

Press Release

100 BEST POSTERS 15 Germany Austria Switzerland

Press Preview	Tuesday, 27 September 2016, 10:30 a.m.
Opening	Tuesday, 27 September 2016, 7 p.m.
Exhibition Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	28 September 2016 – 5 February 2017
Opening Hours	Tue 10 a.m. –10 p.m., Wed–Sun 10 a.m. –6 p.m. Every Tuesday 6 p.m. –10 p.m. free admission

Typographical experiments, jarring and clamorous image compositions, as well as photomontages and collages result in the stylistic diversity of posters that will be presented in the context of the MAK exhibition *100 BEST POSTERS 15. Germany Austria Switzerland* as of 28 September 2016 in the MAK Works on Paper Room. The one hundred winning projects of the most popular graphic design competition in the German-speaking world will this year once again demonstrate the liveliness of the poster medium, which reinvents itself each year in a digitally networked world with increasingly transient content.

“The poster scene is on the move. New tendencies from youth culture are becoming visible. Many graffiti sprayers have become designers [...],” says Gunter Rambow, chairman of the 2015 international jury of experts, and forecasts: “Posters as images in public space will maintain their significance, although they have always had intense competition and important companions [...].”

The expert jury, consisting of Gunter Rambow (Güstrow, chairman), Günter Eder (Vienna), Igor Gurovich (Moscow), Patrick Thomas (Barcelona/Berlin), and Megi Zumstein (Lucerne), will honor the winners of the competition selected from more than 2,000 submitted projects. The jury was presented with the 964 individual posters that had made it to the final round through the online preselection in accordance with the two-level rules structure.

The 100 posters and poster series are divided by country into 50 victorious projects from Switzerland (from 145 submissions), 48 winners from Germany (from 396

submissions) and two winning projects from Austria (from 64 submissions). A total of 605 entrants, of these 125 agencies or graphic and design agencies, 465 individual designers and 15 clients, participated in the competition.

Despite the significantly increased number of Austrian participants in comparison to the previous year, Austria was only represented in 2015 by two winning projects from among the hundred honored works. Stefan Joch from the ZWUPP studio created a homage to the controversially discussed Austrian-Serbian football player Marko Arnautović with *Astronautovic*. The independently created poster was produced with the silk-screen process and is based on Michael Kranewitter's photography of the athlete, which is found widely distributed in the media. The stylized protective suit and the space helmet suggest a hermetic space surrounding the footballer and open up a broad field of possible interpretations.

The second winning Austrian project originated in the studio for visual design “Beton – Gruppe für Gestaltung.” With the poster for the documentary film festival in the Bavarian district town of Schwandorf, Oliver Hofmann, Benjamin Buchegger, and Daniel Car have already convinced the jury for a second time with a purely typographical solution. 11 documentary films could be viewed in 2015 under the motto “Forms of Resistance.”

Timo Lenzen, a student at the University of Art and Design in Offenbach am Main (Germany), realized a surprisingly poetic solution with his *stripped hills* poster for a lube product of the Durex Group in China. Nude, graphically strung together bodies, the contoured lines of which join to form a hilly landscape, harmonize the product and the visualization in an imaginative way.

With an entirely black and white poster, Erich Brechbühl and Kim Migliore present the headphone parties in the swimming pool of the former municipal swimming pool of the city of Lucerne. Brechbühl and Migliore transpose the theme of *silence of the dance* in a graphically objective manner: A headphones cable winds to form the title text, while the blurring contour of the cable in the background is reminiscent of dance movements.

Clichéd Alpine romanticism was the theme of several winning Swiss projects in 2015. Ollie Schaich and Ruedi Zürcher from Bureau Collective, for example, designed posters for Swiss tourism with the photo collage *Andermatt*. Using a photograph by Charles Nègre, they designed new posters for an initiative of the Weltformat association for advertizing tourism destinations in Central Switzerland. The photo collage joins stereotypical areas like green Alpine meadows, forest and lake landscapes with glaciers and mountain massifs in a seemingly amateurish manner. The motif can't be

localized in topographical terms, but it is precisely this process that makes out the charm of the poster. The typographic text narrowing toward the top lends the subject additional depth and dynamic.

The AGI (Alliance Graphique Internationale) congress, which takes place in a different city each year, took place in Biel (CH) in 2015. Giorgio Pesce from the Poisson studio dealt with the announcement of the congress in a bravely unorthodox way. Entirely in the style of a photo poster of the 1970s, Pesce has a St. Bernard dog with a supply vest and a little cask posing in front of the Great Saint Bernard mountain. The poster functions like a Swiss retro classic. Handed down subjects are embedded in creative contexts with changed content and thus seem refreshingly new.

Fabienne Burri and Cybu Richli, C2F (Lucerne) are responsible for the corporate design of the catalog, the web visuals, and the print material. A detailed overview of all winners of the years 2001 to 2015 has been available since June 2001 at the homepage of the Beste Plakate e. V. association.
www.100-beste-plakate.de

The catalog for the exhibition *100 BESTE PLAKATE 15. Deutschland Österreich Schweiz / 100 BEST POSTERS 15. Germany Austria Switzerland (Atlas 15)*, 192 pages, with the thematic special article “Idee wird Form / Giving form to ideas” by Anita Kühnel will be released for the exhibition by the publishing house 100 BP Books, Radebeul 2016. Available at the MAK Design Shop for € 34.80.

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

Press photos for the exhibition are available for download at MAK.at/press.

Press Data Sheet

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Curator	Peter Klinger, Deputy Head MAK Library and Works on Paper Collection
Curator-Guided Tour	Thu, 20 October 2016, 5 p.m.
Publication	<i>100 BEST POSTERS 15. Deutschland Österreich Schweiz / 100 BEST POSTERS 15. Germany Austria Switzerland (Atlas 15)</i> , 192 pages, 100 BP Books, Radebeul 2016.
MAK Admission	Available at the MAK Design Shop for € 34.80. € 9.90 / Reduced € 7.50 / Family Ticket € 13 Free admission for children and teens under 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäuser T +43 1 711 36-233, -229, -212 presse@MAK.at www.MAK.at

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