

CONTENTS

6 Foreword: Why Theory? Ellen Lupton

8 Acknowledgments

9 Introduction: Revisiting the Avant-Garde

16 Timeline



SECTION ONE: CREATING THE FIELD

19 Introduction

20 **Manifesto of Futurism** | F. T. Marinetti | 1909

22 **Who We Are: Manifesto of the Constructivist Group** | Aleksandr Rodchenko, Varvara Stepanova, and Aleksei Gan | c. 1922

25 **Our Book** | El Lissitzky | c. 1926

32 **Typophoto** | László Moholy-Nagy | 1925

35 **The New Typography** | Jan Tschichold | 1928

39 **The Crystal Goblet, or Why Printing Should Be Invisible** | Beatrice Warde | 1930

44 **On Typography** | Herbert Bayer | 1967

THEORY AT WORK

50 Futurism

52 Constructivism

54 The Bauhaus and New Typography

SECTION TWO: BUILDING ON SUCCESS

57 Introduction

58 **Designing Programmes** | Karl Gerstner | 1964

62 **Grid and Design Philosophy** | Josef Müller-Brockmann | 1981

64 **Good Design Is Goodwill** | Paul Rand | 1987

70 **Learning from Las Vegas: The Forgotten Symbolism of Architectural Form** | Robert Venturi, Denise Scott Brown, and Steven Izenour | 1977

77 **My Way to Typography** | Wolfgang Weingart | 2000

81 **Typography as Discourse** | Katherine McCoy with David Frej | 1988

84 **The Macramé of Resistance** | Lorraine Wild | 1998

87 **The Dark in the Middle of the Stairs** | Paula Scher | 1989

THEORY AT WORK

90 International Style

92 Modernism in America

94 New Wave and Postmodern

SECTION THREE: MAPPING THE FUTURE

97 Introduction

98 **The Underground Mainstream** | Steven Heller | 2008

102 **Design and Reflexivity** | Jan van Toorn | 1994

106 **Design Anarchy** | Kalle Lasn | 2006

108 **The Designer as Author** | Michael Rock | 1996

115 **Designing Our Own Graves** | Dmitri Siegel | 2006

119 **Dematerialization of Screen Space** | Jessica Helfand | 2001

124 **Designing Design** | Kenya Hara | 2007

127 **Import/Export, or Design Workflow and Contemporary Aesthetics** | Lev Manovich | 2006

133 **Univers Strikes Back** | Ellen and Julia Lupton | 2007

THEORY AT WORK

138 Contemporary Design

145 Glossary

147 Text Sources

148 Bibliography

150 Credits

151 Index