

The Role of Typography

The Crystal Goblet



How should it look?

VS.

What should it do?

Sunsets Working

I hear squeals like an animal beaten in its cage,
feel its soft suffocating body.

Why did I think my mind was defective?
I was so viciously, viciously moving, all the time,
into despair like dipping into a cold, still pond;
a private winter while the sun warms the air that wraps around me,
strange and welcoming.

Indeed, even at night here, the dark holds the heat of the earth.

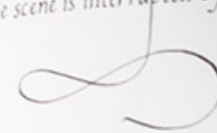
A complicated word suddenly shudders out of my mind.

I visualize my mind as a ruin, a great crater,
the barren site of a past explosion.

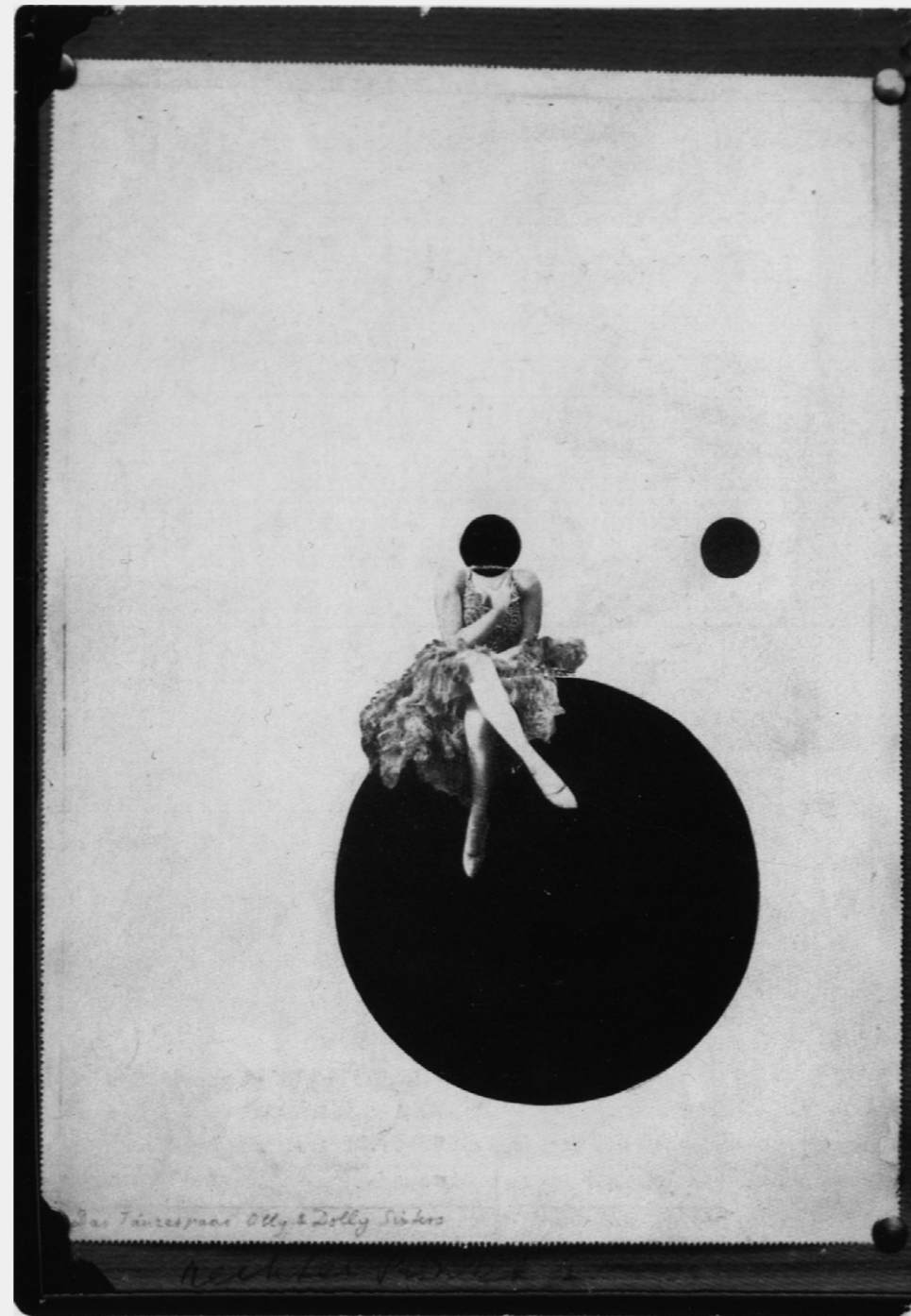
A pit of hot embers in the desert,
still radiant with pain glowing like a dying fire in my core, fading out.

Soft, tender, the coals flicker gently.

The scene is interrupted by a recorded voice, shrill-



László Moholy-Nagy



Age of film, designing for day in age



Technology & Art

Low aerial photograph
over a square with

8

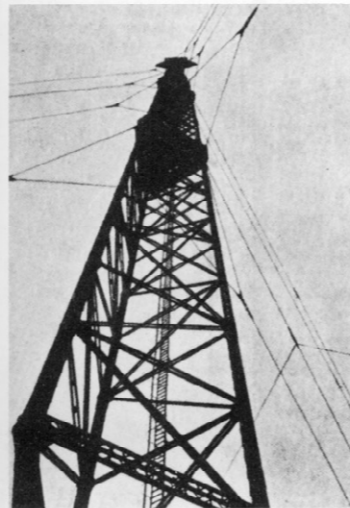
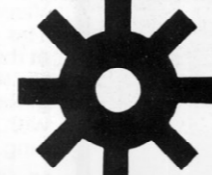
streets opening into it.



TEMPO-o-

The vehicles : electric trams, cars, lorries, bicycles, cabs, bus, cyklolette, motor-cycles travel in quick time from the central point outwards, then all at once they change direction ; they meet at the centre. The centre opens, they ALL sink deep, deep, deep -

a wireless mast



(The camera is swiftly tilted over; there is a sense of plunging downwards.)

TEMPO

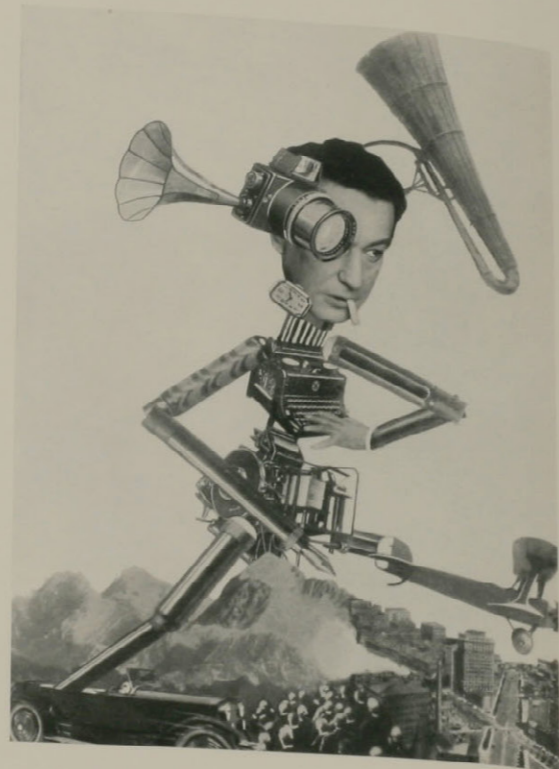
Under-ground railway. Cables. Canals.

Under the tramways the sewers being extended. Light reflected in the water.

TEMPO - o - o

Typophoto is the
most precise
visual language.

Schafft eine neue Welt



Umbo, Dephot, Berlin



Herbert Bayer, Berlin

FIL
VO
FI
V
VO
LINT
Groß
mit z
fried
noch
zeigt
Mögl
Entf
cher
wert
ten &
Prinz
Kino
ten, u
wisst
Publi
wird
126
IN
J
VER
BER

Discussion