

100 BEST POSTERS 23: Germany Austria Switzerland

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

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MAK – Press and PR
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Press Release

Vienna, 29.10.2024

Exhibition Opening

Tuesday, 29.10.2024, 7 pm

Free admission to the opening of the exhibition

With its presentation of the competition *100 BEST POSTERS 23: Germany Austria Switzerland*, the MAK once more becomes a venue for outstanding poster design in these three countries and thus for aesthetic design trends in the public domain. For the 19th time the MAK presents the winning projects in this graphic design competition, one of the leading platforms for contemporary poster design. With their remarkable wealth of typographic approaches and their broad stylistic range, this year's winning projects function as an exemplary optical review that sets the standard for both European and international graphic design.

667 participants, including graphic designers, students, agencies, clients, and print shops, submitted 2,333 posters: 1,184 single posters and 334 series comprising 1,149 posters. After an online preselection process, the international jury—Toan Vu-Huu (Jury Chair, Paris), Sandra Doeller (Frankfurt/Main), Isabelle Mauchle (Lucerne), Flávia Nalon (São Paulo/Hamburg), and Tobias Schererbauer (Vienna)—were presented with 619 posters from which to make their final selection. This year 4 posters from Austria made it into the top 100, 45 from Germany, and 51 from Switzerland.

Two of the winning Austrian projects were the work of students and graduates of the Class for Ideas at the Vienna University of Applied Arts:

As part of his studies, Gascón Kovács designed a poster for the “Kältetelefon” [cold weather telephone], an initiative of Caritas, that offers help to Vienna's homeless in the cold days of winter. The poster's stark black-and-white design gives a strong visual impression of what it's like to feel the cold.

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Under the motto “function forms, form functions,” Jakob Mayr and Kilian Wittmann, two graduates of the Vienna University of Applied Arts, designed a poster series for a presentation by furniture manufacturer Trewit as part of the VIENNA DESIGN WEEK 2023. For the work they collaged photos of the two chair models *Fidelius* and *Nonni*, overlapping the photos such that the image thus composed visually reflects the shapes of the chairs.

Lukas Hoffmann, a student at the Linz University of Arts, made the cut with a poster commissioned by the Vienna Film Academy for director Thomas Marciano's short film *Echo*. Protagonist Zoe shouts into a dark cave in the forest, awaking within her hitherto unknown sensations. Following her intuition, she sets out in search of her echo—a journey of discovery to her real self. In his winning poster, Lukas Hoffmann represents her dying echo by ever smaller repetitions of a still shot of the protagonist.


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This year's 100 Best once again includes work by Verena Panholzer, Creative Art Director of the Vienna studio Es, who designed a three-part poster campaign for a symposium of the *Initiative Urheberrecht Österreich* [Austrian copyright initiative] and the *Vereinigung Kunstschaffender* [artists' association] on copyright issues raised by AI and streaming. For the poster series Panholzer developed a black-and-white design in which different-sized fonts emphasize key terms such as *Fine Art*, *Music*, *Film and Theater*, and the organizer's name: *Initiative Urheberrecht, AT*.

As in previous years, after the exhibition the winning posters of the competition *100 BEST POSTERS 23: Germany Austria Switzerland* will be incorporated into the MAK collection.

After the opening presentation in the Kulturforum Potsdamer Platz of the National Museums in Berlin and the exhibition in the MAK, Vienna, the 100 Best Posters will also be shown in Essen, Seoul, St. Gallen, Lucerne, Geneva, Lausanne, Zurich, and Bern.

The catalog accompanying the exhibition—*100 beste Plakate 23. Deutschland Österreich Schweiz: X/100 – Expect Nothing – Appreciate Everything*, German/English, 260 pages, Slanted Publishers, Karlsruhe 2024—is available in the MAK Design Shop for € 36. Studio Es (Vienna) 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 access 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://mak.at/en/press).



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Tuesday, 29.10.2024, 7 pm

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Exhibition Venue

MAK Poster Forum

MAK, Stubenring 5, 1010 Wien

Exhibition Dates

30.10.2024–16.3.2025

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 23. Deutschland Österreich Schweiz: X/100 – Expect Nothing – Appreciate Everything, German/English, 260 pages, Slanted Publishers, Karlsruhe 2024, 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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