial artist in Germany and the United States. While still in Germany, Bayer had been Art Director of the magazines *Vogue* and *Die neue Linie* and the director of the German branch of *Dorland*, an American advertising agency. In the United States, he designed covers for *Life* and *Fortune* and an exhibition for MoMA in New York. In addition, he was the brain behind advertising campaigns for the *Container Corporation of America (CCA)* and the *Atlantic Richfield Company (ARCO)*. In the exhibition, the multifaceted nature of his work is illustrated by ad posters and design drafts.

"Herbert Bayer, an artist with Upper Austrian roots, and his work exert a tremendous influence to this day on design, art, and advertising. Even Apple founder Steve Jobs drew inspiration in Aspen from Bayer's design principles and committed to simplicity and elegance which have since then become instrumental for worldwide success. The exhibition at the Lentos offers an opportunity to immerse oneself in the world of the Bauhaus and in creative activities inspired by it." Doris Lang-Mayerhofer, City Councillor for Culture, Tourism and Creative Industries of the City of Linz

While the front part of the show puts the wealth of the Bayer collection on display on the model of a viewable storage area, the centre of the Great Hall, inspired by Bauhaus ideas, invites the public to adopt a more active role: elements of this interactive space can be moved around and rearranged in countless new ways. The exhibition space is therefore in flux and undergoes constant restructuring. The renowned designer duo Nicole Six & Paul Petritsch were put in charge of the exhibition design.

Taking its cue from the exhibition *Herbert und Joella Bayer. Gemeinsam für die Kunst / Herbert and Joella Bayer. Joining Forces in the Service of Art*, the Lentos will organize a symposium with an internationally staffed panel on 7 October. The symposium will move the multiplicity of research approaches to, and perspectives on, Herbert Bayer centre stage, thus bearing witness to the relevance and vitality of his multidisciplinary international oeuvre. In parallel to the exhibition until 8 January 2023, the Lentos makes its unique Bayer Archive accessible, which is one of the largest collections of the universal artist in Europe.

Program

Opening

Wed 15.6.22, 7 pm

With welcome by Hemma Schmutz (Lentos Director), greetings by Doris Lang-Mayerhofer (City Councillor for Culture, Tourism and Creative Industries of the City of Linz), introduction by Elisabeth Nowak-Thaller (Curator), opening by Klaus Luger (Mayor of the City of Linz).

Free admission

Guided tours

Public guided tour

Every Thu 6 pm, Every Sun 4 pm

Guided tour ticket € 4 plus admission, duration 1 hour

The Making-of

Thu 6.10.22, 6 pm

Thu 15.12.22, 6 pm

A look behind the scenes of the exhibition with curator Elisabeth Nowak-Thaller

Guided tour ticket € 4 plus admission

Baby Tour

Tue 11.10. 10.30-11.30 am

A relaxed tour of the exhibition, tailored to the needs of visitors with babies.

Cost: museum admission only

Express Tour

Every 1st Sat in the month 4 pm

This tour offers an insight into the Lentos. It looks at the museum's history and collection of art and includes highlights of the present special exhibition.

Language: English

Ticket: € 3 plus admission, duration: 45 minutes

Events

Long Night of the Museums

Sat 1.10.22 6 pm-1.00 am

With an open studio for all and special guided tours on Herbert Bayer, a pop-up exhibition and much more. Through the Long Night of Museums. We look forward to your visit!

Costs: Ticket Long Night of Museums

Symposium: Herbert Bayer
An artist of the century
Fri 7.10.22 1-7 pm

On the occasion of the exhibition, Lentos is hosting an international symposium that will focus on the diversity of research approaches and perspectives on Herbert Bayer, demonstrating the relevance and vitality of his cross-disciplinary, international oeuvre. With presentations by Gwen Chanzit, James Merle Thomas, Lynda Resnick, Patrick Rössler, Nicole Six, and Paul Petritsch.

[Read more](#)

The And-Picture
Interactive performance and musical collage
Thu 10/20/22 6 pm-7 pm

Fragments of sounds, movements, associations, texts and objects are made available to collectively transform the exhibition space - and thereby re-inspire the music of the performance. By and with Karen Schlimp (Anton Bruckner Private University), dancers and musicians from Musik im Raum.
Cost: Museum admission only

Workshop:
Typography, Advertising, Design
With artist Klaus Scheuringer

This three-part workshop series deals with the field of tension between art and graphic design, taking into account the "Bauhaus philosophy". In the sense of analog image-finding strategies, innovative-original syntheses of type and image are realized constructively. With suppleness and ease we appropriate the language of these media.

Personal photographic material brought along is expressly desired. The dates can be attended individually, but participation in all three dates is recommended.

The workshop series is aimed primarily at adults, but also at children and young people.

No previous experience is necessary.

Fri 4.11.22 each 4-6 pm

Fri 18.11.22

Fri 2.12.22

Cost per date: € 6/person; families: 1st person, € 6, each additional € 2

All three dates: € 15/person; families: 1st person, € 15, each additional € 5

Information/registration at +43 732 7070 3614 or kunstvermittlung@lentos.at

Factsheet

Exhibition title	Herbert & Joella Bayer Joining Forces in the Service of Art
Exhibition duration	30.09.2022 to 08.01.2023
Press conference	29.09.2022, 10:00 am
Curator	Elisabeth Nowak-Thaller, Curator
Exhibition design	Nicole Six & Paul Petritsch
Exhibition venue	Big Hall
Supported by	 
Opening hours	Tue-Sun 10 am-6 pm, Thu 10 am-8 pm Mon closed, special opening hours can be found on www.lentos.at
Admission	€ 10, reduced € 8 / € 5
Press contact	Clarissa Ujvari M: +43 664 888 933 42 T: +43 (0)732 7070-3603 clarissa.ujvari@lentos.at Ernst-Koref-Promenade 1 4020 Linz
Web & Social Media	www.lentos.at Facebook.com/lentoslinz Instagram.com/lentoslinz

Images

Press images as well as exhibition views are available [for download](#) on our website for the duration of the exhibition. Royalty-free use is permitted only in the context of current reporting on the exhibition.