

# Image and Transformation

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# Image and transformation

Cubism

Futurism

DADA

Photomontage and collage

Surrealism

CUBISM

# Cubism

- Created by Pablo Picasso and Georges Braque
- A new artistic tradition and way of seeing that challenged the 400 year Renaissance tradition of pictorial art
- Inspiration: Primitivism and non-Western sources (e.g. African masks, fabrics and sculpture)
- They reduced and fractured objects into geometric forms, and then realigned these within a shallow, relieflike space. They also used multiple or contrasting vantage points
- The spatial illusions of perspective give way to an ambiguous shifting of 2d planes – seen from more than 1 viewpoint

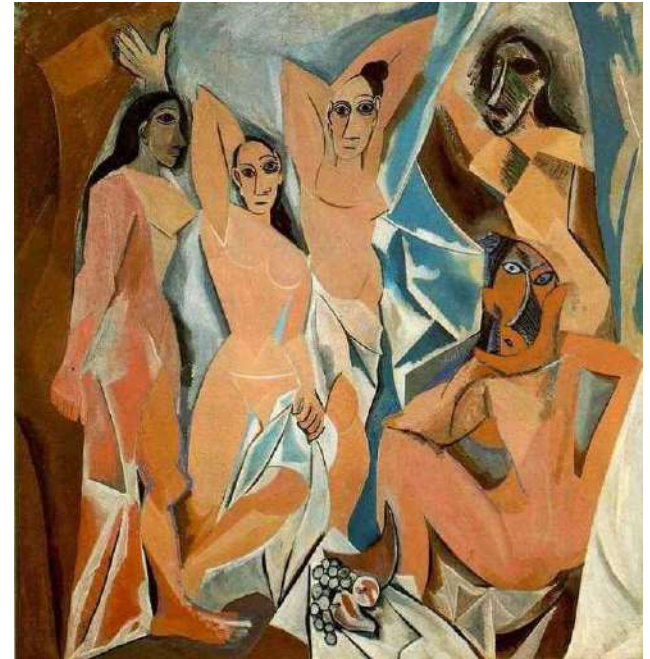
# Cubism – Timeline

## 1907-1910: Pre-Cubism

- Subject is discernible, dissected or “analyzed” into a multiple of small facets.
- Under the strong influence of Cezanne and his famous characteristic of reproducing nature in paintings using cylinders, spheres and cones

## 1910-1912: “High” Analytic Cubism (aka Hermetic)

- Breaking down an object viewpoint-by-viewpoint, into a fragmentary image
- Extremely abstracted works that were reduced to just a series of overlapping planes and facets mostly in near-monochromatic browns, grays, or blacks



Les Femmes d'Alger (1911-12) Picasso

# Cubism – Timeline

## 1912-1914: Synthetic cubism

- simpler shapes + brighter colours
- flattening out the image and sweeping away the last traces of allusion to three-dimensional space
- artists started adding textures and patterns to their paintings, experimenting with collage using newspaper print and patterned paper



*A man in a café, Juan Gris, 1914*

# Cubism - Typography

- Influenced by cubism through its practice of integrating letterforms into paintings
- Cubists would blend letters into paintings to influence **free-form typography** of later movements such as futurism and Suprematism.
- Cubism in design attracts people by creating tension of the sensual and intellectual appeal through its different images which conflict with the challenge of the person trying to interpret the subject matter of the artwork itself
- Designing with flattened, hard-edged and overlapping forms, as in **Synthetic Cubism**, can create a modern, graphic look.

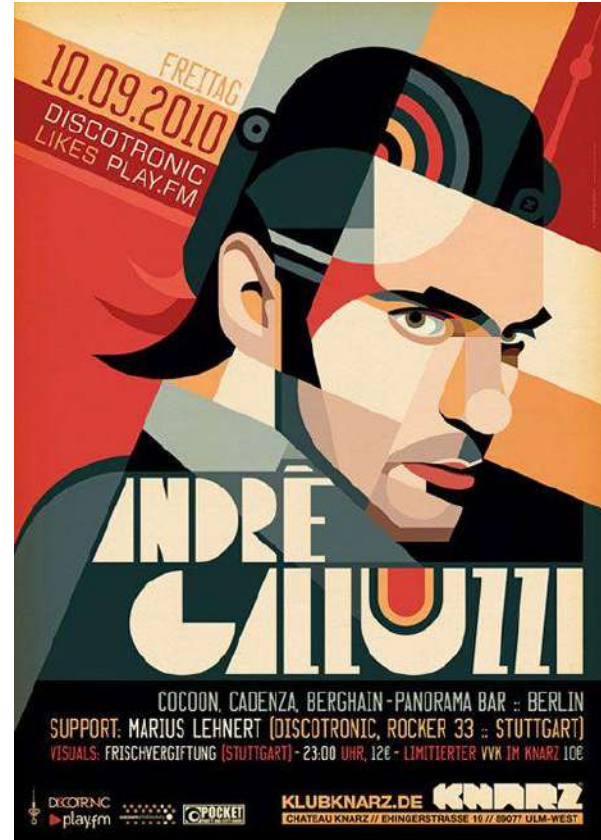


GBG typeface, designed by [bns or pommade or something](#)

# Cubism - Posters



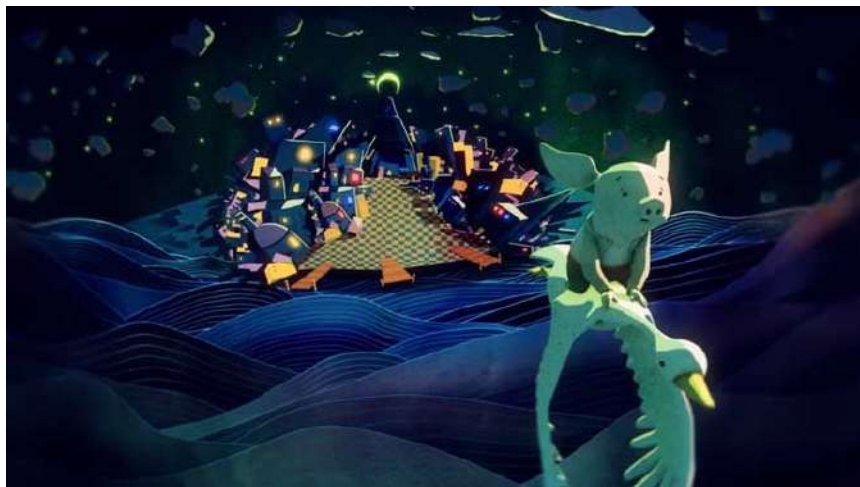
poster for the 52<sup>nd</sup> Monterey Jazz Festival



DJ Poster of Andre Galluzzi







*Juste de l'eau*  
- Carlos de  
Carvalho

# FUTURISM

*“The most important Italian avant-garde art movement of the 20th century, Futurism celebrated advanced technology and urban modernity. Committed to the new, its members wished to destroy older forms of culture and to demonstrate the beauty of modern life - the beauty of the machine, speed, violence and change. ... .. Nevertheless, they were interested in embracing popular media and new technologies to communicate their ideas. Their enthusiasm for modernity and the machine ultimately led them to celebrate the arrival of the First World War. ... ..” -*

# Futurism – About

- An Italian art movement of the early twentieth century that aimed to capture in art the dynamism and energy of the modern world.
- Created by the Italian poet and author **Filippo Tommaso Marinetti** in 1909 through **Futurist Manifesto**.
- Fusion of the cubist painting and the futurist poetry
- Futurists were well versed and practiced in nearly every field of art, including painting, ceramics, sculpture, graphic design, interior design, theatre, film, literature, music and architecture.



*Unique Forms of Continuity in Space*  
Umberto Boccioni, 1913, cast 1972

# Futurism – Futurist Manifesto

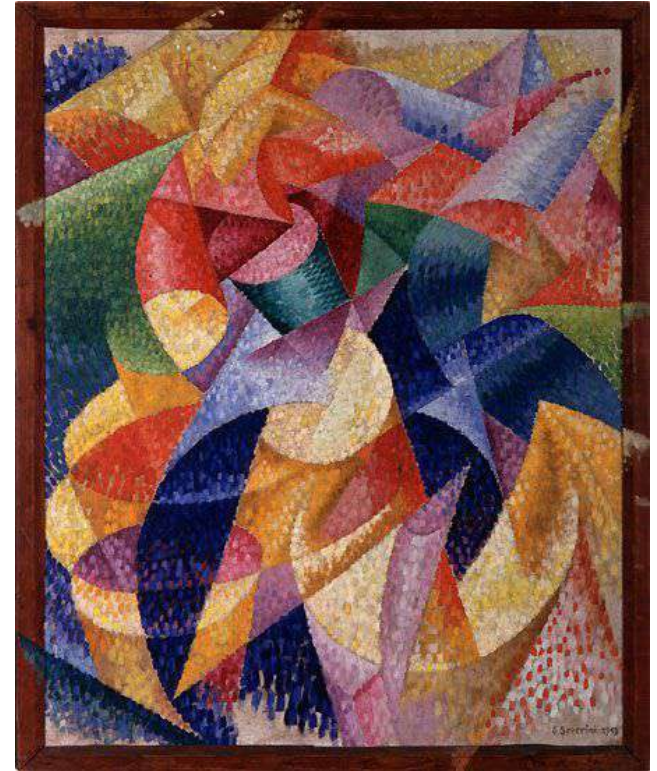
## ➤ What is the Futurist Manifesto?

- A poem written by Marinetti, and it first appeared as a preface to a volume of his poems (written in 1908)
- Marinetti and his fellow futurists were tired of Italy's reliance on its classical heritage and disdainful of the present, and thus wanted to create a new aesthetic based on industry, war and the machine.
- They wanted to burn museums and libraries, as they contained traces of the old traditions of Italy.
- They also demanded purification by war - which influenced fascism and chauvinism



# Futurism – Painting

- Used elements of **neo-impressionism** (**post-impressionist works**) and **cubism** to create compositions that expressed the idea of the **dynamism**, the **energy** and the **movement**, of **modern life**.
- Used **divisionism**: breaking light and colour down into a series of dots or geometric forms.
- Also incorporates high contrast and intersecting lines to show movement



*Sea = Dancer*, Gino Severini, 1913

# Futurism – Typography

- **Words in Freedom:** destroyed syntax, used verbs in the infinitive, abolished adjectives and adverbs, suppressed punctuation, and employed mathematical and musical symbols.
- Marinetti exhorted writers to “destroy the ‘i’ in literature: that is, all psychology,” to give up on being understood by the reader, and to abandon aesthetic concerns by creating the “ugly” in literature.
- His prescription for Futurist writing was not only **phonetic** but also **visual**. He wanted to take advantage of the “typographical revolution” to use new fonts and arrangements of words.
- use of **different sizes, weights, and styles of type** allowed them to weld painting and poetry, because the **intrinsic beauty of letterforms**, manipulated creatively, transformed the printed page into a work of visual art.
- used intersecting lines within words as well to create directional lines that lead the eye from line to word

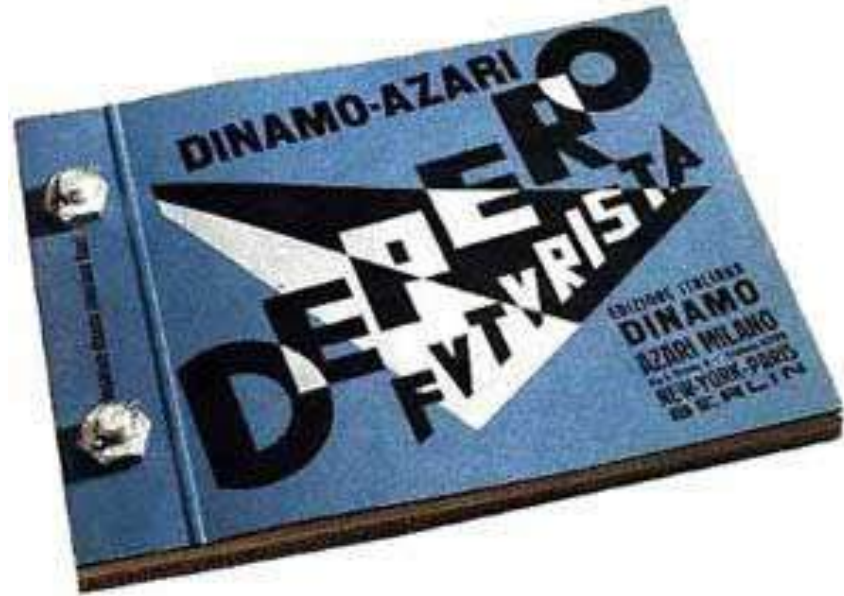


Zang Tumb Tumb: Adrianopoli Ottobre 1912: Parole in Libertà 1914

# Futurism – Fortunato Depero



**New Futurist Theater Company**  
**Poster** (1924) *Fortunato Depero*



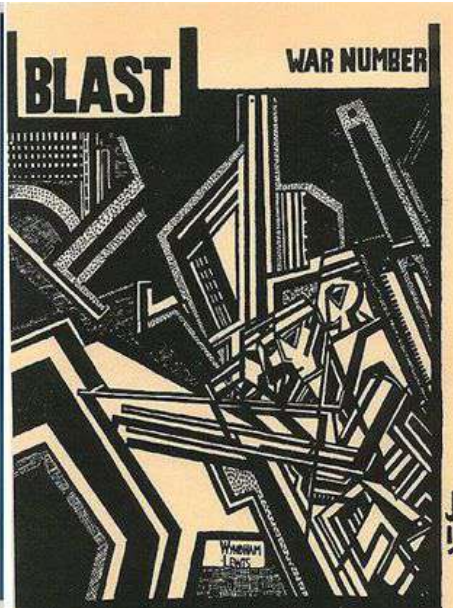
**Dinamo Azari** (1927) *Fortunato Depero*



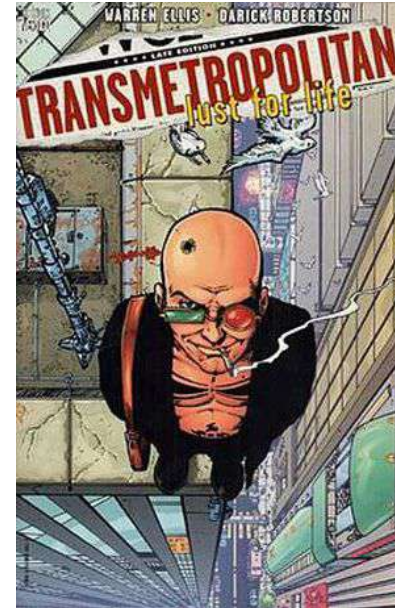
# Futurism – Adaptations



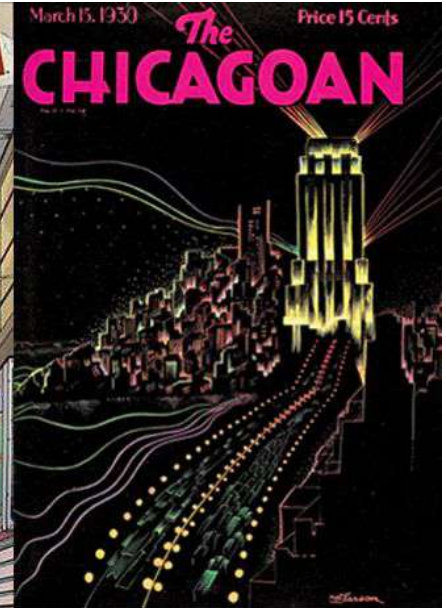
Art Deco in the 1933 World's Fair



Vorticism in Wyndham Lewis' BLAST



Transmetropolitan Vol 2 cover by Darick Robertson



The Chicagoan Magazine cover

# DADA

## (PHOTOMONTAGE & COLLAGE)

*“For us, art is not an end in itself, but it is an opportunity for the true perception and criticism of the times we live in.” - Dada Poet, Hugo Ball.*

# DADA (Photomontage and Collage)

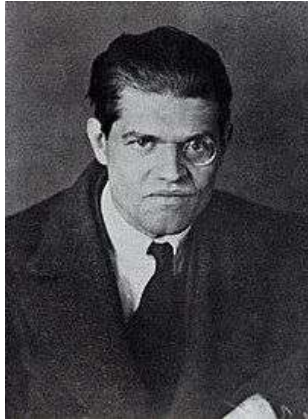
## When did Dada begin?

- Dada started during the first World War(1914-1918)
- Artists of the Dada movement were hyper aware of the major inadequacies of their society which led to the war.
- The corrupt and nationalist politics, oppressive societal values and compliant society which did not think for themselves.

# DADA (Photomontage and Collage)

## How did Dada(Photomontage and Collage) begin?

- During the Great War, the German government edited photographs to garner positive views from its people.
- German artists realised that the government had been manipulating its citizens, and in response, used photomontage to criticize the government.
- In Berlin DADA, the founders of Dada photomontage are **Raoul Hausmann** and **Hannah Hoch**.



Raoul Hausmann



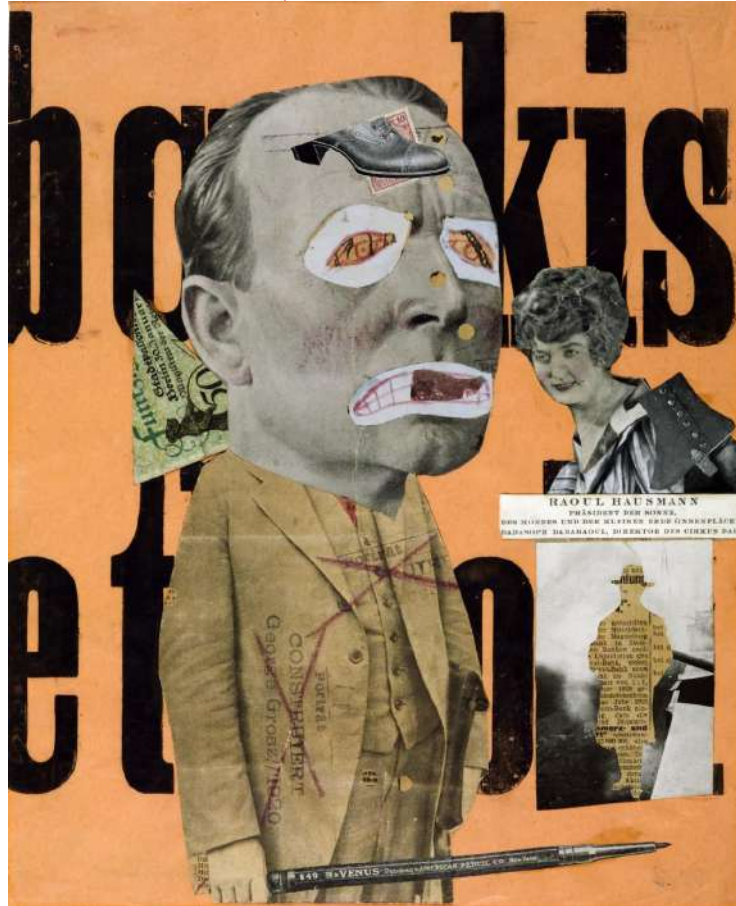
Hannah Hoch

# DADA (Photomontage and Collage)

## What is Dada(Photomontage and Collage)?

- Dada's main focus was on creating works which questioned the society, the role of artist and the purpose of art.
- Dada had less emphasis on the aesthetic of the work as compared to the meaning.
- Used **humour**, **parody** and **satire** extensively
- The way Dada art was produced was more by **chance**, **accident** and **improvisation**.
- Made use of readymade objects - newspapers, magazines, photographs etc.
- Dada also incorporated the flattening aspect of the cubism and typography style of futurism.

# DADA (Photomontage and Collage)

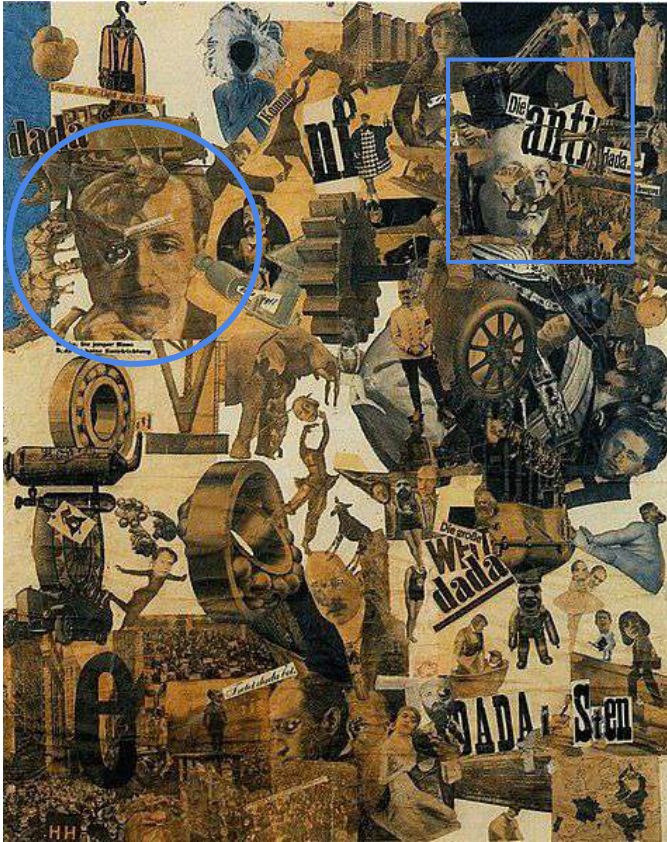


Raoul Hausmann  
*The Art Critic*, 1919–1920

- Reused poem poster in background
- Drawn-in eyes + Partially toothless - comical
- Denies his right as artist - stamped on the man's coat "constructed by George Grosz"
- He chooses to title himself 'Raoul Hausmann president of the sun, the moon and the little earth (inner surface) Dadasoph Dadaraoul, director of the Dada circus.'



# DADA (Photomontage and Collage) - Hannah Hoch



Hannah Hoch

*Cut With the Kitchen Knife Through the Last Weimar Beer-Belly Cultural Epoch in Germany, 1919-1920*

- Newspaper and magazine cuttings were used
- Pictures and typography taken from established newspaper and magazines was very innovative
- Visually chaotic
- Only upon closer inspection is there a narrative
- Top right: "Anti dada" typography and figures of the Government.
- Top left: "Dada" typography and Picture of Raoul Hausmann

Cut With the Kitchen Knife Through the Last Weimar  
Beer-Belly Cultural Epoch in Germany (1919-20)

# DADA (Photomontage and Collage)

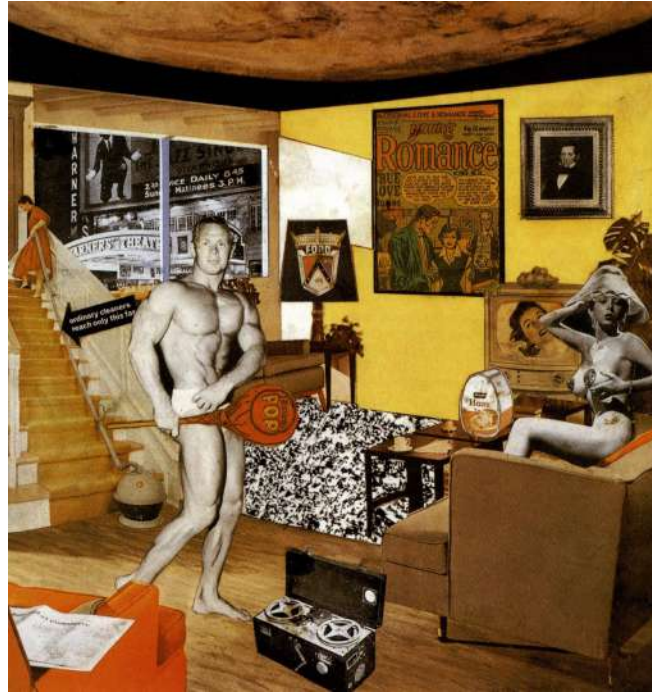


*Chinese Nightingale*, (1920), Max Ernst





# DADA (Photomontage and Collage)

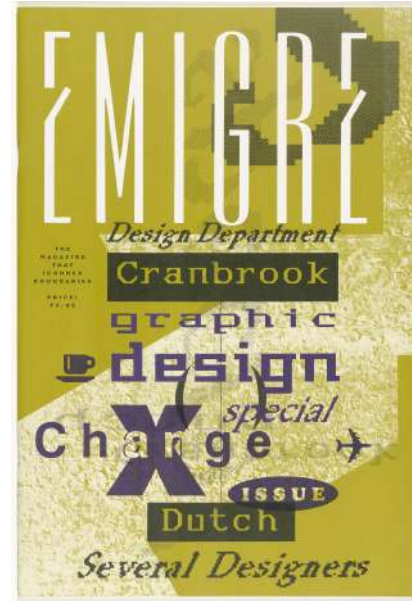


*Just what makes today's homes so different, so appealing?* John McHale and Richard Hamilton(1956)

# DADA (Photomontage and Collage)



Emigré magazine,  
Rudy VanderLans,  
issue 49, 1999



Emigré Inc.,  
Rudy VanderLans and Zuzana Licko,  
Emigre 10, Cranbrook, 1988

# SURREALISM

“Surrealist imagery is probably the most recognizable element of the movement, yet it is also the most elusive to categorize and define. Each artist relied on their own recurring motifs arisen through their dreams or/and unconscious mind.”

# Surrealism

- “A 20th-century avant-garde movement in art and literature which sought to release the creative potential of the unconscious mind, for example by the irrational juxtaposition of images.”
- Surrealist art is either inspired by **dreams** or made through **automatism**.
- Automatism is the “creation of art without conscious thought, accessing material from the unconscious mind as part of the creative process”.
- Surrealists adopted the use of photomontage which was first used by Dada artists.



# Surrealism



*Carnival of Harlequin* (1924-25)  
Joan Miro



*Persistence of memory* (1931) Dali

# Surrealism - Contemporary surrealism

- A cross- disciplinary movement lasting from 1924 - 1945
- Surrealism done by contemporary artists (continuing the legacy of surrealism)
- creating works that draw upon psychoanalysis, free-association, dreams, and the unconscious
- These artists work across media as well (e.g. Photography and set design)
- They employ a wide variety of techniques to illustrate the fantasies of their minds

# Surrealism - Present day works



Eugenia Loli, Maker



Eugenia Loli, Bermuda a'la Soup



# Surrealism - Present day works

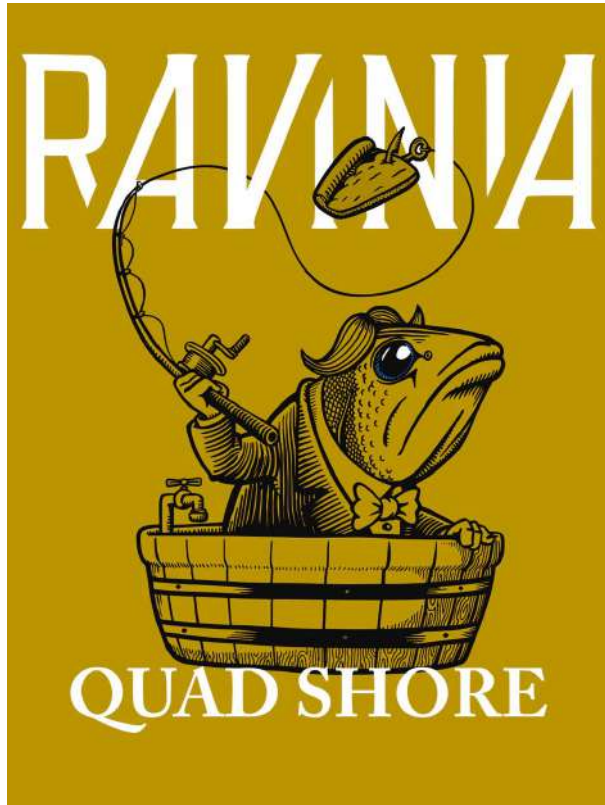


Matthew Cusack



Flirst

# Surrealism - Present day works



*Four Shore beer label design by Fafahrd Deustua*



*Sandbox production company design by KisaDesign*

# Conclusion

**Cubism dissects an object into geometric forms.**

**Futurism uses text as an image, and is inspired by cubism.**

**Dada photomontage and collage borrows the futurist style of typography in their works.**

**Dada Photomontage and collage was later adopted by the surrealists who exploited the possibilities photomontage by putting together parts of two images that would only be seen in dreams or imagination.**