

## HELP YOURSELF

### Julius Deutschbauer—30 Years of Poster Design

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MAK – Press and Public  
Relations

#### Press Release

Vienna, 1.3.2023

presse@MAK.at

#### Press Conference

Tuesday, 28.3.2023, 10 am

We kindly ask for registration at [presse@MAK.at](mailto:presse@MAK.at)

Julius Deutschbauer has been unsettling Vienna's cityscape with his self-commissioned posters for 30 years. On the occasion of this anniversary, the MAK will present all of the 208 posters created to date in a compact show in the MAK Works on Paper Room and invites to many performative events in his *Library of Unread Books*, which has traveled far and has continually expanded since 1997.

Whether as media for social interventions, political sensibilities of all kinds, or simply as consumption stimuli—good posters leave nobody cold. They bear their message to the public as a graphic concentrate more directly than any other medium. Julius Deutschbauer knows just how to make use of this in his works.

As a permanent observer of societal developments, Julius Deutschbauer uses the poster medium to effectively transport his artistic work. The camera is his witness in the process and shows Deutschbauer himself, always looking serious, with texts and commentaries on exhibitions, performances, and festivals. He sometimes intensifies his self-enactment to the point of embarrassment and always leaves possibilities for antithetical interpretation open to viewers.

He always focuses on political questions, especially concerning cultural policy, language, and media. His "happenings" can hardly be linked to the classic form of postering in the public space. In fabricated double conferences he, together with his artist colleague Gerhard Spring, promotes their latest book

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(*Zwiealoge* [Twoalogs], 2006) in a kind of homoerotic pose, or he slips into the role of Franz Morak, Ioan Holender, or Peter Weibel and stages their dialogs.

His role plays are less about the characters of the individual people than they are about their functions, which are emphasized and represented in a satirically positive, over-affirmed sense. In the process, Deutschbauer touches on the raw nerve of the subversive through his paraphrasing and offers a razor-sharp societal analysis. The theme is usually specifically political, and even more a mirror of the state of mind of the Austrian soul. Here, characteristics of cabaret convene with real-life satire as social criticism; sometimes also below the belt—and one sometimes chokes back the laughter. In any case, his works prompt viewers to contend with reality through reflection.

Deutschbauer—from 2001 to 2008 in cooperation with Gerhard Spring—draws on the most varied sociotypes to call attention to his concerns: the man at the sausage stand (*Widerstand!* [Resi-stand], 2001), the church (*Bergpredigt* [Sermon on the Mount], 2005), the middle class (*Wer jetzt kein Haus hat...* [Those Who Don't Have a House Now...], 2020), or the bobo in a suit (*Antirassismusvergnügungspark* [Anti-Racism Amusement Park], 2016). Iconographically, he follows popular currents of art history, such as Gilbert & George (*Tausendundkeine Idee* [Thousand and None Ideas], 2004), Joseph Beuys (*Ein Aus Zug*, 2001), Erwin Wurm, with his *One Minute Sculptures* (*Wurmfortsatz* [The Appendix of Erwin Wurm], 2002), or Carl Spitzweg (*Der einsame Schlucker* [The Lonely, Poor Devil], 2007). Here, Deutschbauer is not concerned with the artistic aspect, but instead with its quotation. His works cannot be forced into any kind of art-historical corset. He is neither an artist nor a graphic artist nor an author nor a copywriter nor a filmmaker, nor a performer, but ultimately all of these at the same time.

Language and image are of equal importance in Deutschbauer's work, which is why his *Library of Unread Books* initiative appears almost logical. For 26 years now, he, as a librarian (in a gray smock), has been interviewing readers about the books that everybody talks about but hardly anyone reads, and which they themselves have also not read. The front runner is the Bible, closely followed by Robert Musil's *The Man Without Qualities*. The *Library of Unread Books*, which encompasses almost 800 objects, was compiled at countless events in the most varied cities and is composed of unread books and audio files of the interviews. On the occasion of the exhibition, the MAK invites to a reading and a concert with Gerhard Rühm and Monika Lichenfels, a reading demonstration with Peter Waterhouse, and a reading and crafting circle with Ann Cotten and Anna Baar in an extensive supporting program that will augment the collection.

Julius Deutschbauer, born in 1961 in Klagenfurt, lives as a performer, visual and poster artist, filmmaker, and author in Vienna. 2001–2008 cooperation with Gerhard Spring. 2008 founding of the performance group "Theater des Verhinderns" (Theater of Prevention). Numerous exhibitions in Austria and



abroad, performances, and theater performances. Deutschbauer has been compiling the *Library of Unread Books* ([www.bibliothek-ungelesener-buecher.com](http://www.bibliothek-ungelesener-buecher.com)) since 1997.

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



### **Press Conference**

Tuesday, 28.3.2023, 10 am

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### **Opening**

Tuesday, 28.3.2023, 7 pm

Free admission from 6 pm

### **Exhibition Venue**

MAK Works on Paper Room

MAK, Stubenring 5, 1010 Vienna

### **Exhibition Dates**

29.3.–6.8.2023

### **Opening Hours**

Tue 10 am–9 pm, Wed to Sun 10 am–6 pm

### **MAK Admission**

€ 15, reduced € 12, Tuesdays 6–9 pm: Admission € 7

Free admission for children and teens under 19

### **Curator**

Kathrin Pokorny-Nagel, Head, MAK Library and Works on Paper  
Collection/Archive

### **Graphic Design**

Julius Deutschbauer, Maria Anna Friedl

### **Supporting Program**

**Tue 11.4.2023, 6 pm:** Introduction to the *Library of Unread Books* by **Julius Deutschbauer**

Followed by: Reading and concert by **Gerhard Rühm**; participating: **Monika Lichtenfeld**

**Fri 5.5.2023, 4.30 pm:** Artist tour with Julius Deutschbauer

**Fri 12.5.2023, 10.15 am:** Workshop with schoolchildren on unread books/the unread

**Tue 16.5.2023, 6 pm:** READING DEMONSTRATION / **8 pm:** Reading by **Peter Waterhouse**

**Sat, 3.6.2023, 2–4 pm:** MAK Design Kids with Julius Deutschbauer

**Tue 6.6.2023, from 6 pm:** Reading and crafting circle (theme: *Taste*) with interviews on unread books / **8 pm:** Reading by **Ann Cotten**



**Tue 4.7.2023, from 6 pm:** Reading and crafting circle (theme: *Pencil*) with interviews on unread books / **8 pm:** Reading by **Anna Baar**

**MAK Press and Public Relations**

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