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 views  Anti-Facist  Western civilization is evil  Anti-art  Capitalist 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/advertisements  Cubist and Futurist influences  Efficiency and economy of mechanical-reproduction techniques  Painting or graphic work  Expressionism  Machine Imagery  Geometric Abstraction  Certain things borrowed from Futurists  **Collage** AssemblageReadymades **Photomontage** |