

Press Release
Corporate Design & Website

23 March, 2018

Schwules Museum has a new corporate design and website.

SMU

The new look of Schwules Museum in Berlin reconnects with the radical and self-confident spirit of its origins in the mid-eighties. Dynamic, innovative and more modern, we establish ourselves more than ever before as a contemporary museum at the cross-section of LGBTIQ* community and cultural institution.

Since its founding in 1985, it has been one of the great strengths of Schwules Museum to combine the passion of an association ("Verein"), run by volunteers with great passion and pride, with the specialized demands towards a professional museum. Today, we are an intimate community center in the heart of Berlin-Tiergarten, and at the same time an internationally renowned institution for archiving and presenting LGBTIQ* history and culture via exhibitions, events and education programs.

The highly individual visual language of the new museum appearance is intended to interest **new target groups** for our singular programmatic policy, reflecting the character of our house and history. Apart from bold new fonts and a novel design of our **brand name** ("Schwules Museum"), we also introduce a **new logo**: SMU.

The SMU abbreviation has been used internally and externally for years. The new SMU logo highlights the process of change our museum has undergone, and also nods at its queerness by using the three letters in constantly changing format. You will find many variations of SMU - in many shapes and colors - in our publications, on our

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website, and on handouts. They all reflect the evolution and re-definition of a “faggot” museum to a “queer” museum.

For this, we use a new color system that is composed of primary colors. The use of these colors – and mixing them up infinitely - is what we want to paint our “rainbow” with.

None of the elements stand alone. Their constantly varying combination represents the vitality and diversity of the museum – in its exhibition content but also its staff structure.

In the recent past we tried to express the diversity of our exhibitions and activities as well as that of our staff and volunteers with the added all-inclusive “**gender star**” in our name. The feedback we received, however, was that many of those we wanted to include felt excluded or “reduced to a mere footnote.” The visual vitality of our new design is an attempt to express the opening of our institution towards and the inclusion of all people from the LGBTIQ* community. We hope this will be more honest. That is why we have also decided to drop the star from our branding, in the name and logo.

Part of our design relaunch is the development of a **new museum website**. From now on, it will feature the various departments of our institution – exhibitions, archive, library, education and event program – as fully equal next to one another. And: the website can now be navigated on mobile devices without a problem.

In the future, we will also offer new merchandise products in our museum shop with the new corporate design.

The relaunch is the result of a cooperation with the internationally renowned design and research studio **Goys & Biris** in Amsterdam.

Project management

Vera Hofmann / Jan Schnorrenberg (Schwules Museum)

Concept, design, art direction

Goys & Biris

Press department

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Visual examples of the new corporate design:



schwules museum Lützowstraße 73 10785 Berlin deutschland

→ Addison and Riley
→ 235 Bridge St
→ New York, NY 10002

My gay Eye
Tom of Finland Foundation 12 January 2018

Dear Addison and Riley,

The artistic research exhibition *Otsole - an Imaginary Their Story of Naturpeoples, 1935-2017* calls for the first time a postcolonial perspective on the collection and history of the Schwules Museum. The exhibition proposes a thought exercise that there are problematic associations between the museum representation of homoeroticities and the ethnological display formats developed over the course of European colonialism. *Otsole* presents the work of 18 artists, mostly Berlin-based, including 12 newly commissioned pieces. These contemporary positions respond to the Museum, its archive, and its practices as both research material and aesthetic medium.

Such racism and violence against difference did not emerge out of nothing. It captured and internalized the contradictions of capitalist Modernity, especially within the unstable category of "Native." What *Otsole* ignores, *Otsole* picks up on - that the "history of homophobia" deeply entangles with concepts of "racial history." This is where the first *Otsole* - its myth - comes in. William Bradford Huie's 19th-century oil painting *Chief of the Crow* is a portrait of a Native American, named along the Orinoco River, inspiring an imperial race for the accumulation of wealth, power, territory. The bodies and environments the colonialist processes of its urbanism were a good and anticlimax: human and non-human specimens were recorded and brought to Europe for study, display, and entertainment, while the bodies, sexualities, and knowledge of the colonial "Native peoples" were brutally re-inscribed as otherwise, abnormal, primitive, strange.

Otsole - an Imaginary Their Story of Naturpeoples, 1935-2017 is accompanied by a program of performances, interventions, talks, films, and talks, as well as an extensive publication and a three-day symposium in September.

best wishes,
Jan Schronenberg

schwulesmuseum.de schwulesmuseum.de

MY GAY EYE TOM OF FINLAND SPECIAL 01.04.2018, 16.30

book launch book

schwules museum Lützowstraße 73 10785 Berlin Deutschland

→ Addison and Riley
→ 235 Bridge St
→ New York, NY 10002
→ USA

The image shows a collage of design materials for the Schwules Museum. At the top left is a yellow poster for the exhibition 'Stefan Thiel: 100 BERLIN BASED MEN' running from 29.03. to 25.06.2018. Below it is a black and white photograph of two men sitting on chairs, one holding a camera. To the right is a white flyer with the same exhibition title and dates. The flyer includes details about a vernissage on 29.03.2018 at 19:00, curated by Wolfgang Theis, and a shop offering a catalog and a limited edition of 'Young Man' (2018, 55x40 cm) for 300€. The flyer also lists opening hours: So, Mo, Mi & Fr 14-18, Sa 14-19, Do 14-20, Dienstags geschlossen, Sun, Mo, Wed & Fr 2-6pm, Sat 2-7pm, Thu 2-8pm, Tuesdays closed. Ticket prices are 7.50 € (4 € ermäßigt) / 7.50 € (4 € reduced). Contact information: +49 (0)30 69 59 90 50, schwulesmuseum.de. At the bottom, it mentions support from EISENHERZ.

1. Posters in the new design for upcoming exhibitions and events in 2018
2. Office material with the new logo and branding
3. Flyer for the Stefan Thiel exhibition *100 Berlin Based Men*

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