

# The Role of Typography

# The Crystal Goblet

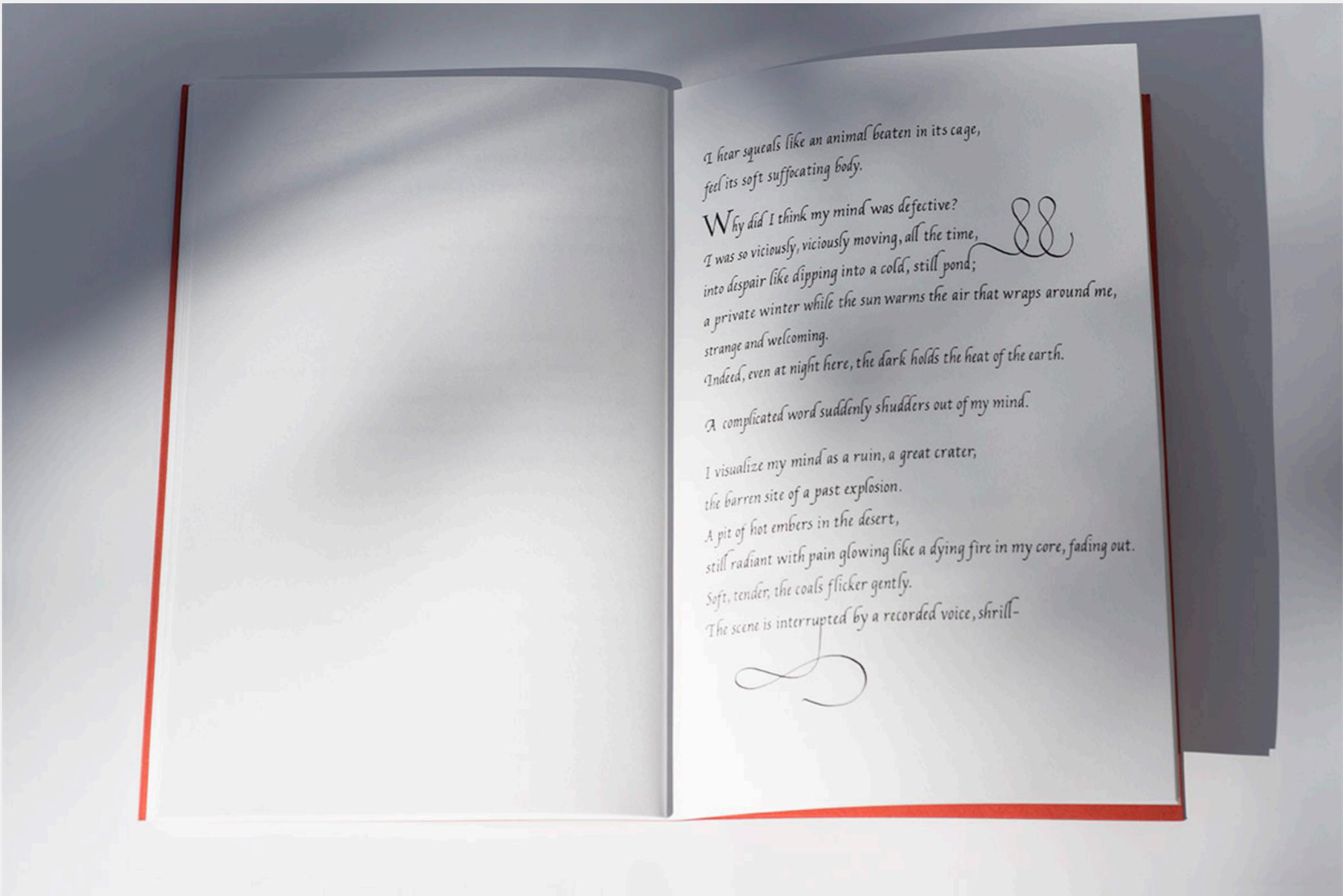


How should it look?

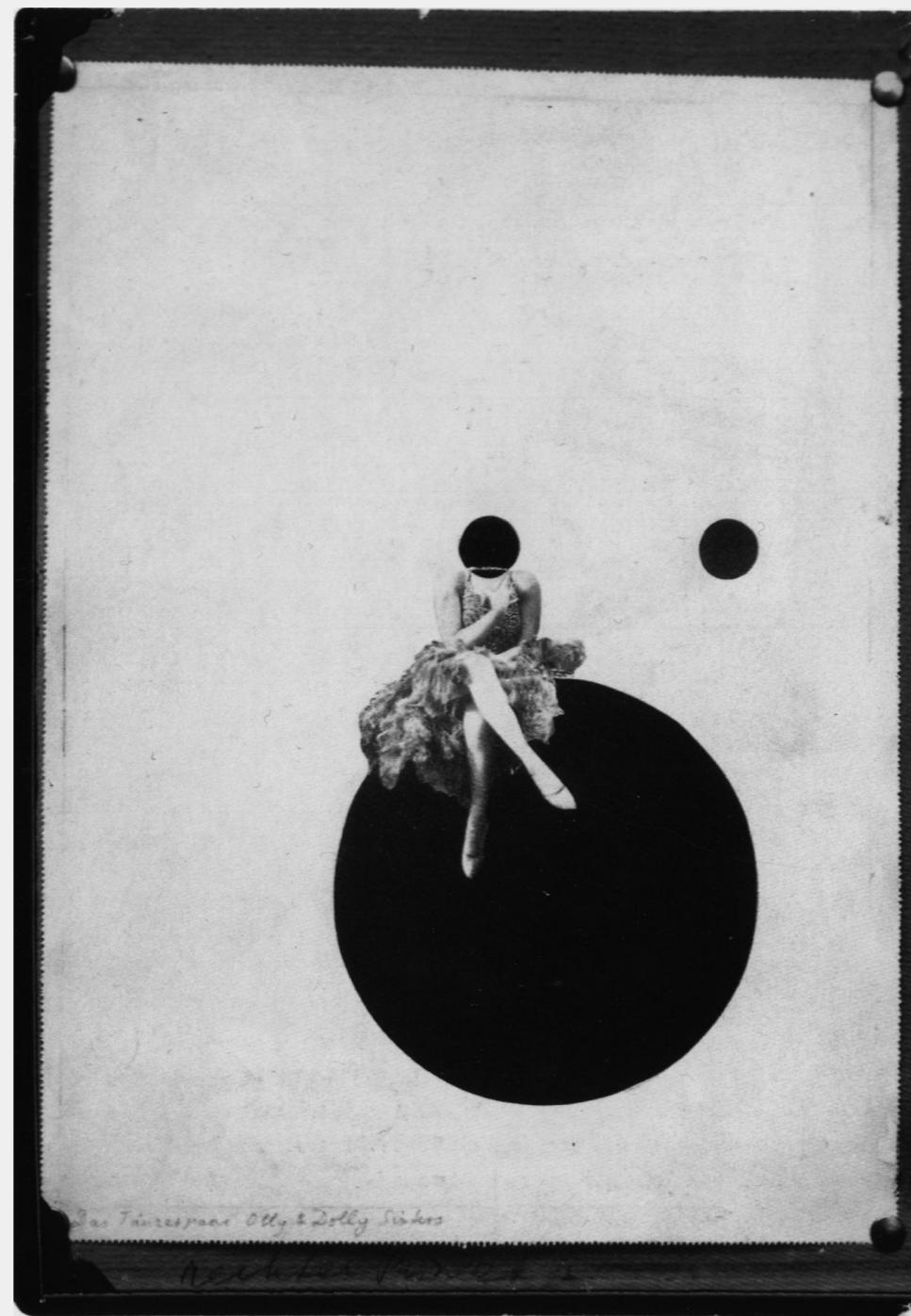
VS.

What should it do?

# Sunsets Working



# László Moholy-Nagy



# Age of film, designing for day in age



Technology & Art

Low aerial photograph  
over a square with

**8**

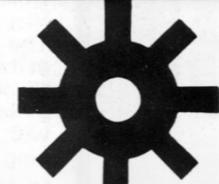
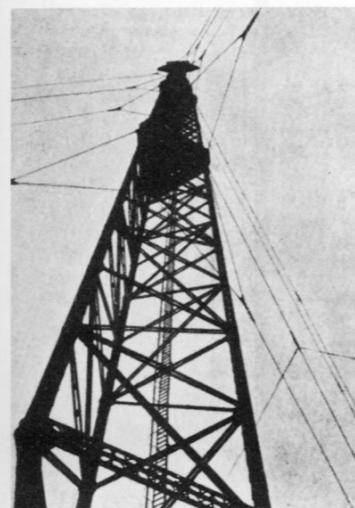
streets opening into it.



**TEMPO-o-**

The vehicles : electric trams, cars, lorries, bicycles, cabs, bus,  
cyclonette, 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



**TEMPO**

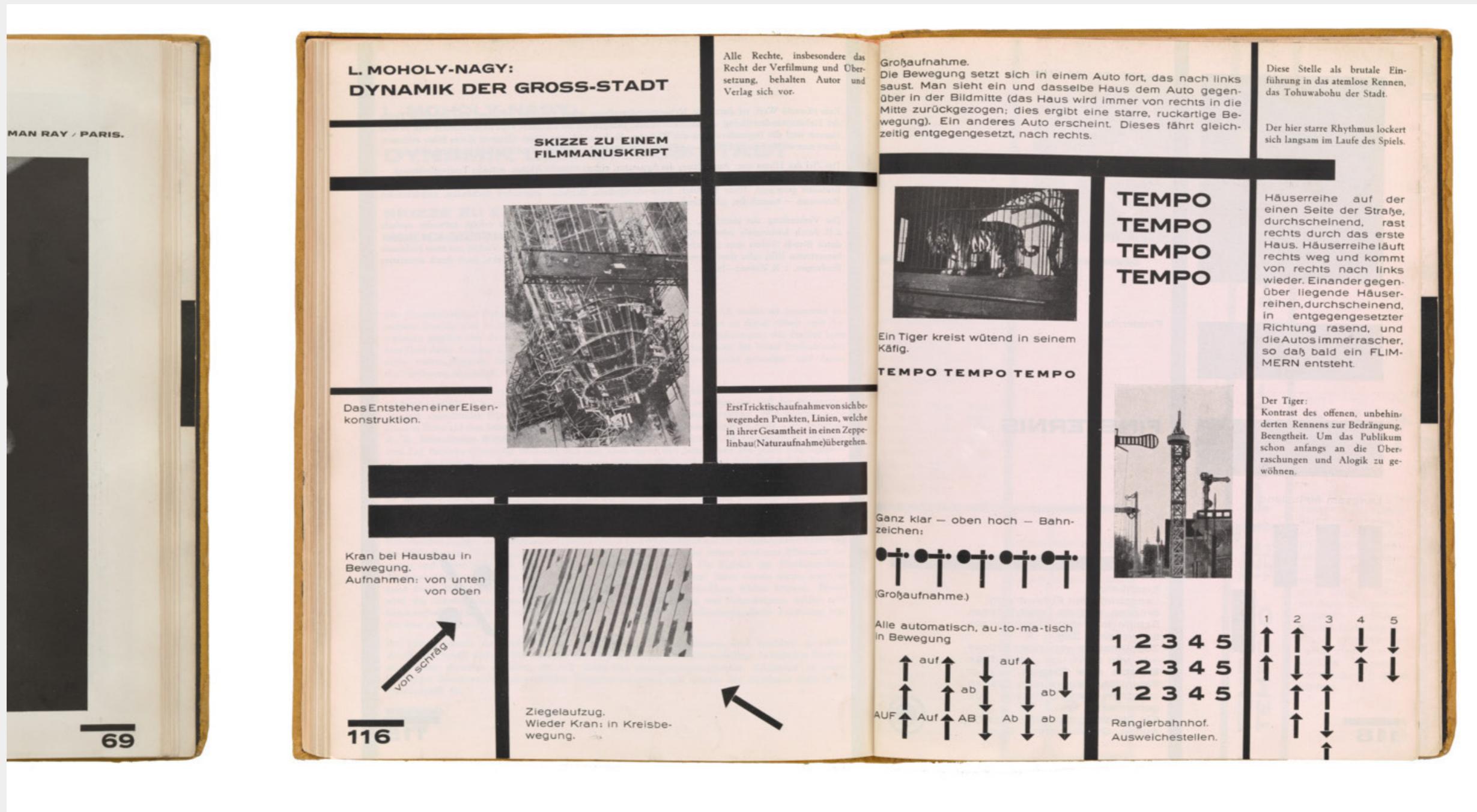
Under-ground  
railway.  
Cables.  
Canals.

**TEMPO - O - O**

(The camera is swiftly tilted over; there is a sense of plunging downwards.)  
  
Under the tramways  
the sewers being extended.  
Light reflected in the water.

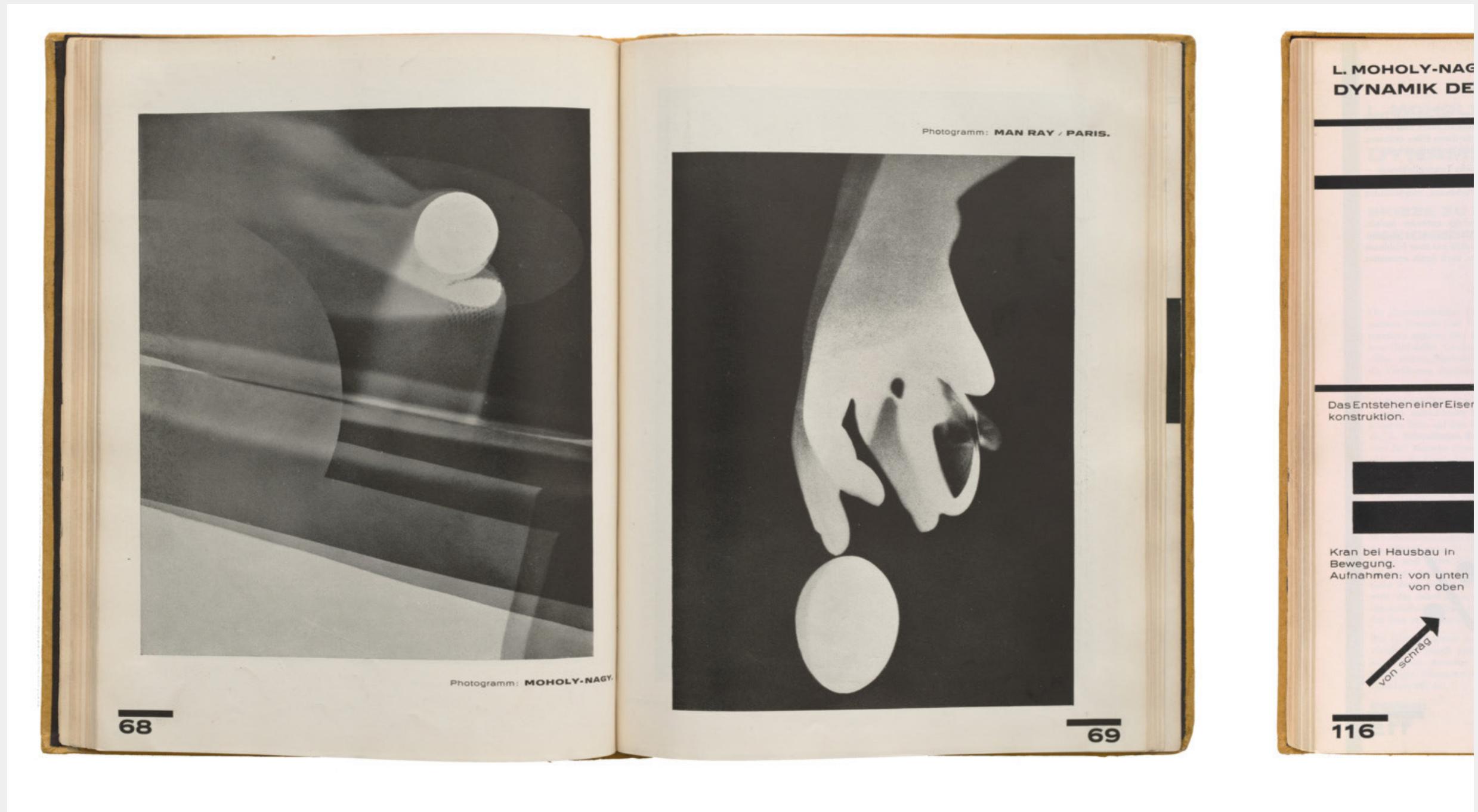
Typophoto is the  
most precise  
visual language.

# Painting Photography Film, Moholy Nagy (1925)



Watch Video

# Painting Photography Film, Moholy Nagy (1925)



Watch Video

# Abeceda | Alphabet, Karel Teige et al. (2000)



[Watch Video](#)

# The Girl Chewing Gum, John Smith (1976)



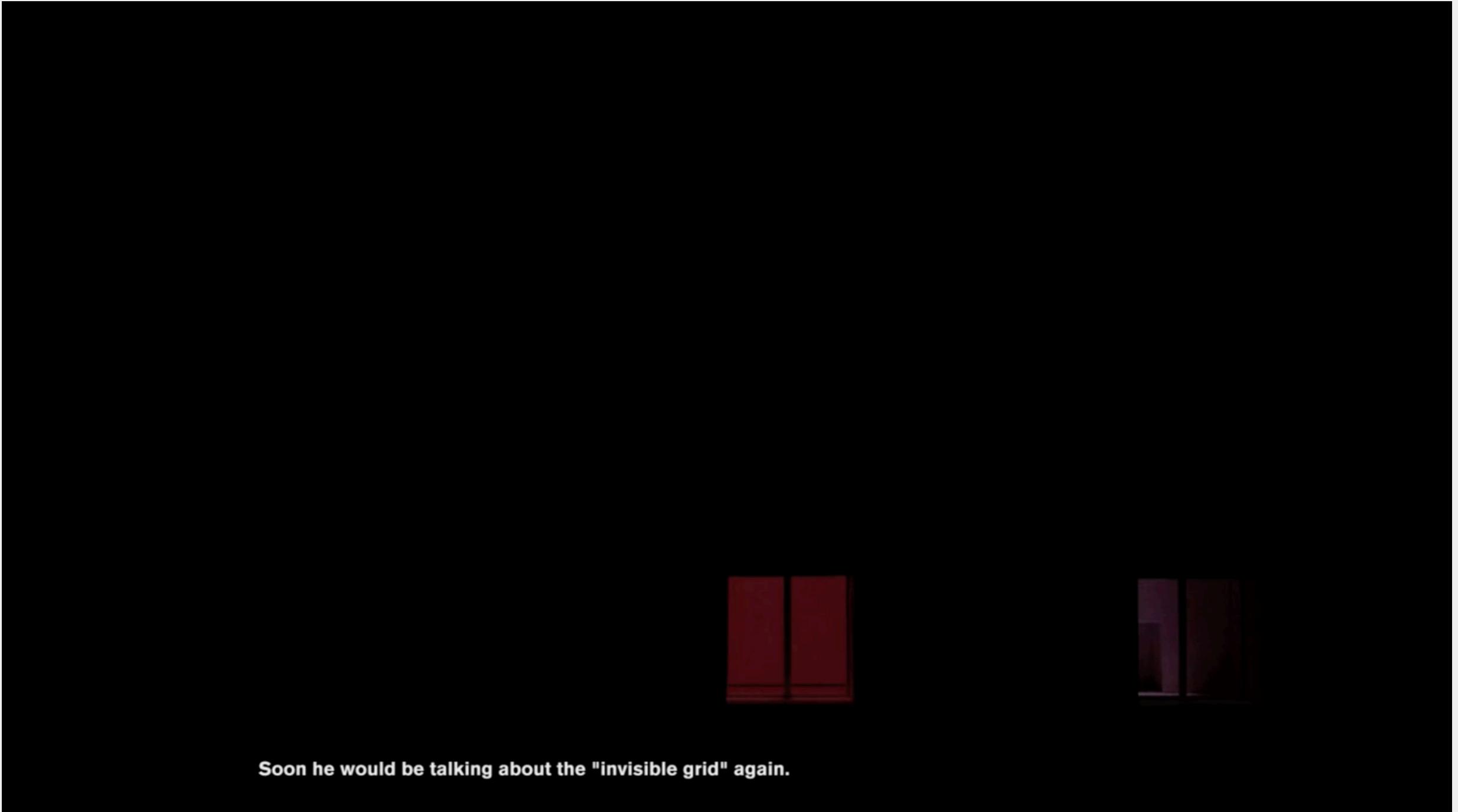
Watch Video

# The Man Phoning Mum, John Smith (1976)



Watch Video

# The Romance of Systems, MOS Architects (2011)



Soon he would be talking about the "invisible grid" again.

[Watch Video](#)

# Discussion