

Loewe Austria sponsors MUMOK's Warhol TV exhibition

“Changing Channels”, Art and Television 1963 to 1987

Kronach/Vienna, – presenting Loewe as the exclusive partner of the Modern Art Museum (MUMOK) in Vienna's museum district for the “Changing Channels” exhibition commencing at the beginning of March. The exhibition highlights the work of international artists on the topic of television, focusing on the period between the 1960s and the 1980s. Loewe is supporting the exhibition by supplying 44 televisions from the Connect family on which "Andy Warhol's TV" will be shown throughout the “MUMOK Factory”. Two additional TVs from the German premium manufacturer will act as information terminals displaying accompanying texts by curator Matthias Michalka.

“With its long history and brand values – minimalistic design, innovation for the senses and exclusive individuality – Loewe perfectly suits the image of MUMOK/Vienna and the values of Andy Warhol”, Hannes Lechner, CEO Loewe Austria, explains of Loewe's involvement in the exhibition. “Changing Channels” is dedicated to the artistic reflection on and purpose of mass media television from the 1960s to the 1980s. It displays works which make a talking point of the increasing social influence, as well as the economic, technological and societal mechanisms of this medium.

“As a manufacturer which attracted international attention through the first public demonstration of the electronic TV in 1931, it was logical to get involved in this historical retrospective, sharing our core area of interest – the television” continues Lechner. Loewe's endorsement comprises 46 TVs, 44 of which are from the popular Connect family. With its numerous connection options, Loewe Connect combines the entertainment features of a high quality HDTV television with the excellent networking capabilities of a computer – bringing TV, videos, music and photos to the TV screen. Screen diagonals of 66, 80, 94 or 106 cm therefore open up new possibilities which extend far beyond the standard range offered by televisions up until now.

Andy Warhol's TV: on MTV in the '80s, on Loewe at MUMOK in 2010

“Andy Warhol's TV” will be shown on Connect TVs, in an exclusive zone within the exhibition – MUMOK Factory. “Andy Warhol's TV” ran in the '80s as a 15 minute slot on MTV, introducing stars such as Grace Jones, Jerry Hall, John Oates and Debbie Harry.

Andy Warhol (1928-1987) is regarded as a co-founder and central figure of the American Pop Art movement. Warhol also worked as a graphic designer, film maker and publisher. He left behind a vast oeuvre, ranging from advertising graphics to paintings, objects, films and books.

“Changing Channels” illustrates clearly that the newly awoken interest in information and communication technology in the art of the 1960s and 1970s – which continued in a different guise in the 1980s – brought with it a clear broadening of the artistic scope of activity. This included a closer examination of established art institutions and a clear reference to the socio-political function of the television.

Innovation and a pioneering spirit – Loewe and Andy Warhol

Right from the outset, innovation and a pioneering spirit have defined Loewe, a company founded in a Berlin radio workshop in 1923 – and it’s also in this ethos that artists and sponsorship are brought together. As early as 1931, the company caught the public eye with the first ever public demonstration of an electronic television broadcast in the world. Further milestones included the first cassette tape recorder in 1950, the first European video recorder in 1961, the presentation of the first European stereo television in 1981 and development of the "Art 1", which heralded the birth of a new design and technology-oriented generation of televisions from 1985.

The range offered by the German premium home cinema provider today includes TVs, DVD recorders, hard disk recorders, Blu-ray players, HiFi systems and speakers. They are increasingly becoming part of a complete video/audio system solution in which components complement each other perfectly in technology and design. Loewe is the market leader for premium home cinema solutions in Europe. A key factor in Loewe’s success is the combination of high-tech features, design, quality and user-friendliness. The products stand out thanks to their clear, precise and elegant design, which retain a lasting appeal and has already won the company over 200 design awards in Germany and abroad.

*“Changing Channels”. Art and Television 1963-1987. 5 March to 6 June 2010,
MUMOK Museum Moderner Kunst Stiftung Ludwig Wien, Museumsplatz 1, 1070 Vienna*

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About Loewe

Outstanding design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technological highlights include: home entertainment systems with high-resolution picture quality, an integrated hard disk recorder and a digital TV receiver. In 2009, sales for the publicly listed company founded in 1923 in Berlin totalled € 325m, with EBIT of € 13.5m (preliminary key figures). Loewe manufactures and distributes televisions, Blu-ray players, DVD recorders, audio components and multiroom solutions. The company has around 1, 000 employees and, on an international level, is represented in 50 countries.

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