

it was natural that the movement, seeking to turn away from all areas of the past, destroyed hierarchies to disciplines less prestigious than the humanities or the fine arts - would seize typography and attempt to make it, renew it, into art. It was in 1924: 'With regard to typography one can establish innumerable laws.

Schwitters who proposed in 1924: 'With regard to typography one can establish innumerable laws. The principal one would be: never do what someone else before you has done.' And again, 'Typography, under certain conditions, can be an art'

Dada typography, heterogeneous by nature, has its own features. Its objective was to propose a new form of reading, on that was explosive, anti-linear, and

the meaning of the text, - its essential point - no longer dependant upon the quantity of solutions, which one can indeed find in the extreme typographical diversity of Dada's publications. - Kurt Schwitters, Selbstzeugnissen und Buddokumenten (1992) These rules permitted a great quantity of solutions, which one can indeed find in the extreme typographical diversity of Dada's publications.