



Center for Urban History
of East Central Europe

Jewish History, Common Past and Heritage: Culture, Cities, Milieus

**7th Summer School
July 11 – August 5, 2016**

DR. PIOTR RYPSON

SYLLABUS

**“TECHNOLOGY REVOLUTIONS AND VISUAL/TEXTUAL RHETORIC:
SELECTED CASES IN 20TH AND 21ST CENTURY IN EAST CENTRAL
EUROPE”**

LVIV 2016

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Syllabus

**Technology revolutions and visual/textual rhetoric: Selected Cases in 20th and 21st Century
in East Central Europe**

The course consisting of five lectures focuses around interaction of text and image in modernist culture in CCE with a focus on Poland and its multicultural milieu.

Two lectures break away from this framework, providing on the one hand a historical, longer perspective – and on the other locate the formal achievements of the avant-garde in today’s socio-political context.

The format of the meetings is lecture with rich visual presentations and a following discussion. Each meeting should be approximately 1 - 1,5 hour long.

1. Metaphysics and technology: early experiments with text and image

- First concepts of moving letters: Dante, Kabbalah, Ramon Llull; the advancement of learning at the turn of 16th / 17th centuries and permutation poetry from Western Europe to Lviv Jesuit college poetics

2. First avant-garde moments in Poland in the 1920-s and their publications – and the idea of national form

- The avant-garde within the borders of the Polish state ca. 1919; the quest for combining modernization with national form in Polish, Jewish, Ukrainian culture
- **Suggested Bibliography:** *A Machine for communicating. Around the Avant-Garde Idea of New Typography*. Łódź: Muzeum Sztuki, 2015. *The Avant-Garde Applied 1890-1950*. Exhibition catalogue, Madrid: Fundacion Juan March, 2012; Myroslava M. Mudrak. *The New Generation and Artistic Modernism in the Ukraine*. Ann Arbor: UMI Research Press, 1986.

3. Tadeusz Peiper and “Zwrotnica”: unlikely connection between Madrid and Kraków

- The main avant-garde magazine in Poland was founded by Tadeusz Peiper in 1922 in Kraków; his main collection of manifestoes was published in Lviv in 1925. However, the main impulses seem to have come from Madrid, where Peiper lived between 1915-1920 and was collaborating with Spanish local avant-garde – Ultraism
- **Suggested Bibliography:** Piotr Rypson, ed. *Papież awangardy: Tadeusz Peiper w Hiszpanii, Polsce, Europie*. Warszawa: Muzeum Narodowe, 2015

4. **Constructivism, the Left and Communism – from functional print to radical rhetoric**

- the concept of “functional publication” developed from 1922 onward in Poland under the influence of Soviet constructivism and Western tendencies (de Stijl, etc). It has been later implemented both by publications of the Left (Socialist) as well as of the Communists in Warsaw, Kraków, Lwów etc.
- **Suggested Bibliography:** *A Machine for communicating. Around the Avant-Garde Idea of New Typography*. Łódź: Muzeum Sztuki, 2015. *The Avant-Garde Applied 1890-1950*. Exhibition catalogue, Madrid: Fundacion Juan March, 2012; Andrzej Turowski. *Konstrukttywizm*

5. **Picturing the Political in Poland: from Mass Communication to Communication by Masses**

- This lecture focuses on the recent applications of the avant-garde visual rhetoric in the heated political debate. Constructivist propaganda, Communist & Fascist propaganda, John Heartfield, Mieczysław Berman, political poster, Roman Roman Cieślewicz, Henryk Tomaszewski, political satire, Marek Raczkowski, Twożywo, soccer hooligans, neo-fascism
- **Suggested Bibliography:** Philip M. Taylor. *Munitions of the Mind. A History of Propaganda*. Manchester & New York: Manchester University Press, 1995 (introduction); Dawn Ades. *Photomontage*. London: Thames & Hudson, 1986.