Rollenspiele

Edited by Judith Augustinovič, Birgit Schulz

German, 152 pages, 17 × 24 cm, numerous illustrations in color, softcover

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Participating artists: Judith Augustinovič, Louise Deininger, Iklim Doğan, Valerie Habsburg, Doris Theres Hofer, Ursula Hübner, Hybrid Dessous, Karolina Malwina, Sasha Pirker, Katrin Plavčak, Almut Reichenbach, Gerlind Zeilner

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Publication date: October 2024



978-3-903447-12-7
€ 28.00 [A]
€ 27.30 [D]

From the turn of the century until the 1970s, the pattern roller was a popular tool for interior wall design. Roll patterns shaped the living spaces of their inhabitants in a characteristic way, precisely because of their fleeting nature and inevitable imperfection.
Based on historical sample sheets of rolled patterns, the invited artists explored this medium. Their works break free from the decoration of the wall surface and open up a wide range of artistic practices—painting and mixed media, photography and moving image, installation and performance, collage, text and textiles.
This publication showcases these works; its texts focus on the technique and history of rolling patterns, technological advances, fashion trends, and social and gender codes. Female artists and authors make a feminist statement in *Rollenspiele*.

The Schablone association has been working on the design and technique of rolling patterns since 2020. It was founded to present craftsmanship in its many facets, to artistically record (old) craftsmanship and to research and develop contemporary applications.

This publication is published on the occasion of exhibition *Rollenspiele* at Das Weisse Haus, Vienna, October 25 - December 07, 2024