



100 Best Posters 17

Germany - Austria - Switzerland

The board of the association 100 Beste Plakate e.V

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- The best 100 posters of the year, chosen from a pool of German companies and German-speaking universities
- Presented in an inspiring and visually captivating volume

In February 2018, an international jury of experts, having been appointed by the board of the association 100 Beste Plakate e.V. (The 100 Best Posters), met to once again evaluate all entries submitted to the annual competition. It has selected ground-breaking designs from the fields of advertising, corporate design, author graphics and poster design. Thus the outstanding creative achievements of well-established institutions, graphic design firms, ad agencies and of individual students enrolled at German-speaking universities or design schools throughout Germany, Austria and Switzerland will be awarded. The diversity of this medium, which has managed to resist an ever encroaching digitalisation into its field, will be portrayed in this book – showcasing both its value as a means of public announcement and as a visual message bordering on fine art. Following on from the competition *100 Best Posters 17* will present, in printed form, the prize-winning designs. Text in English and German.

Since 2002, a yearly competition has been organised by the association 100 Beste Plakate e.V.. A changing international jury selects innovative posters from some 2000 submissions in categories such as corporate design, advertising and artistic prints. Established institutions, graphic design agencies and advertising companies from Germany, Austria and Switzerland as well as students from all German-speaking universities and design schools, are eligible to take part. The idea is not only to honour top achievements but also to do justice to the medium in all its variety. The association has been a long-standing independent player in the genre, responsible for promoting creativity and providing motivation to innovate. This year the publication has been designed by Jakob Mayr and Kilian Wittmann. Their compositions emerged victorious in the class of Sven Ingmar Thies at Matthias Spaetgens's "Klasse für Ideen" at the University of Applied Arts Vienna and will shape the appearance of this volume.