Press Release

100 BEST POSTERS 19: Germany Austria Switzerland

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

Opening	Tuesday, 8 December 2020, 10 a.m.–7 p.m. Free admission
Exhibition Venue	MAK Works on Paper Room MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	8 December 2020 – 5 April 2021

Once again, creative ideas in a wide range of stylistic idioms from the world of graphic art—from students' poster projects to commissioned work by established graphic designers—come together to form a feast for the eyes in a MAK Works on Paper Room exhibition accompanying the competition *100 Best Posters 19: Germany Austria Switzerland*. The appeal of the winning projects, three of which are from Austria, lies in their use of typography as an integrative component of the design process—on the one hand as decorative element in harmonious interplay with the subject, and on the other as a purely aesthetic stylistic device enhancing the poster's legibility. The exhibition reinforces the relevance of the printed poster in a world dominated by permanently evolving social media channels.

A total of 2 247 posters from 684 entrants were put forward for this year's competition, whose results have already been presented in the MAK for the 15th time. The 100 winning posters were selected by an international jury, chaired by Julia Kahl (Karlsruhe) and including Michel Bouvet (Paris), Benjamin Buchegger (Vienna), Götz Gramlich (Heidelberg), and Isabel Seiffert (Zurich). After an online preselection process, 980 posters by 325 entrants were presented to the jury in a final round in Berlin. 45 winning posters and poster series came from Germany, 52 from Switzerland, and 3 from Austria.

Of the three winning entries from Austria, two are from Verena Panholzer's Studio Es. For the poster to Rosa Friedrich's short film *Topfpalmen* [Potted Palms], Panholzer and Arjun Gilgen came up with a luridly colored creation with which they allude to the characteristic color palette of 16 mm Kodachrome film. According to the Vienna Film Academy: "In the shrill world of *Topfpalmen*, something isn't right. At the bizarre wedding party of Betti's aunt Vio and her predatory groom Alf, not only is love in the air; the whole atmosphere smells suspiciously fake. […] and yet the dancing goes on!" Or as the director herself says: "Reality doesn't have to be gray and cruel. It can also be colorful and cruel."

Studio Es also scored a success with a series of three posters for Helmuts Art Club, an art gallery in Vienna's 4th district. All three posters are constructed after the same pattern, in which two motifs serve to create recurring patterns.

Studio VIE won the jury's vote with a series of three posters for the Tanzquartier Vienna (TQW), one of the leading institutions for contemporary dance, performance, and choreography in Austria. Studio VIE's design features a sensual arrangement of bodies and lettering by the Austrian artist Jakob Lena Knebl, photographed by Katarina Šoškić. Bodily and text elements (the three letters of the acronym TQW) go to form a metamorphic arrangement of corals, shells, gilded bones, and organic forms. Knebl will feature in the Austrian pavilion at the 2021 Venice Biennale.

As is the case every year, after the exhibition the winning posters of the competition *100 BEST POSTERS 19: Germany Austria Switzerland* will be purchased by the MAK. After the opening presentation in the Kulturforum Potsdamer Platz of the National Museums in Berlin (16 Jun – 5 Jul 2020), apart from in the MAK, the exhibition will be shown in Dortmund, Essen, St. Gallen, Lucerne, Lausanne, Zurich, Geneva, and Seoul.

The exhibition is accompanied by the catalog *100 Beste Plakate 19. Deutschland Österreich Schweiz/100 Best Posters. Germany Austria Switzerland*, 332 pages, Verlag Kettler, Dortmund 2020, which is available in the MAK Design Shop for € 30.80. Lamm & Kirch (Leipzig/Berlin) are responsible for the catalog's corporate design, the web visuals, and the print forms.

As was the case last year, visitors to the exhibition can delve deeper into the world of posters using the *Artivive* app, accessing animated "Moving Posters" featuring winning motifs on their smart phone or tablet, recognizable by the App icon .

As part of its comprehensive digital offerings, the MAK invites to a private view into the exhibition *100 BEST POSTERS 19. Germany Austria Switzerland*. The virtual guided tour with exhibition curator Peter Klinger is accessible via the MAK YouTube channel (youtube.com/makwien) as well as via mak.at/100bestposters19.

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

Press Data

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Opening Hours	Until 7 January 2021: Tue 10 a.m.–6 p.m., Wed–Sun 10 a.m.–6 p.m. From 8 January 2021: Tue 10 a.m.–9 p.m., Wed–Sun 10 a.m.–6 p.m.
Curator	Peter Klinger, Deputy Head, MAK Library and Works on Paper Collection
Publication	*100 Beste Plakate 19. Deutschland Österreich Schweiz/100 Best Posters 19: Germany Austria Switzerland*, 332 pages, Verlag Kettler, Dortmund 2020 Available in the MAK Design Shop for € 30.80.
MAK Admission	€ 14 / reduced € 11 / family ticket € 15 Every Tuesday from 6 to 9 p.m.: admission € 6 Free admission for children and teens under 19

MAK Press and PR	Judith Anna Schwarz-Jungmann (Head) Cäcilia Barani Sandra Hell-Ghignone T +43 1 711 36-233, -212, -229 presse@MAK.at www.MAK.at

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