





## Module 6 : Readymade & DADA Movement

### Lecture 16 : 'Readymade'; What is DADA Movement: Zurich, Origin of the word Dada, Conclusion

The Lecture Contains:

-  'Readymade'
-  What is DADA Movement: Zurich
-  Origin of the word Dada
-  Conclusion

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## 'Readymade'

Readymade concept is based on common available products that are collected from the market and composing various parts joining, titling and signing it to claim as art. The genesis of the modern sculpture comes from the readymade concept. Installation "As the process involved the least amount of interaction between artist and art, it represented the most extreme form of minimalism up to that time." (Read more: [http://en.wikipedia.org/wiki/Readymades\\_of\\_Marcel\\_Duchamp](http://en.wikipedia.org/wiki/Readymades_of_Marcel_Duchamp) ; January 8, 2012)



Plate 8A 'Fountain'  
(Marcel Duchamp 1913-'17)



8B 'Bottle Rack'



8C 'Bicycle'  
(Duchamp with 'Bicycle')



8D 'In Advance of Broken Arm'

***"I don't believe in art, I believe in artist"***- Marcel Duchamp.

Duchamp instigated a new concept 'retinal Art' that raised lot of argument and debate in the field of art. "Duchamp was not interested in what he called 'retinal art' — art that was only visual — and sought other methods of expression. As an antidote to "retinal art" he began creating readymade at a time (1915) when the term was commonly used in the United States to describe manufactured items to distinguish them from handmade goods."

(Ref. [http://en.wikipedia.org/wiki/Readymades\\_of\\_Marcel\\_Duchamp](http://en.wikipedia.org/wiki/Readymades_of_Marcel_Duchamp) ; January 8, 2012)

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The household articles drew attention of a group of artists which was neglected by art community. Along with the other form of creative art works the creativity in Industrial Design made new entry to the field of art. The new class of artists are socially aware people who could contribute through the application of aesthetic in the field of Industrial Design.

Duchamp's cynicism directed to the conventional art, forced people to think differently. He chose things that are commonly considered as 'anti-art'. Based on 'visual difference' his selection communicated cynicism, humour, ambiguity and sarcasm. Naturally it was quite revolutionary in term of its content and expression. Duchamp insisted, "...an ordinary object elevated to the dignity of a work of art by the mere choice of an artist." Therefore, his approach toward art shook the so-called foundation of art and its appreciation. Having introduced such philosophy Duchamp enormously helped elevated the concept and the dignity of mass-produced objects. During his lifetime he produced only twenty Readymade Art. Machine produced objects (plate 8A-8D) are being baptized as art which forced people to accept Industrial Design as par with other creative field. Machine made products in modern period has earned its respect and dignity due to such revolutionary effort by the artists of early 20th century. Along with Readymade, DADA movement further reinforced the modern thinking and philosophy of art. It involved visual arts, literature, poetry, art manifestoes, art theory, theatre, and graphic design. The concept attracted large number of creative people to assemble under one umbrella to protest against war.

### What is DADA Movement?

DADA is an anti-war movement that was spearheaded by a group of artists in Zurich. In 1916, Hugo Ball, Emmy Hennings, Tristan Tzara, Hans Arp, Richard Huelsenbeck, Sophie Täuber; along with others discussed art and put on performances in the Cabaret Voltaire expressing their disgust with the war and the interests that inspired it. By some accounts Dada coalesced on October 6 at the cabaret.

### Origin of the word Dada (1916-1923)

Dada was born out of negative reaction to the horrors of World War I. ***The origin of the name Dada is unclear.***

Some believe that it is a nonsensical word. Others maintain that it originates from the Romanian artists Tristan Tzara and Marcel Janco's frequent use of the words da, da, meaning 'yes', 'yes' (***Da, Da***) in the Romanian language.

(Ready more: <http://en.wikipedia.org/wiki/Dada> ; January 8, 2012)



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Plate 9A DADA Group  
(Zurich)



9B 'Large Glass'  
(Large Broken Glass)



9C L.H.O.O.Q



9D Man Ray (R) & Duchamp (L)  
(Man Ray & Duchamp plays chess 1924)

(Source : [https://www.google.co.in/search?hl=en&sugexp=les%3B&gs\\_rn=1&gs\\_ri=hp&tok=b5rPxqrlObVQaapKhTkOgw&pq=dada+movement&cp=20&gs\\_id=1i8&xhr=t&q=dada+movement+in+zurich&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bvm=bv.1357700187,d.bmk&biw=1318&bih=600&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=Qr\\_vULTmM9HMkgXHplGoCQ](https://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=1&gs_ri=hp&tok=b5rPxqrlObVQaapKhTkOgw&pq=dada+movement&cp=20&gs_id=1i8&xhr=t&q=dada+movement+in+zurich&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.1357700187,d.bmk&biw=1318&bih=600&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=Qr_vULTmM9HMkgXHplGoCQ) ;

Plate 9B : <http://echostains.wordpress.com/2009/07/29/happy-birthday-marcel-duchamp-better-late-than-never/>

Plate 9D : [https://www.google.co.in/search?hl=en&q=dada+movement+art&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bvm=bv.1357700187,d.bmk&biw=1318&bih=600&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=99HvUMjfDpDirQeTqIH0Ag#um=1&hl=en&tbo=d&tbn=isch&sa=1&q=man+ray+duchamp&oq=Man+Ray+%26+Ducha&gs\\_l=img.1.0.0i33.64.19474.5.24893.20.18.1.1.1.0.428.4332.5j2j3j5j3.18.0...0.0...1c.1.LMV4Tyy7IN0&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bvm=bv.1357700187,d.bmk&fp=25feab866c0a5199&biw=1318&bih=600](https://www.google.co.in/search?hl=en&q=dada+movement+art&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.1357700187,d.bmk&biw=1318&bih=600&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=99HvUMjfDpDirQeTqIH0Ag#um=1&hl=en&tbo=d&tbn=isch&sa=1&q=man+ray+duchamp&oq=Man+Ray+%26+Ducha&gs_l=img.1.0.0i33.64.19474.5.24893.20.18.1.1.1.0.428.4332.5j2j3j5j3.18.0...0.0...1c.1.LMV4Tyy7IN0&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.1357700187,d.bmk&fp=25feab866c0a5199&biw=1318&bih=600) ; January 11, 2012)

**DADA** is an 'anti-war movement' that was spearheaded by a group of artists in Zurich.

**The origin of the name Dada is unclear.** Some believe that it is a 'nonsensical word'. Others believe that a group of artists assembled in Zürich in 1916, "...wanting a name for their new movement, chose it at random by stabbing a French-German dictionary with a paper knife, and picking the name that the point landed upon." Dada in French is a child's word for hobby-horse. **Through the rejection of traditional culture and aesthetics they hoped to destroy traditional culture and aesthetics. Reason and logic had led people into the horrors of war; the only route to salvation was to reject logic and embrace anarchy and the irrational.**

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The uncertainty and horror of war had proved people to challenge the traditional social values and ethics. War had eroded the social values system leading total collapse in societal structure.

The Group (plate 9A) is composed of men and women in participating to form a rebellion group. 'Large Glass' (plate 9B) is a work that is more accidental. The glass was lying in the basement broken in condition. Duchamp framed the broken glass and had drawn while the cracklines remained part of his composition. L.H.O.O.Q (plate 9C) is one of the most remarkable controversial DADA works that Duchamp created. Mona Lisa is a well-known established classical work that symbolizes beauty and aesthetics of Renaissance Period. By adding beard and moustache on Mona Lisa's face certainly it hurt the established theory of aesthetic appreciation. He purposely wanted to shake the foundation of the traditional believes and practices. Duchamp revolts against the traditional social believe and practices.

The most rebellion characteristics of Duchamp have always amazed people who always worked in his own term. Duchamp, when he is a well established artist, declared that he has produced enough 'junk' for the museum and galleries and would no longer create artwork. He claimed that creating art and exhibiting in gallery for sale and expecting appreciation is hypocrisy, since artist expects people to appreciate while he does for his own creative satisfaction only. Therefore, he would not produce any artwork. In place of creating artwork he played chase with his photographer friend Man Ray (plate 9D) and claimed that each of his moves is as creative as work of art. And playing chase gives him the same creative satisfaction. Rest of his life for the next fifteen years he played chase with his friend Man Ray.

### Conclusion

'Readymade' and 'DADA' movements have helped people to recognize the creativity of machine produced consumer products as art. The movements have baptized Industrial Design as work of art. DADA became an icon of anti-war protest symbol. In the recent history number of artists, musicians and other creative people have symbolically protested against war through anti-art symbolism for which DADA philosophy stood for. However, the Readymade and DADA movements have greatly benefited machine produced products (Industrial Design) to be considered as work of art. Hence, the modern Industrial Design schools must recognize the contribution of the above two art movements that baptized consumer products as work of art.

