DADA

**Dada (1916-**1924**)**

Dada was invented by a German refugee/philosopher/poet: Hugo Ball & his partner Emmy

Created in neutral Zurich at the height of World War I

Dadaists scorned idea that art was highest form of human expression

Sought to destroy traditional barriers within artistic endeavor, rejected all theory and most types or organization

Dadaists developed a unique syntax and vocabulary in poetry, theater and graphic design

After war, many exiles (mostly German) returned to Berlin to carry on a politicized Dada

Dada’s pretense to art in favor of agitation in the service of the Spartacist, and later the communist cause

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| **THEMES**Conflicted about government“Art has no relevance to working class”Communist viewsAnti-FacistWestern civilization is evilAnti-artCapitalist society had led people into war. | **DESIGNS**Dada’s anarchic layouts capitalized on the contrast between a page of type and a single word stamped across it like slogan or posters/advertisementsCubist and Futurist influencesEfficiency and economy of mechanical-reproduction techniquesPainting or graphic workExpressionismMachine ImageryGeometric AbstractionCertain things borrowed from Futurists**Collage**AssemblageReadymades**Photomontage** |