



The Dada Movement was a movement that formed during the First World War in Zurich, in response to the negative impact the war had. Dada artists felt that the war called into question every aspect of a society capable of starting then prolonging it - including its art. The artist aim was to destroy its traditional values in art and create a new art to replace it. Hans Arp stated 'Revolted by the butchery of the 1914 World War, we in Zurich devoted ourselves to the arts. While guns rumbled in the distance, we sang, painted, made collages and wrote poems with all our might'.

Man Ray was part of the Dada Movement and before this, he was inspired by Cubism and Expressionism, but when he met Marcel Duchamp, he started to add the aspects of the Dada movement into his own work, then later on, he changed his focus to Dadaism. It was said that he felt like this challenged the perceptions of art, literally and pushed towards spontaneity. Man Ray was one of the leading figures of the Dada Movement.

DADA

In this movement, typography played an important part in Dadaism, the colour of the typography gives a sense of urgency, and this was done by the colour they used which was black and red does this very effectively. Even the placement of the type is arranged in a playful but structured in the way that the artists are trying to show mockery and somewhat of a 'screw it' attitude and making a statement.