

100 BEST POSTERS 21. Germany Austria Switzerland

A cooperation between the MAK and the association

100 Beste Plakate e. V.

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MAK – Press and PR

presse@MAK.at

Press Release

Vienna, 22.8.2022

Opening

Tuesday, 18.10.2022, 7 pm

Admission free from 6 pm

The winning posters of the competition *100 BEST POSTERS 21: Germany Austria Switzerland* focus on current social issues. The year's 100 winning posters are being presented in the MAK for the 17th time. Their subjects range from gender, equal rights, and climate protection, to Corona, cryptocurrency, and NFTs. These contemporary topics are presented through the playful use of typography, through photo collages, and through photographs. For entries from Austria, this has once again been a successful year: seven Austrian posters are among the best 100, to include a poster for the MAK exhibition *WOMEN ARTISTS OF THE WIENER WERKSTÄTTE* by the 3007 design studio.

A total of 540 graphic artists, agencies, and students from Germany, Austria, and Switzerland participated in the competition, submitting 2,008 posters all told (888 individual posters and 325 series). After an online preselection process, this year's jury—Susanne Stahl (Jury Chair, Berlin), Christian Hoffelner (Vienna), Radovan Jenko (Ljubljana), Larissa Kasper (St. Gallen), and Denis Olgac (Berlin)—were presented with 362 posters (259 individual posters and 103 series) by 227 participants from which to make their final selection. 39 of the winning posters and poster series are from Germany, 54 from Switzerland, and 7 from Austria.

The Vienna design studio 3007 (Eva Dranaz, Jochen Fill) managed to place two of their posters among the best 100: besides their poster for the MAK exhibition *WOMEN ARTISTS OF THE WIENER WERKSTÄTTE* —a patchwork

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design combining the WW's colored and black fabric patterns—3007 also convinced the jury with a theater poster for a performance of Elfriede Jelinek's "Rechnitz: (The Exterminating Angel)" in Sarajevo. The play is about the massacre of 200 Jewish forced laborers in March of 1945. Eva Dranaz presents the play's title using distorted lettering, thus typographically emphasizing the incomprehensible nature of these events. The poster was awarded gold in the single poster category at this year's European Design Awards.

The Austrian winners also include the graphic design cooperative Beton (Benjamin Buchegger, Daniel Car, and Oliver Hofmann) with a poster series on the resettlement and new appearance of the Academy of Fine Arts Vienna, for which motifs from the academy's extensive prints and drawings collection were printed on monochrome paper and underscored with slogans.

Enrico Bravi impressed the jury with his *Re-printed matter, KM 60 years of work*—a silkscreen poster with accompanying augmented reality for a presentation by designer Karel Martens at the New Design University in St. Pölten. The seemingly three-dimensional letters "KM" and number "60" representing the poster's subject consist entirely of interlocking triangles.

To advertise their latest album, the Viennese band Paul's Jets commissioned Paul Buschnegg to design them a *Jazzfest* poster. The surface finish of the Styrofoam guitar star sculpture creates the impression of an object wrapped in several layers of material, symbolizing the band's complex musical style.

The concept for the poster announcing the Forward Festival came from the festival founder Othmar Handl; the motif is based on a photograph by Maša Stanic. One year after the pandemic began, it reflects our illusory craving for a "normalcy" in which we can live out our freedom, creativity, and passions to the full. For many people, the poster also symbolizes the courage we need to realize our dreams once more—despite all obstacles standing in our way.


OrtnerSchinko made the cut with a poster for an exhibition by Frank Maria in the DWDS gallery in Bregenz (August 2021). As a "child of the nineties," the artist practices Street Art with a cosmopolitan touch. The pictorial language used by OrtnerSchinko here is typical of his refreshingly spontaneous approach.

This year too, after the exhibition the winning posters of the competition *100 BEST POSTERS 21: Germany Austria Switzerland* will be added to the MAK Collection. After the opening presentation in the Kulturforum Potsdamer Platz of the National Museums in Berlin (23 June – 10 July), apart from in the MAK, the exhibition will be shown in Essen, St. Gallen, Geneva, Lucerne, Lausanne, Chişinău, Zurich, Bern, and Seoul.

The catalog accompanying the exhibition, *100 Beste Plakate 21. Deutschland Österreich Schweiz/100 Best Posters 21. Germany Austria Switzerland* (704 pages, Verlag Kettler, Dortmund 2022), is available in the MAK Design Shop



for € 30.80. The Swiss studio Claudiabasel (Nevin Goetschmann and Jiri Oplatek) is responsible for the catalog's corporate design, the web visuals, and the print forms.

Visitors to the exhibition can use the *Artivive* app to delve deeper into the visual worlds of 14 of the posters by accessing animated "Moving Posters" on their smart phone or tablet, recognizable in each case by the app icon. 

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



Exhibition Opening

Tuesday, 18.10.2022, 7 pm
Admission free from 6 pm

Exhibition Venue

MAK Works on Paper Room
MAK, Stubenring 5, 1010 Vienna

Exhibition Dates

19.10.2022–5.3.2023

Opening Hours

Tue 10 am–9 pm, Wed–Sun 10 am–6 pm

Curator

Peter Klinger, Deputy Head, MAK Library and
Works on Paper Collection

Publication

*100 Beste Plakate 21. Deutschland Österreich Schweiz/100 Best Posters 21.
Germany Austria Switzerland*, 704 pages, Verlag Kettler, Dortmund 2022
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MAK Admission

€ 15, reduced € 12, every Tuesday 6–9 pm: admission € 7
Free admission for children and teens under 19

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