

## **100 BEST POSTERS 24: Germany Austria Switzerland**

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

MAK – Presse und  
Öffentlichkeitsarbeit

**Press Release**  
Vienna, 25.11.2025

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**Opening**  
Tuesday, 25.11.2025, 7 pm  
Free admission to the opening of the exhibition

For the 20th time, the MAK will be the stage for the winning posters of the competition *100 BEST POSTERS: Germany Austria Switzerland*. As a barometer of the creative scene, the annual show starting on 26 November 2025 will offer a concise overview of significant trends in graphic art. Typeface design emerges as the true star of the 2024 edition. Having long since outgrown its purely informational function, it now operates as an independent player in visual terms. Hand-drawn typography stands confidently alongside digital fonts, celebrating deliberate imperfection as a visible statement. This year, artificial intelligence once again leaves its mark—producing some astonishing, and surprisingly creative, results.

The 100 posters and series on show were selected from 2,509 posters submitted by 711 entrants. The five-member international jury was composed of Adeline Mollard (Zurich), Anouk Rehorek (Vienna), Hans Günter Schmitz (Wuppertal), Stephanie Specht (Antwerp), and Jonas Wandeler (Zurich). 34 of the winning posters and poster series come from Germany, 63 from Switzerland, and three from Austria.

The Austrian submissions follow a common principle: they are conceived as serial, idea-based works with each presented as a series of three posters.

One example of this is the work of Austrian-Chinese graphic designer Tao Lin, a graduate of Zurich University of the Arts (ZHdK). His poster series is based on the idea that creativity evolves like a living cosmos; drawing inspiration from its surroundings, it develops continuously and powerfully. The principle of dynamic growth is also reflected in the changing use of typography at the

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*NewOne Awards*, an international graphic design competition co-founded by Tao Lin. The *NewOne Awards* honor outstanding final projects by graduates of international design schools worldwide.

Paul Jochum's poster series is dedicated to the *Kellerstöckln* of Burgenland and their transformation. Once built for winegrowing, these charming small houses now serve primarily for tourism. Based on photographs by Thomas Sieberer and a documentary by ARCHITEKTUR RAUMBURGENLAND, the photo series captures the unique typology of these buildings. It questions, moreover, their future given the tension existing between agricultural tradition and tourist use.

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What are cats, lilies, roses, and a handshake doing on a car dealer's business card? Alina Traun, a student at Salzburg University of Applied Sciences, is taking inspiration from the design of over 60 different business cards from the Auto-Export company as part of her project assignment titled „*Sofort Geld!*“ [“Money Now!”]. She analyzes and breaks down the graphic elements of these commercial art gems into their constituent parts, later reassembling them in a visual reinterpretation of the original style. The result is a humorous yet fitting graphic analysis. Traun reveals the simple aesthetics of mass-produced business cards as sold cheaply by online providers, confronting them with the imagery of stock photo agencies and AI generators.

The winning posters from the competition *100 BEST POSTERS 24: Germany Austria Switzerland* will also be added to the MAK Collection this year following the exhibition. After the opening show at the Kulturforum Potsdamer Platz of the Berlin State Museums, the exhibition will be displayed—alongside the MAK—in Essen, Seoul, St. Gallen, Lucerne, Geneva, Lausanne, Zurich, and Bern.

The exhibition is accompanied by the catalog *100 Beste Plakate 24. Deutschland Österreich Schweiz / 100 Best Posters 24. Germany Austria Switzerland*, 352 pages, Slanted Publishers, Karlsruhe 2025. Available at the MAK Design Shop for € 36. Tristes (Basel) is responsible for the corporate design of the catalog, web visuals, and printed materials.

Visitors to the exhibition can use the *Artivive* app on their smartphone or tablet to view 15 animated “moving posters,” each recognizable by the app icon. 

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



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**Exhibition Venue**

MAK Plakat Forum

MAK, Stubenring 5, 1010 Vienna

**Exhibition Dates**

26.11.2025–12.4.2026

**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 24. Deutschland Österreich Schweiz / 100 Best Posters 24. Germany Austria Switzerland*, 352 pages, Slanted Publishers, Karlsruhe 2025.  
Available in the MAK Design Shop for € 36.

**MAK Admission**

€ 16.50/15.50\*; reduced € 13.50/12.50\*; every Tuesday 6–9 pm: admission  
€ 8/7.50\*

Free admission for children and teens under 19

\* Ticket price for advance online sales

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