



MAK

Press Release

100 BEST POSTERS 11. Germany Austria Switzerland

Press Preview	Tuesday, 27 November 2012, 10.30 a.m.
Opening	Tuesday, 27 November 2012, 7 p.m.
Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Exhibition Term	28 November 2012–17 February 2013
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays 6–10 p.m.

With the presentation of the winning projects of the annual *100 BEST POSTERS. Germany Austria Switzerland* competition, the MAK provides—from 28 November 2012 and already for the seventh consecutive time—a survey of recent tendencies in creative poster design.

The varied and multi-faceted works of the competition winners are indicative of this year's trend for plain and simple graphic forms which is also reflected in the exhibition design. A grid referencing the graphic elements of line and dot defines the framework for the presentation of the 100 winning projects at the MAK Works on Paper Room.

From 1,800 posters submitted by 548 agencies, graphic and design offices, individual designers and clients, an international jury, whose five members were Alex Jordan (FR/DE), Elisabeth Kopf (AT), Sascha Lobe (chairman, DE), Giorgio Pesce (CH), and Thom Pfister (CH), chose 100 posters and poster series. Germany is represented with 53 winning entries, 45 successful works are from Switzerland, and two from Austria.

“For designers, posters today are the battleground on which they struggle with themselves and with others for new visual ideas, messages, codes, and visualities [...] Finding one hundred posters of Olympic quality every year, which will remain valid for all eternity, simply is not possible. But a mix of *Good Design*, classical formulations and innovative questions is,” says jury chairman Sascha Lobe to explain the considerations that informed the choosing of the winning projects.

This year is already the fourth time that the 3007 design studio scored success for Austria: Eva Dranaz and Jochen Fill convince with their announcement posters for a local Viennese music venue, the *rhiz-bar modern*. The graphic visualization of experimental live music explores boundaries and is reflected in strongly emotionalizing subjects. The second winning project from Austria, designed by Christian Schlager and Marie Christine Schmid on the occasion of one Alumni Talk event of the Graphic Design class of the Vienna University of Applied Arts, is informed by the tradition of the picture puzzle, or rebus. The poster illustrates the different workplaces of designer Georg Schnitzer (*LondonWien*, *VVORK* und *Vandasye*) and relates them to each other in a surreal manner. The typography is positioned in an array of sketchily indicated moves, with connecting arrows which also establish the connection with the subject of his lecture, “Strategy.”

The graphic and exhibition design for this year’s competition was created by the students Marina Gärtner and Lena Haase as well as Isabel Thoma, Marita Schwenkedel, and Laura Hillebrandt in an interdisciplinary study project held at the Stuttgart State Academy of Art and Design. Taking its reference from the printed image and the written word, the exhibition design operates on grids of lines and dots, which, reduced to the very essential, are inscribed in a constructional system of poles and crossbeams.

The exhibition is accompanied by a catalogue: *100 beste Plakate 11. Deutschland Österreich Schweiz / Hundred Best Posters 11. Germany Austria Switzerland*, with contributions by Stephan Bundi, Sascha Lobe, and an illustrated essay by Anita Kühnel “Schwarz und Weiß im Meer der Farben” [“Black and White in a Sea of Colors”], Verlag Hermann Schmidt, Mainz, 2012, € 34.80. Available at the MAK Design Shop.

Image material about the exhibition is available for download at MAK.at/presse.

Press Fact Sheet

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Curator	Peter Klinger, Deputy Head, MAK Library and Works on Paper Room
Publication	<i>100 Beste Plakate 11. Deutschland Österreich Schweiz / 100 Best Posters 11. Germany Austria Switzerland</i> , 228 pp. Verlag Hermann Schmidt, Mainz, 2012, € 34.80 Available at the MAK Design Shop
MAK Admission	€ 7.90 / reduced € 5.50 / Family ticket € 11 / Free admission for children and teens under 19
MAK Press Office	Judith Anna Schwarz-Jungmann (head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäuser T +43 1 711 36-233, 229, 212 F +43 1 711 36-227 presse@MAK.at www.MAK.at

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