



MAK

Press Release

100 BEST POSTERS 20: Germany Austria Switzerland

A cooperation between the MAK and the association 100 Beste Plakate e. V.

Press Conference	Tuesday, 16 November 2021, 10 a.m. Registration required at presse@MAK.at Participants must be vaccinated against or cured of Covid. Wearing a FFP2 mask is obligatory during the entire visit to the museum.
Opening	Tuesday, 16 November 2021, 7 p.m., admission free
Exhibition Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	17 November 2021 – 6 March 2022
Opening Hours	Tue 10 a.m.–9 p.m., Wed–Sun 10 a.m.–6 p.m.

With this extraordinarily colorful exhibition accompanying the competition *100 BEST POSTERS 20: Germany Austria Switzerland*, the MAK presents for the 16th time the hundred most exciting creations in poster design. The winning posters impress through their varied use of photography, complemented by typography as a prevalent design element. 2020 brought with it enormous Covid-related restrictions to cultural life, causing posters to attain a special significance as visual memos located in public spaces: individual graphic designers used poster art explicitly to comment on the prevailing inertia. For Austrian entries, this year has been one of the most successful to date: seven Austrian posters are included among the 100 winning projects.

600 graphic artists, agencies, and students from Germany, Austria, and Switzerland, submitting a total of 1 973 posters (868 individual posters and 321 series), participated in the competition. After an online preselection process, this year's jury—consisting of Xavier Erni (Geneva-Carouge), Andrea Gassner (Feldkirch), Na Kim (Seoul/Berlin), Franziska Morlok (Berlin), and Markus Weisbeck (Frankfurt am Main/Berlin)—chose between 743 posters (298 individual posters and 127 series) by 275 entrants. 43 of the winning posters and poster series come from Germany and 50 from Switzerland.

The seven Austrian winners of the competition include, for the fifth time, the design studio *Typisch Beton Grafik Design* with a purely typographic poster for the Salzburg Festival *Zwischenräume*. The poster's playing with typescript—with spacing and harmony, kerning and overlap, and décollage-like dissolution of lettering—is a hallmark of *Beton's* work.

Studio VIE has been selected for the second time in succession with a series of three

posters for the Tanzquartier Vienna (TQW). As in the previous year, the design presents a sensual arrangement of the human body and typography. The dancer Camilla Schielin, photographed by Katarina Šoškić, is surrounded by a metamorphic framework of corals, shells, and organic forms.


buero butter qualified for the *100 BEST POSTERS* with its visualization of the Hahnenkamm Races in Kitzbühel. In this successful formalization, the visual content is reduced to essentials: typography, mountain, ridge—the three disciplines. *Bueronardin—Studio for Visual Communication* was successful with its three posters for the VIENNA DESIGN WEEK (VDW) 2020. The frieze of forms with its colorful speech bubbles, arrows, and stencils is a hallmark of VDW 20's corporate identity. Also successful was Marina Lewandowska, the Polish graphic artist resident in Vienna, with her self-assigned poster *Form*.

In its poster *Lieblinge der Saison* [Seasonal Favorites], *Heimat Wien – Agentur für Veränderung* focuses on the most frequently sold consumer articles since the outbreak of the Corona epidemic, creating a piece of contemporary history in 28 images.

Tao Lin, a graduate of the Zurich University of the Arts, convinced the jury with the strictly conceptual, typographical approach of his poster *Stolen*. It was created for a matinee concert by the Chinese techno rockband Stolen in Shanghai's Basdban locale. The poster's experimental typography is part of Basdban's corporate identity.

As is the case every year, after the exhibition the winning posters of the competition *100 BEST POSTERS 20: Germany Austria Switzerland* will be purchased by the MAK. After the opening presentation in the Kulturforum Potsdamer Platz of the National Museums in Berlin (18 Jun – 4 Jul 2021), apart from in the MAK, the exhibition will be shown in Essen, St. Gallen, Lucerne, Lausanne, Oldenburg, Zurich, and Seoul.

The catalog accompanying the exhibition, *100 Beste Plakate 19. Deutschland Österreich Schweiz/100 Best Posters. Germany Austria Switzerland*, (376 pages, Verlag Kettler, Dortmund 2020) is available in the MAK Design Shop for € 30.80. Bueronardin (Vienna) is responsible for for the catalog's corporate design, the web visuals, and the print forms.

Visitors to the exhibition can delve deeper into the visual worlds of 23 of the posters using the *Artivive* app, accessing animated "Moving Posters" featuring winning motifs on their smartphone or tablet, recognizable by the App icon .

Press photos are available for download at [MAK.at/en/press](https://mak.at/en/press).

Press Data

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Curator	Peter Klinger, Deputy Head, MAK Library and Works on Paper Collection
Publication	<i>100 Beste Plakate 20. Deutschland Österreich Schweiz/</i> <i>100 Best Posters 20. Germany Austria Switzerland,</i> 376 pages, Verlag Kettler, Dortmund 2020 Available in the MAK Design Shop for € 30.80
MAK Admission	€ 14 / Reduced € 11 / Family Ticket € 15 Every Tuesday from 6 to 9 p.m.: admission € 6 Free admission for children and teens under 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Ulrike Sedlmayr T +43 1 711 36-233, -212, -229 presse@MAK.at www.MAK.at

Vienna, 7 October 2021