

MAK Poster Forum: PROUD TO BE PRIDE

MAK – Press and PR
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Press Release
Vienna, 3.6.2024

On the occasion of Pride Month 2024, starting on 4 June 2024 the MAK presents the exhibition *PROUD TO BE PRIDE* in the MAK Poster Forum. The 50 or so posters from the MAK's collection on queer topics from the realms of film, theater, music, festivals, and elsewhere provide an insight into the visual communication of LGBTIQ+ culture. The posters challenge social taboos and reflect the colorful, wide-ranging, and multivarious mix of sexual identities in the LGBTIQ+ world.

Celebrated every year, Pride Month began in June of 1969 as a reaction to the police violence and street battles directed against the queer community of New York. In the night of 28 June 1969, the police raided the Stonewall Inn, a gay bar in New York, as it had done many times before. But this time its denizens offered resistance. The first *Christopher Street Liberation Day* was celebrated in the city the very next year to commemorate the anniversary of this act of defiance. This example was followed by other cities in the USA and Europe—and the Gay Pride movement was born. Queerness is still punished by law in 66 of the world's countries—in 12 of them even with the death penalty.

The exhibition in the MAK Poster Forum presents some astonishing LGBTIQ+ posters on the theme of Festivals and Celebrations from the Vienna of 1996 onwards, in particular posters by the *Ecce Homo* Association for the *Wien ist andersrum* [Vienna is vice versa] festival. Founded by German dramaturgist and activist Jochen Herdieckerhoff, the association inaugurated the festival that accompanied the Rainbow Parade—a culture and entertainment spectacle featuring gay and lesbian artists and renowned for its striking posters and performances. The posters include works by the *Trio Logo* studio that appropriate such Viennese icons as the Johann Strauss Memorial, the Town Hall Man, the Empress Sisi, and St. Stephen's Cathedral, thus visually subverting many a Viennese cultural cliché. The idea for this particular project came from Herdieckerhoff himself.

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The exhibition also includes posters by the *H.A.P.P.Y.* initiative, headed by its founder Thomas Seidl alias Tomtschek. Starting in 1993, the *H.A.P.P.Y. Ynings* he staged—devoted to queerness, and featuring trashy, zeitgeisty, and above all humorously subversive performances—polarized the Viennese public. Posters announcing the *Life Ball* round off the theme of glamorous celebrations.

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Historical and contemporary posters from the realms of film, art, theater, and music provide insights into the poster language of the LGBTIQ+ community. Comparing these film and music posters demonstrates how LGBTIQ+ perspectives have developed and proliferated over the past six decades, making clear the influence of art and culture on social acceptance, self-determination, and progress regarding LGBTIQ+ rights. Films such as *Mädchen in Uniform* [Girls in Uniform] (1958), Fellini's *Satyricon* (1969), *The Picture of Dorian Gray* (1970), *The Rocky Horror Picture Show* (1975), and Rainer Werner Fassbinders *Querelle* are among the many cultural advocates of the queer community. In the MAK Poster Forum, such film posters are juxtaposed with current LGBTIQ+ perspectives from the music industry, to include posters of the Village People (1979), David Bowie (1976), and Boy George (1984).

With this presentation of LGBTIQ+ posters and poster reproductions, the MAK sends out a clear signal in support of acceptance, tolerance, and open-mindedness.

Press photos are available for download at MAK.at/en/press.



Exhibition Venue

MAK Poster Forum
MAK, Stubenring 5, 1010 Vienna

Exhibition Dates

4.6.– 20.10.2024

Opening Hours

Tue 10 am–9 pm, Wed to Sun 10 am–6 pm

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Curator

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

Accompanying Program

Party

Feel The Heat in the MAK
by (y)MAK and Vienna Feaver
Tue, 4.6.2024, 8 pm

Guided Tour

Short and Sweet: Pride
Tue, 18.6.2024, 6–6.30 pm

Details at MAK.at

MAK Admission

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

Admission free for kids and teens under 19

* Ticket prices for advance online sales

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