



SUPERFLUX
Ethnographies of the Craftocene (working title)

4 March to 16 August 2026
Weltmuseum Wien

In 2026, the **Weltmuseum Wien** will bring one of the most visionary studios of our time to **Austria**: the internationally acclaimed London-based design and future lab **SUPERFLUX** presents *Ethnographies of the Craftocene*, an immersive exhibition that radically repositions artistic research, technology and ecological imagination. SUPERFLUX, founded in 2009 by Anab Jain and Jon Ardern, is one of the most influential protagonists of speculative design and is also regarded in Austria as a reference for bold visions of the future.

As a central part of the programme for the **Vienna Climate Biennale 2026**, the exhibition highlights the commitment of the Weltmuseum Wien to raising awareness of fundamental questions about the future and encouraging discussion.

New era: The Craftocene

With the term 'Craftocene' (coined by SUPERFLUX in 2020, in reference to the terms Anthropocene and Holocene), the studio drafts a visionary era beyond the narratives of the Anthropocene, the period characterized by the profound influence of humans on the Earth. The Craftocene is an era not longer defined by exploitation and waste, but by craftsmanship, mutual care and regenerative practices.

'The Craftocene is our chance to imagine different ways of being, the writing of a collective myth that we shape together', say Anab Jain and Jon Ardern. 'As we attempt to plot a path beyond the waste of the Anthropocene, this kind of endeavour has never been more urgent.'



Speculative visions of the future between crisis and hope

For *Ethnographies of the Craftocene* SUPERFLUX bring together three major works for the first time. **Refuge for Resurgence** (2021), first presented at the Viennese Biennale of Architecture, is a 'threshold space', that tells of the collapse of our current way of life and sketches a conciliatory scenario for the future. At a banquet humans, animals and plants gather symbolically in order to find new forms of living.

Nobody Told Me Rivers Dream (2025), most recently exhibited at the London Design Museum, explores, how technology can strengthen environmental awareness. The installation invites visitors to view nature not only as a resource, but also as partner from whom we can learn.

The installation **Relics of Abundance** (2026), which will be created for the Viennese exhibition opens a new perspective on today's consumer culture. SUPERFLUX speculates with this work on the material and cultural legacy we leave behind and what significance everyday objects – from trainers and smartphones to Corbusier chairs – might have for future generations.

In combination with selected objects from the Weltmuseum Wien collection those works reflect SUPERFLUX's research focus on the complex challenges of our present day, between fear of the future and hope. SUPERFLUX focuses on the interaction of all species and organisms and emphasises that a viable future can only emerge through the recognition of mutual dependencies.

'With its unique artistic approach, SUPERFLUX offers a way of thinking and creating which suits the complexity of an ethnological museum remarkably well', emphasizes Claudia Banz, Director of the Weltmuseum Wien. 'The teams ability to reactivate and recontextualise cultural materials through imaginative, critical and multisensory narratives makes their work a compelling addition to the Weltmuseum Wien. For this reason I invited SUPERFLUX to develop this exhibition to enable a new and thought-provoking encounter with our collections and the stories they tell.'

New Alliances between humans, technology and environment

The exhibition encourages us to question our current practices of production, consumption and value. It also invites us to explore new forms of coexisting relationships between humans, the environment and more-than-human worlds – beyond an anthropocentric perspective.

Press Photographs

Press releases and images for up-to-date coverage of special exhibitions and projects at the Weltmuseum Wien are available for download free of charge from our press area:

<https://www.weltmuseumwien.at/en/press/>

Refuge for Resurgence
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Nobody Told Me Rivers Dream
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**Opening times, tickets, entrance fees**

www.weltmuseumwien.at/en/information

Additional information regarding your visit

Guided tours, bookings, and reservations for events

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Information, questions, and suggestions

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Exhibition programme and events

All events are listed online in the Weltmuseum Wien [event calendar](#).

Social Media

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Please identify your medium, specify the date of your visit and attach a scan of your valid press pass. Thank you!

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