

“The Poem as Functional Object” was written in 1960 by Eugen Gomringer in Switzerland. In this text, Gomringer explains how language and words can communicate differently through poetry. He argues that the structure and arrangement of words, rather than words individually, carry a deeper meaning that in poetry, can be interpreted differently by every individual. Using Instagram as a medium, I communicated these ideas visually through different fonts and scale variations, color, composition, and images to illustrate the text and its meaning in an appealing way.