

# BRÖHAN-MUSEUM

Landesmuseum für Jugendstil, Art Deco und Funktionalismus

## PRESS RELEASE

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5 August 2022

### Otl Aicher. Olympia 72

Blackbox #11

Exhibition from 26 August until 4 September 2022 at the Bröhan-Museum, Berlin

### We are happy to conduct INDIVIDUAL PRESS PREVIEWS for you.

On August 26, in 1972, the XX. Summer Olympic Games began in Munich. Exactly 50 years later, the Bröhan-Museum is opening a special exhibition dedicated to the iconic image of the Games. Leading the design process was one of the most important graphic designers of the 20th century: Otl Aicher (1922–1991), who would have turned 100 years old in 2022. Thus, this year is a double anniversary, providing the occasion for the expansive show *Otl Aicher. Olympia 72*.

For the first time in the history of the Olympic Games, Otl Aicher and his team developed a complete visual identity under the slogan "the cheerful games" which has remained virtually unrivaled and continues to serve as a benchmark today. The native of the German city of Ulm developed signs that everyone knows: stick figures symbolizing various sports, a telephone receiver symbol, a coffee cup that signifies gastronomy – a graphic system of orientation.

A whole spectrum of exhibits allows visitors to immerse themselves in the world of the Olympics: sports posters, bulletins and program booklets are shown together with the legendary mascot Olympia Waldi, tracksuits, hostess dirndls, souvenirs and much more. What they all have in common is an innovative visual language; particularly the posters, with their extraordinary formal language and luminosity, played a major role in shaping the image of the Olympia. Lesser-known information graphics, such as city and site maps, as well as artists' prints contextualize this significant contribution to the visual culture of the postwar period. The show is supplemented with photographs which document the construction of the Olympic Park, thereby sketching out the creative take-off taking place in architecture as well. With numerous loans from private and public collections, the Bröhan-Museum aims to bring to life this unique event and its impressive visual language.

The XX. Olympic Summer Games of 1972 had a decisive impact on Munich. Germany hosted a major international event for the first time since World War II – following the National Socialist Olympic Games held in Berlin in 1936. The event was characterized by great aspirations, expectations, as well as a general elation to present oneself as a democratic and modern Federal Republic, in conscious critical demarcation from the country's past. Particularly in the wake of the 1968 movement, a feeling of change and renewal was in the air; these were to be free and upbeat Games. The cheerful games, but also the tragic assassination attempt on the Israeli Olympic team have been engraved on the collective memory.

Bröhan-Museum  
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Landesmuseum für  
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Art Deco  
und Funktionalismus

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## PRESSEMITTEILUNG

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### EXHIBITION PROGRAM

#### Long Night of Museums Berlin

Sat, 8/27, 6 pm–2 am, excerpt from the program:

8–10 pm: Outdoor summer parkour

9 pm: What does a dachshund have to do with sports? Curator's tour with Dr. Tobias Hoffmann

#### Curator's tour

Sun, 10/16, 4 pm. The tour is free; admission is to be paid.

#### Ménage à trois

One of our art experts guides you and one person accompanying you exclusively through the exhibition.

1 h, 55,- € (Tue–Fri), 70,- € (Sat/Sun/holiday), plus admission. Booking at [info@broehan-museum.de](mailto:info@broehan-museum.de) or 030/32690600

#### Bröhan Late

After the museum closes, at 6pm, one of our art experts will guide you and up to 7 accompanying persons through the exhibition.

1 h, 140 € (Tue–Fri), 160 € (Sat/Sun/holiday), booking at [info@broehan-museum.de](mailto:info@broehan-museum.de) or 030/32690600

Current information on the exhibition program, digital as well as analog, at [www.broehan-museum.de](http://www.broehan-museum.de)

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Curators of the exhibition: Dr. Tobias Hoffmann, Johannes Honeck M.A.

Exhibition design: Katleen Arthen

Public relations: Corinna Kleis M.A.

Education and outreach: Nils Martin Müller M.A.

Assistance public relations/education and outreach: Alexandra Koronkai-Kiss M.A.

Opening hours: Tuesday to Sunday from 10 am to 6 pm and on all holidays

Admission: 8,- €, reduced 5,- €.

Tickets can be purchased online at [www.broehan-museum.de/service](http://www.broehan-museum.de/service) or on-site.

Current sanitary regulations: [www.broehan-museum.de](http://www.broehan-museum.de)

Please send any inquiries concerning further information and visual material to Corinna Kleis, e-mail: [pr@broehan-museum.de](mailto:pr@broehan-museum.de)