



A Machine for Communicating. Around the Avant-Garde Idea of New Typography

'A Machine for Communicating. Around the Avant-garde Idea of New Typography' is a collection of papers presented to the conference that accompanied the exhibition '[Changing the Field of View. Modern Printing and the Avant-garde](#)'. The exhibition that was on view at the Muzeum Sztuki in Łódź in 2014 discussed the ideas of modern graphic design and modernised printing worked out by the circles of interwar avant-garde. Its point of departure was Władysław Strzemiński's idea of functional print that was close to the New Typography proposed by Jan Tschichold.

Articles included in 'A Machine for Communicating. Around the Avant-garde Idea of New Typography' – as stressed by the editors Paulina Kurc-Maj and Daniel Muzyczuk – 'make an anthology that researches the roots, mechanisms, and effects of avant-garde artists' interest in graphic design' without leaving aside references to other phenomena of culture.

'Avant-garde: Duplicating Ideas', 'Photomontage and Typography in Russian Constructivism', 'New Vision – Language of the New Typography in the Interwar Poland', and 'Perfect Modernism. Zdenek Rossmann's New Typography' – are just a selection of texts presenting various approaches to the subject. Articles included in the book 'contradict clear divisions between avant-garde movements while Dadaists postulates turn out to be consistent, in many aspects, with those of Constructivists or representatives of Neoplasticism.' The authors once more take a look at artistic and technological revolutions so essential to the course of the previous century (in the discussed area).

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