

Preoccupation with the composition, placement, embellishment, elaboration of words, their constitutive letters, and their ultimate intention to address

forcefully is most usually associated

impulse of Dada

with the progenitive
regardless of misc

conceptions which surround the identification of Dada and its spirit, there is consistency in the identification

of its typographic innovation. Every viewer of Dada manifestation is struck by

the obligation its visual language enforces to compel the eye to see differently.