

contrary to Futurist typography, which specifically wanted to be an 'expression' of the  
and, by derision, the least meaningful elements, puns and ap-  
norisms, were often put to the fore. However,  
all the Dadaists did not practice this dissociation of form  
e, used graphics in a more expressive way, making the optical effect corres-

stood that the reading,  
the communication, of

eaning. The typographical importance of a word is not related to its semantic importance

smann for exampl

pond to the sound effect he wanted to produce: 'the Futurists, and especially the Dadaists, under

sounds could have weight only through the optical effect' [Raoul  
Hausmann, 'Typographie' (1932)]