



MAK

Press Release

100 Best Posters 12. Germany Austria Switzerland

Press Preview	Tuesday, 3 September 2013, 10:30 a.m.
Opening	Tuesday, 3 September 2013, 7 p.m.
Exhibition Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	4 September–10 November, 2013
Opening Hours	Tues 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission every Tuesday, 6–10 p.m.

With the exhibition *100 Best Posters 12. Germany Austria Switzerland*, the MAK will be mounting its eighth presentation of the most convincing submissions to this prestigious competition between European graphic designers, thereby providing a platform for interesting and up-to-the-minute design concepts. The awarded motifs, situated between art and commerce, stand out for their innovative and inspired modes of expression that range from photography, pictorial wit and plays on typography to visual surprises in the finest op-art tradition.

From a field of over 1,700 submissions, the 100 winning posters were selected by an international jury consisting of Christian Brändle (Zurich, chairman), Ronald Curchod (Toulouse), Joanna Górska (Warsaw), Eike König (Berlin) and Josef Perndl (Vienna). Due to this year's large number of submissions, a two-tiered judging process was instituted: An initial screening conducted online saw the nomination of 680 posters for the competition's final round. This final round produced 100 winning posters and poster series including 49 German, 47 Swiss and three Austrian posters, as well as an Austro-Swiss coproduction.

The diverse and nuanced winning works competed in terms of more than just ideas and the designs and techniques used to realize them; qualitative differences can also be discerned between commissioned works from the cultural and business fields (which, naturally, include some compromises) and works done at the creator's own initiative or for university projects. As far as the Austrian competitors go, this year is the sixth successful one for

Atelier 3007 Wien (Eva Dranaz and Jochen Fill), which was able to win over the jury with not one but two poster series. Once again, 3007 Wien came up with impressive event posters for the Viennese bar and concert venue rhiz, building on designs that had already won in previous years. In a series of 12 monthly posters, they succeeded in realizing graphically the theme of experimental live music by employing strongly emotionalizing motifs. Three graphically reduced motifs from this series are included in *100 Best Posters 12*—they serve to exemplify the motto *mixed – unmixed*, which is the theme of rhiz’s 2012 DJ and band lineup.

Likewise among the jury’s picks was 3007 Wien’s poster for the *Nightwalk*, an annual cultural event on Vienna’s heavily trafficked thoroughfare known as the Gürtel that takes place mostly beneath the historic elevated railway arches by Otto Wagner, which house the lion’s share of the Gürtel’s club scene. Starting from the event itself, a collage was created to serve as an abstracted visual map.

An additional Austrian, former University of Applied Arts Vienna graphic design class student Christof Nardin (Büronardin), won with his poster for the opening of the 21er Haus in Vienna, a museum that mixes tradition and experimentation in a harmonious manner. Nardin, who was also responsible for this institution’s corporate design, pays homage with his poster to the Austrian graphic designer Georg Schmid (1928–1998). His typography harkens back to the design of the Schmidt poster that was presented in September of 1962 for the opening of the original 20er Haus (Museum of the 20th Century).

For the first time in the history of *100 Best Posters*, an Austro-Swiss coproduction was also entered in the competition. Swiss graphic designer Melk Imboden joined the artist Benjamin Hirte to design a poster for his MAK exhibition *SICHTWECHSEL #1. BENJAMIN HIRTE the classic mob ballet* (MAK Gallery, 2012), with which he reacted to specific circumstances within the MAK Collection. For the poster, Hirte turned to a portrait taken in 1932 by Swiss photographer Martin Imboden (distantly related to Melk Imboden) of Beate Hirsch from the photo collection of the MAK Library and Works on Paper Room. In keeping with the idea behind his exhibition, Hirte employed his motif with the intent to catalyze processes of both work and thought, as well as to place content from the collection in an expanded context.

This exhibition will be accompanied by the publication of the catalogue *100 beste Plakate 12. Deutschland Österreich Schweiz / 100 best posters 12. Germany Austria Switzerland*, designed by Jianping He (hesign/Berlin) and with a thematic special contribution by René Grohnert entitled *Plakat + Kunst = Plakatkunst?* [Poster + Art = Poster Art?]; 144 pages, Hermann Schmidt Verlag, Mainz 2013. Available at the MAK Design Shop for € 34.80.

Press photos relating to *100 Best Posters 12* are available for download at MAK.at/press.

Press Fact Sheet

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Curator	Free admission every Tuesday, 6–10 p.m. Peter Klinger, deputy head, MAK Library and Works on Paper Collection
Publication	<i>100 beste Plakate 12. Deutschland Österreich Schweiz / 100 best posters 12. Germany Austria Switzerland</i> , 144 pages, Hermann Schmidt Verlag, Mainz 2013.
MAK Admission	Available for € 34.80 at the MAK Design Shop. € 7.90 / reduced: € 5.50 / family ticket: € 11 / Free admission for children and teens up to 19
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