

The Liberated Word. The New Typography
Experiments with Language and in Language. Verbal. Visual. Audio (Sounds)
A diagram compiled by Szymon Bojko. Rhode Island School of Design (USA), 1998

Precursors

Rimbaud. “*Vowels*”- Words have their weight, sound, color & shape

Baudelaire: the idea of the “*correspondance des arts* (e.g. “guiding lights”) painting, music, analogies of smell, color, form, sound.

Mallarme. Purification of the word. A poem should be read like an orchestral score, (e.g. *Un coup de des*)

Main Events, Experiments, Creators, Avant-garde research directions

Appolinaire. Poems: “Calligrammes” (1916/17) originated from “Carmina figurata”, Rome.

Marinetti & the Futurists: Parole-in-liberta (free word poetry). Words in liberty. The rejection of syntax & grammatical order; words placed not in regular lines. Sonorisation, visualization and dynamization of the word. Cangiullo, Pannagi, Depero.

Russian Cubo-Futurists: the “zaum” language. The word as such, broader than its meaning. Khlebnikov, Kruchenykh, Kamensky.

Dada visual poetry: word regarded as an unit of sounds & shapes. Schwitters.

Dada optophonetic poetry: Hugo Ball, Schwitters, Hausmann, Theo van Doesburg, Arp. A play with words/sounds/rhythm. Juxtaposition: word against word. Compare with dada collage. Grosz, Hannah Hoch.

Poezjografia: Polish Futurist poetry. Verbal, visual, onomatopoeic. Czyżewski, Themerson, Młodożeniec, Stern, Wat.

Visual book: Suprematist & Constructivist concepts of Dynamic Typography. Lissitzky, Zdanevich, Strzeminski, Rodchenko; Tejge, Sutnar, Styrsky (Czech avant-garde).

Mechano-faktura (mechanical texture): Berlewi (Polish Constructivism).

Functional Typography: the **New Typographic Order** based upon Constructivism. Bauhaus Circle. Tschichold, Tejge, Zwart, Werkman, Sandberg

Sound poetry: Kandinsky. Poetry with conventional typography “Klangen” (Sounds).

Concrete poetry. Word is read of its semantic & metaphoric meaning. Inspiration comes from Abstract art, Minimalism, and Conceptual art. Max Bense, Krivet, Kolar, Mayer, Higgins, Oeckerse, Rot.

Artist’s Book/ Other Book: non-conventional approach to a book as an artistic object. Inspired by the “Fluxus” movement. Also: Jan Beker (RISD).