Jabornegg & Pálffy
The Architecture of the Generali Foundation

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In 1995, the Generali Foundation – founded as the nonprofit art association of the Generali Group Austria – relocated to premises in the fourth district of Vienna, designed by the architects Jabornegg & Pálffy. It moved to a building complex called the Habighof, which dates back to the beginning of the 20th century, when it was used as a hat factory. Here, the Generali Foundation housed an exhibition space, underground storage, study rooms and offices. In 2015, the collection of Generali Foundation was transferred to the Museum der Moderne in Salzburg as a permanent loan, and the site in Vienna was closed down.

This book examines this architectural landscape—which has since been listed as an historic site —in its international context as a trend-setting exhibition space. It explores the relation between internal and external architectural structures and examines the commitment of companies in the field of visual arts and architecture in a shifting social context.