

**From June 4th to June 26th, 2024, an exhibition spanning over 1000 square meters featuring art and design will take place on 74tharts initiative. The works can be experienced free of charged and are available for purchase.**

Franco-American Becca Hoffman founded her platform [74tharts](#) to connect local art and design communities with an international audience of collectors and enthusiasts through pop-up events. In 2024, 74tharts will stop in Vienna (Austria), Aspen (USA), and in the fall, in Milan (Italy). The exhibitions and accompanying programs are developed and implemented by curators and regional initiatives, adapting to the local context.

In Vienna, under the title "**The Window and the Couch**" ideas and interiors inspired by Sigmund Freud will serve as a backdrop for the curated exhibition, bringing together art, design, culinary, and discourse on 1000 square meters for the month of June.

**Alice Stori-Liechtenstein**, also known for her initiative [Schloss Hollenegg for Design](#), together with designer **Johanna Pichlbauer**, selects national and international design positions that allow for a (re)discovery of Sigmund Freud's ideas.

**Simon Rees**, well-known in Vienna for his work at various art fairs and museums, takes on the curation of the visual arts section, inviting Austrian and Vienna-based artists to showcase and sell their works at The Window and the Couch.

In addition to the exhibitions, **Vienna Design Week & Vienna Business Agency** invites you to two discursive dinners with **Cucina Alchimina** (on June 6th and 21st), the Austrian auction house **Dorotheum** supports the opening night on June 4th, a sound installation by **Darius Edlinger** and **EOOS Next** takes place with the support of **WienTourismus**, **Kussmund** presents a scent bar with matching artworks curated by **Ema Kaiser**, and much more.

### **Join us for the Press Tour**

Tuesday, June 4th, 2024  
at 10:00 a.m. at the Bibliothek of West,  
Augasse 2-6, 1090 Vienna

### **„The Window and the Couch“**

From **June 4th to June 26th**, the first of the 74tharts Global Nomadic Pop-ups titled "The Window and the Couch" will take place in Vienna.

74tharts is initiating a curated pop-up sales exhibition at the Bibliothek of West, the former Vienna University of Economics and Business, in the 9th district.

June 5th to June 26th, 2024  
Augasse 2 – 6, 1090 Vienna

**Press Tour: June 4th, 2024, 10:00 a.m.**

Opening (by invitation only): June 4th, 2024, 3:00 p.m. - 8:00 p.m.

### **Opening Hours**

Wednesday to Friday, 2:00 p.m. - 7:00 p.m.  
Saturday and Sunday, 12:00 a.m. - 6:00 p.m.  
Admission is free!

Alice Stori Liechtenstein, founder of Schloss Hollenegg for Design, will curate a visual reinterpretation of Freud's studies for the present alongside designer Johanna

Pichlbauer.

**The invited designers include:** Alma Bektas, Amelie Bachfischer, Anton Defant, Benjamin Nagy, Clemens Schmidberger + Johanna Pichlbauer, David Tavcar, Flora Lechner + Tim Teven, Högl-Borowski, Jonathan Trayte, Klemens Schillinger, Laura Dominici, Lisa Ertel & Jannis Zell, Marco Dessi, Nadja Zerunian, Onka Allmayer-Beck, Soft Baroque, Teresa Berger, Wiener Times, Duyi Han

Simon Rees, curator for the Contemporary Art section of the exhibition, associates the following themes with his selection: Automatic drawing / The Avian (birds) / Cigars / Carpets / Cancer / Couches / Courtly Love / Displacement / Dreams / Drugs / Exile / Family / Fetish / Forests / Freud in popular culture / Freudian slips / Group therapy / Homesickness / Masks / Myth / Memory / Nostalgia / Oedipal complex / Orality / Play / Sex / Students and progeny / Subject-Object relations / Taboos / Totems / Unheimlich – Uncanny / Unstable identity / Wolves

**The invited artists include:** Julia Beliaeva [UA]; Norbert Brunner [AT]; Paz Corona [FR]; Anna Deleporte [FR/US]; Barbara Hainz [AT]; Daniel Horowitz [FR/US]; Noémi Kiss [HU]; Birgit Knoechl [AT]; Kristina Kulakova [RUS]; Monica C. LoCascio [AT/US]; Andrew M. Mezvinsky [US/AT]; Luīze Nežberte [LV]; Marcel Odenbach [DE]; Elisabeth Penker [AT]; Eva Petrić [SI/US]; Ana Prvački [DE/RS]; Roland Reiter [AT]; Stephan Reusse [DE]; Frances Ruyter [AT/US]; Denise Schellmann [AT]; Steinbrener/Dempf & Huber [AT]; Nomeda & Gediminas Urbonas [US/LT]; Ben Wadler [IL/AT]; Kay Walkowiak [AT]; Nives Widauer [CH];