

# FUTURISM

the futurist movement with his art and techniques which were later adapted by other art movements

FORTUNATO DEPERO WAS AN ITALIAN.



who worked as a futurist painter, writer, sculptor and graphic designer. His work greatly influenced

QUALITY MEANING

TYPOGRAPHIC

Depero was born in Fondo, Italy yet grew up in Rovereto where he started out as a young painter who stuck to the social realism and symbolism type of art. It wasn't until his trip to Florence in 1913 that he discovered a copy of the paper Lacerba and an article by one of the Futurist movement founders which inspired him to change his artistic style into futurism. Depero then moved to London and got together with fellow futurist, Giacomo Balla. They wrote the manifesto *Costruzione futurista dell'universo* which expanded upon the futuristic ideals. He further used these ideals to develop into a costume tapestry and set artist using a deconstructive style, which can also be seen in geometric posters and designs. These mathematical based work, in his own words should be viewed as "rigidly stylized and violently colored". Depero is one of the founders of our modern views of advertising. He focussed for many years on graphic design and advertising. Because Depero and Balla developed the futurism style so much, they are one of the most recognized artists associated with the era. Later in his life he moved to the New York to become the only Italian futurist to move to the United States. There he further worked in advertising and designed covers for magazines like *Vogue*, *Vanity Fair*, *Movie Makers*, *Sparks*, and *The New Yorker*. Just like many other artist, Depero was inspired by other artists who had futuristic ideals and used them to further advance his own work and futurist movement. The futuristic philosophy started out with futurist painters who were strongly influenced by cubism. They attempted to express motion, energy and cinematic sequence in their art work. They were known for using the work "simultaneity" for the first time and applied it to the visual arts. They expressed the concurrent existence of different things in one piece of art and they presented different views in the same work of art. The Manifesto of Futurist Architecture, which was written by Antonio Sant'Elia called for construction that was based on technology and science. He wanted design to address the demands of modern life, therefore decoration was not needed and was "absurd." Futurist wanted to convey emotional power and one way they did this was through shapes, but more specifically elliptic lines. Depero, who found manifestos previously written about futurism was inspired tremendously, so much that he completely shifted from social realism and symbolism to the new world of futurism. Depero used his futurist philosophy and applied it to graphic and advertising design. His work was greatly based on posters, typography and advertising, which is why he is now seen as one of the most prominent figures to change the idea of what advertising is and how it should be portrayed.

