

Participation

Too Much – Too Beautiful

Our everyday lives are filled with kitschy things. They are used on a daily basis, embellish the living space as decorative elements or are a well-guarded heirloom. In public, people often disapprove of kitsch. In private, we like to surround ourselves with it - often unconsciously.

We don't always think of our own kitsch as kitschy. But if you look at your home objectively, you can discover the most amazing kitsch objects: Participants in our "Call for Kitsch" sent us photos of their favourite kitsch objects. The kitschiest objects were chosen by vote. The winners with the most votes are displayed here.

The lesson is clear: kitsch is not only dreadful, it can also make you happy. Because if kitsch didn't have a strong appeal, it wouldn't exist.