

BLURRED LINES

From Concrete Poetry to Design

Our languages are on the road
to formal simplification.
Abbreviated, restricted forms
of language are emerging.

fragm nt
ragment
fra me
ragme
agm nt
gment
me t
f ent
ag
agmen
ment
fra ment
fr gmen
frag e t
ra m nt
frag ent
me
fragment
t
fr gment
fra ent
ragment
frag en
fragme
fragm
fra ment
frag
fra
ragm nt
agment
frag nt
f agm nt

ag ent
f gment
fra ent
f t
r gment
a ment
a me
a me t
rag e
ra t
a t
ment
frag
me t
f a me
fra me
f a me
f ag
ra me
ag ent
g ent
ent
fragmen
men
ag en
a men
r e
ment
f a nt
fragm n
rag ent
f e

fr gme t
fra m nt
frag ent
m
gme
fr gme t
frag ent
fra me t
fr ment
f ent
ment
frag en
fragme
fr gm
frag
fra
fr
f
f gment
fragm nt
fragme
ag ent
fragme
fr gment
gm t
f t
a e
gm
me
ment
f nt
ragme t

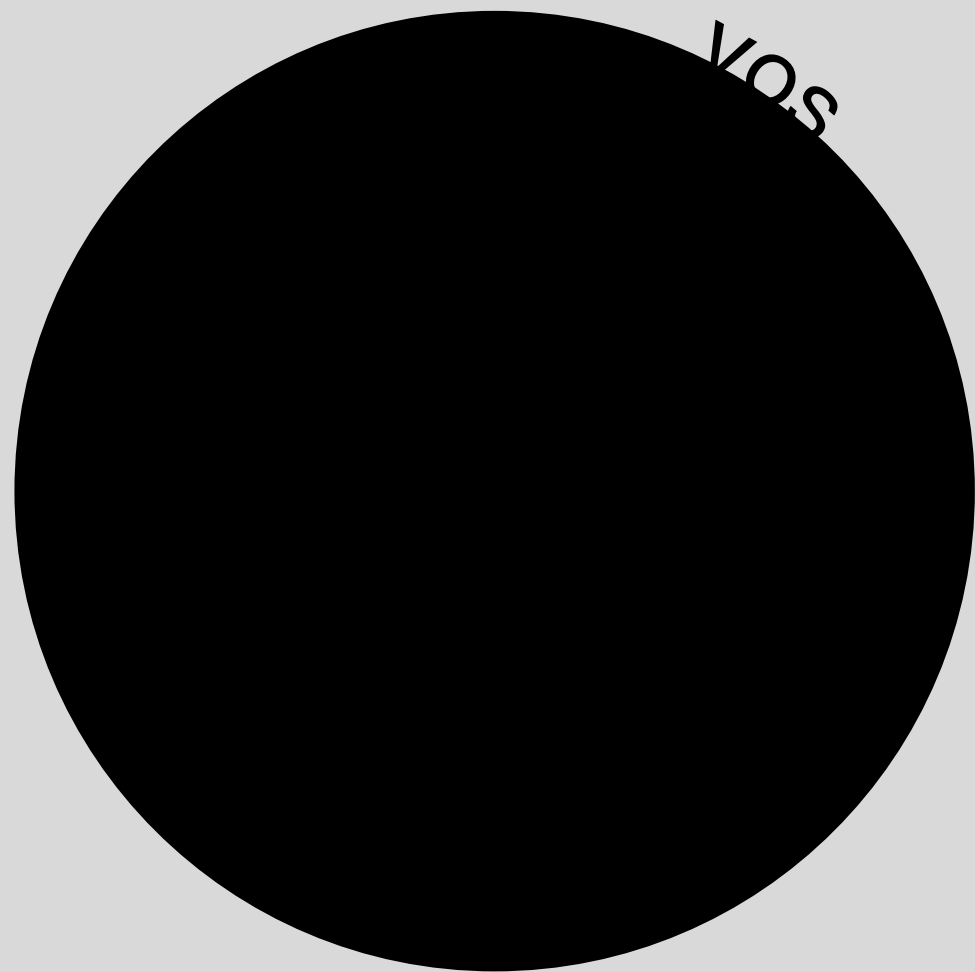
HOW TO TELL YOU

<3

SOMETHING SWEET

The content of a sentence
is often conveyed in a single
word.





YOU, THE OTHER.
THE IMPENETRABLE

MEMORIES
GO
BY
LIKE
DAYS
ON
THE
CALENDAR

MEMORIES

GO

BY

LIKE

DAYS

ON

THE

CALENDAR

Longer statements are often
represented by small groups
of letters.

MOVE

ME

UNTIL

IT

IS

move

move

move

move

move

move

move

m e

over

O

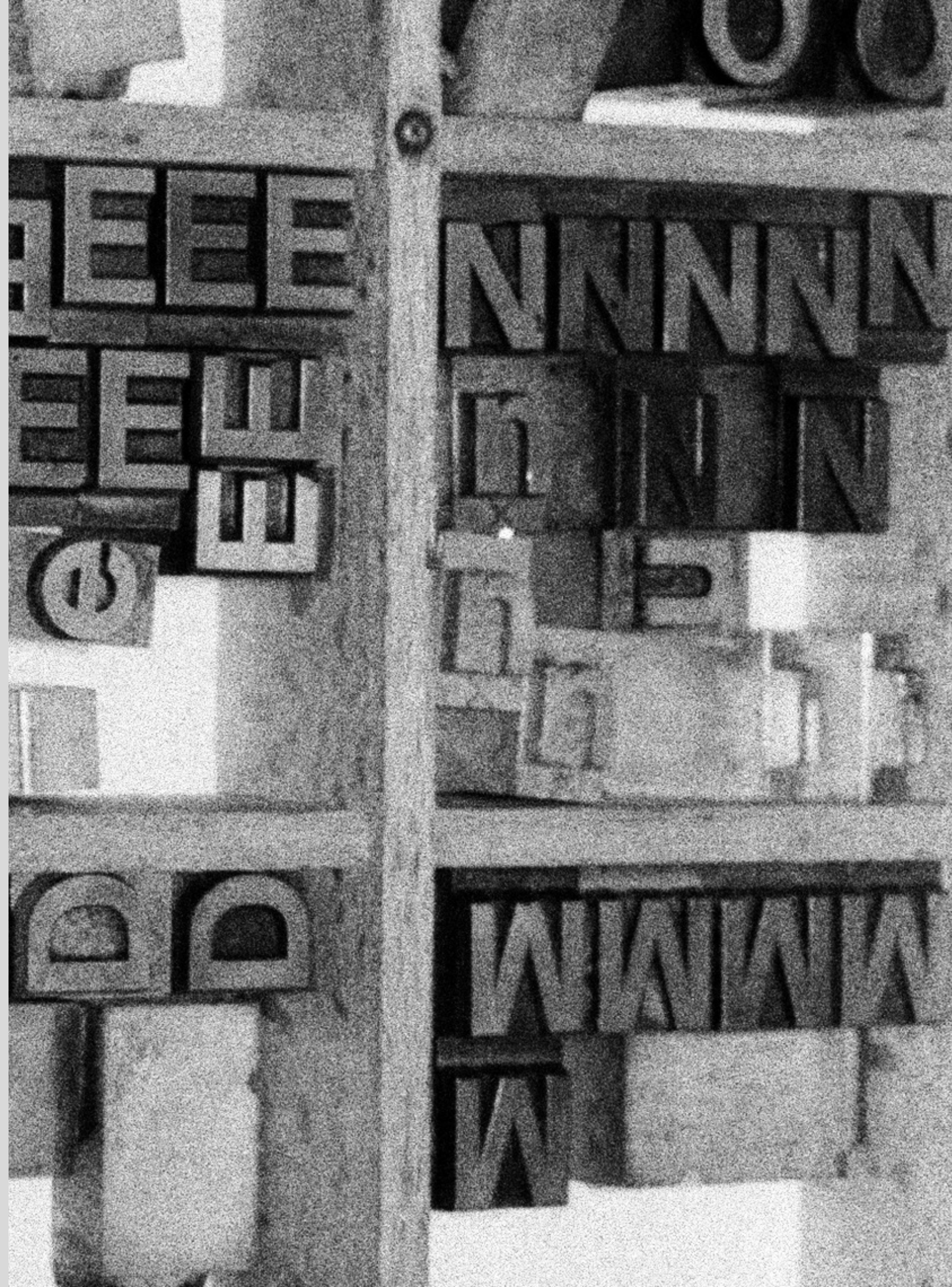
V

E

R

[illegible]

TRUST THE ARCHITECTURE

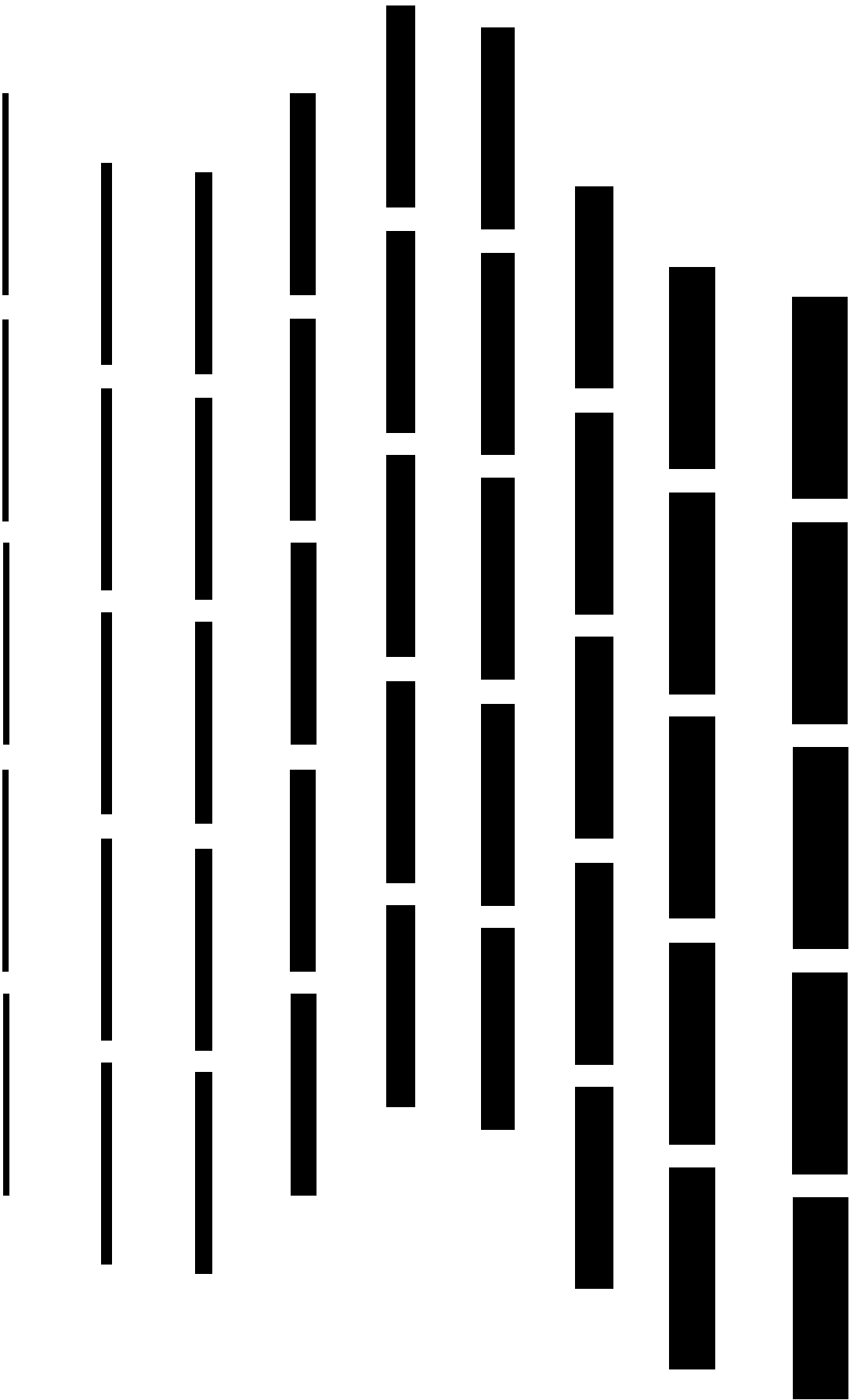


Moreover, there is a tendency among languages for the many to be replaced by a few which are generally valid.

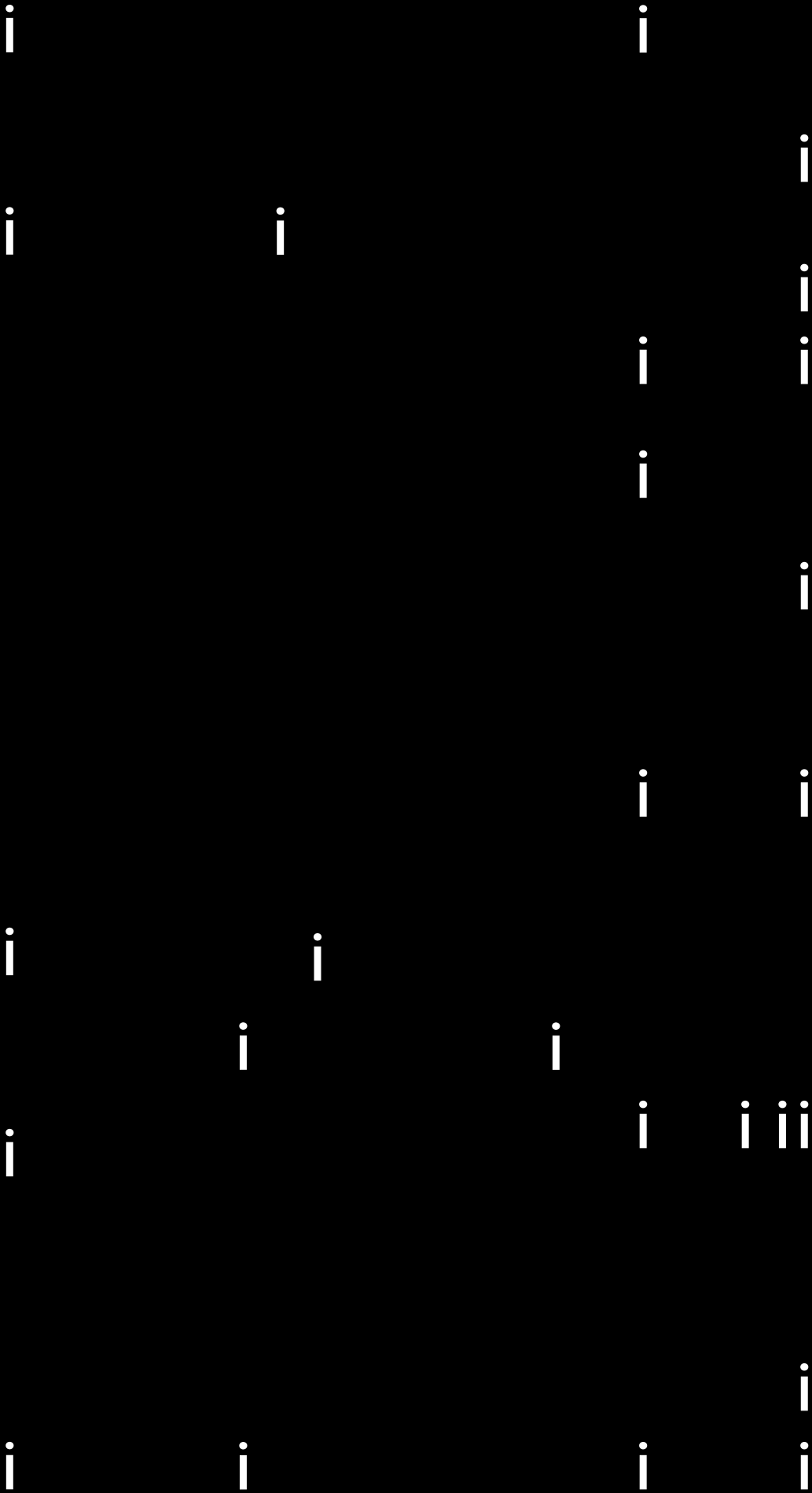
MIND THE GAP!

[illegible]

W E I G H T S



Does this restricted and
simplified use of language
and writing mean the end of
poetry?



PEOPLE IN LONDON AT 7:30 AM



Certainly NOT.
(!)

”

“

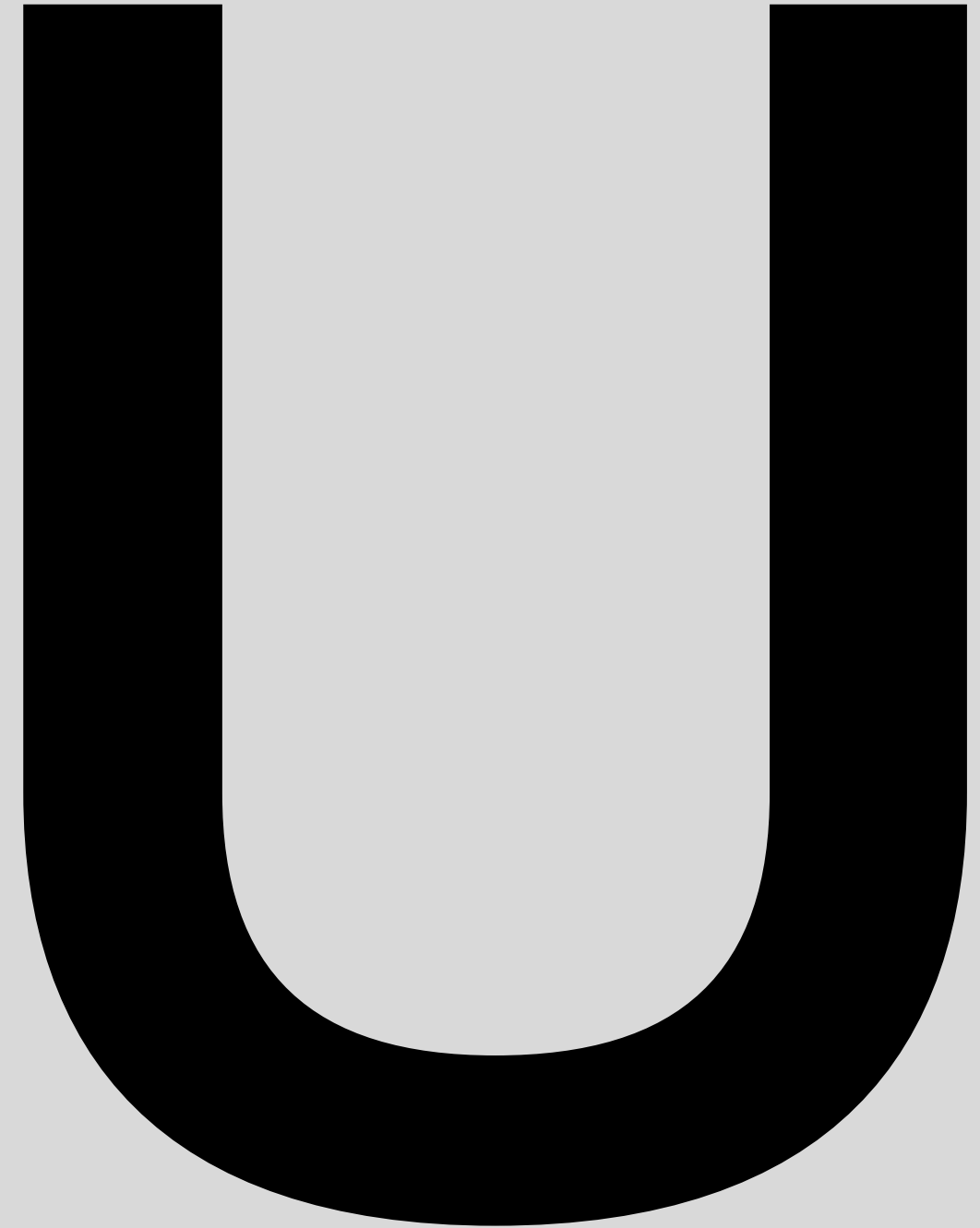
TO SEE ONE PERSON YOU NEED TWO

Restriction in the best
sense – concentration and
simplification – is the very
essence of poetry.

TO

WRITE

A



LOVE

POEM

:

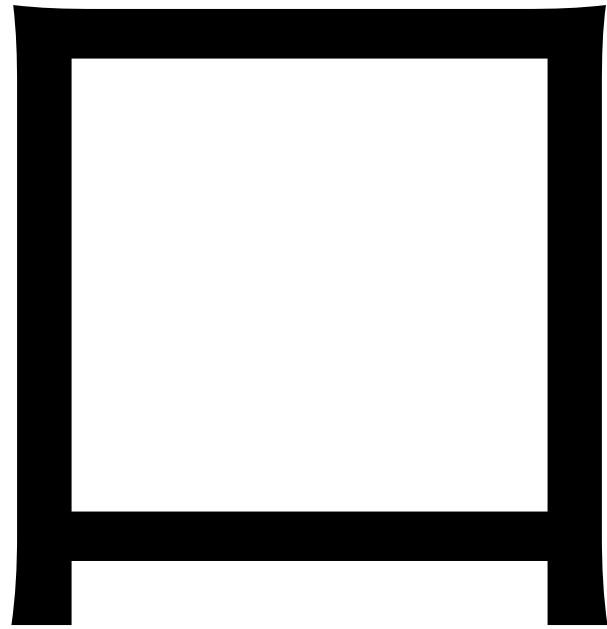
I AM

⌚ AM

1 AM

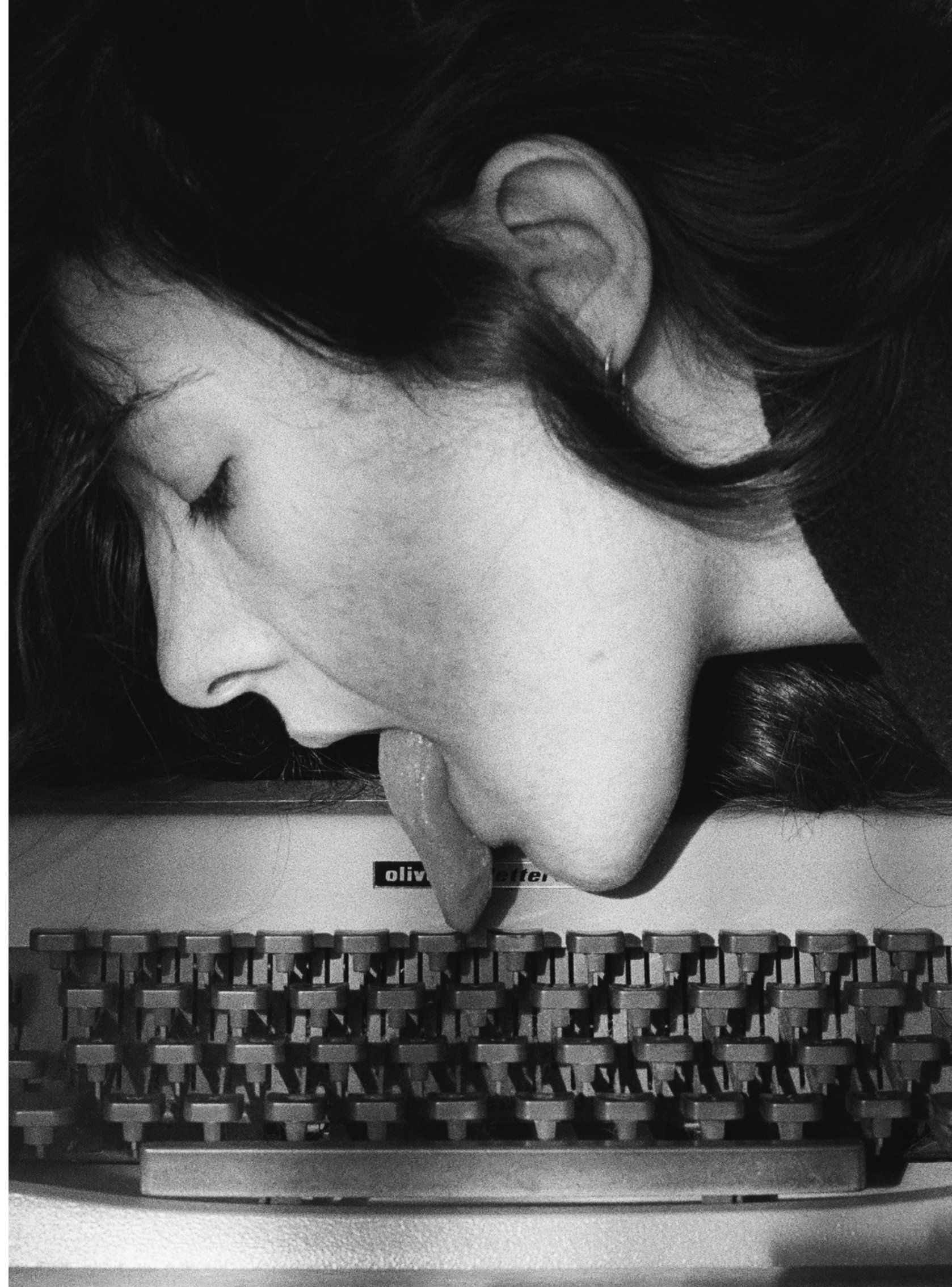
From this we ought perhaps to conclude that the language of today must have certain things in common with poetry, and that they should sustain each other both in form and substance.

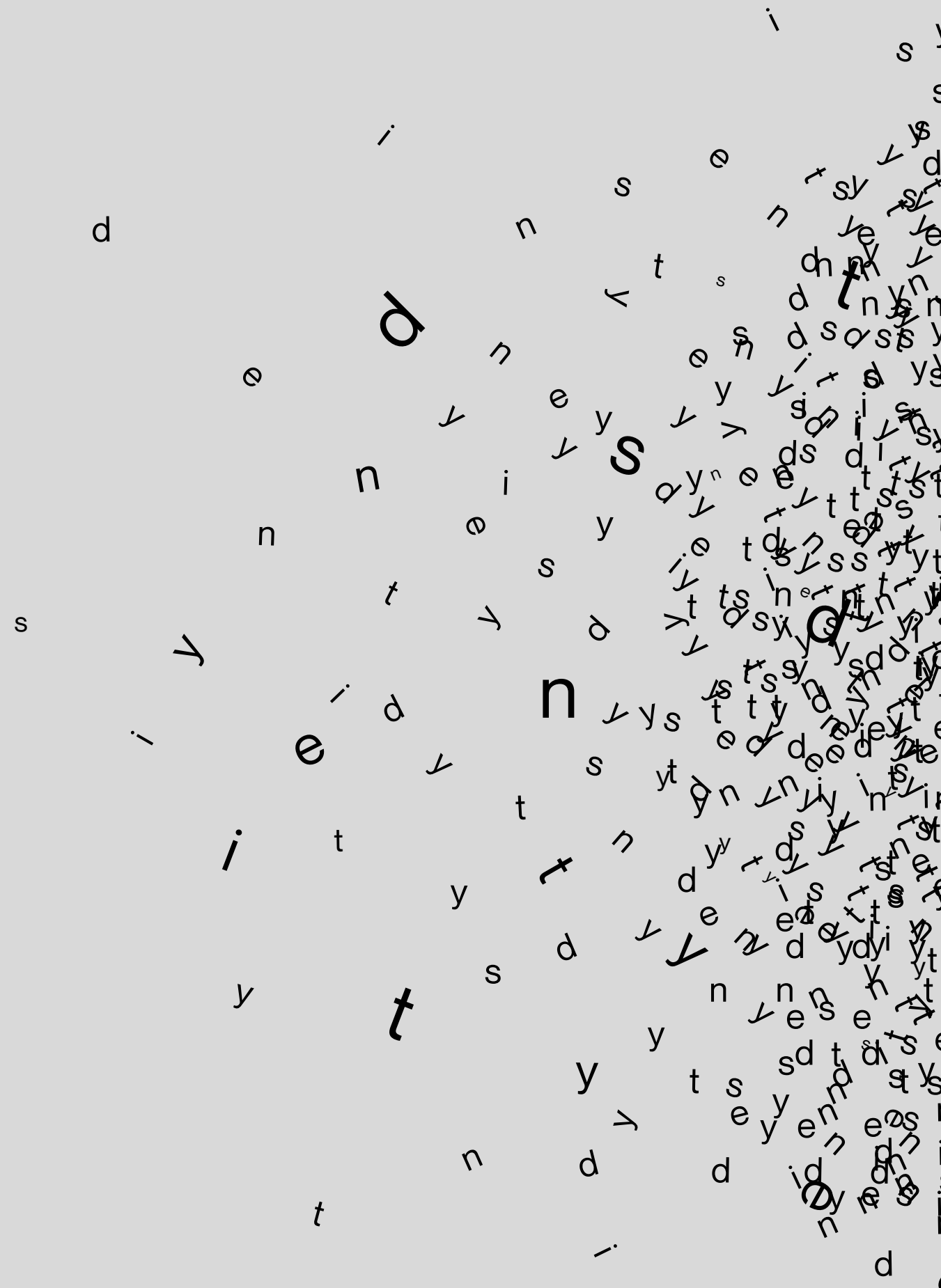
□ = MOUTH



E Q U A L I T Y
E Q U A L I T Y
E Q U A L I T Y
E Q U A L I T Y
E Q U A L I T Y
E Q U A L I T Y
E Q U A L I T Y
E Q U A L I T Y

UNITED BY THE SENSE OF TASTE





In the course of daily life this relationship often passes unnoticed. Headlines, slogans, groups of sounds and letters give rise to forms which could be models for a new poetry just waiting to be taken up for meaningful use.

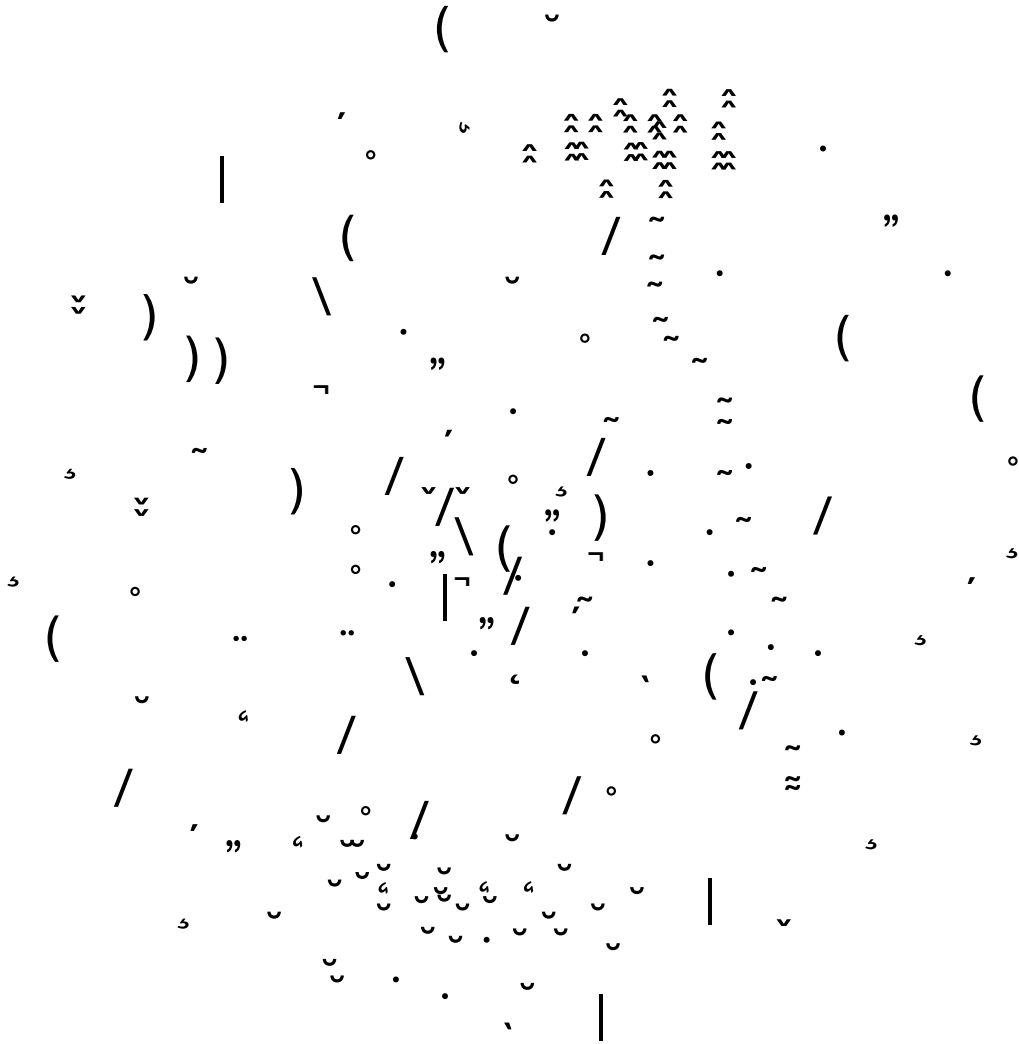
THE
A
THE

B

VIEW
O

V

FROM
E
CITY



500 m



50 km

The aim of the new poetry
is to give poetry an organic
function in society again, and
in doing so to restate the
position of poet in society.

V E N I C E

solar light

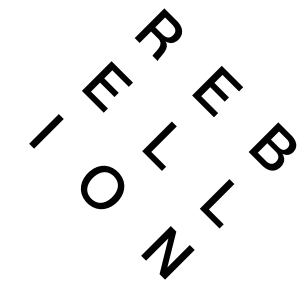
poet
designer

projection of the light



C O N
F O R
M I S M

C O N
F O R
M I S M



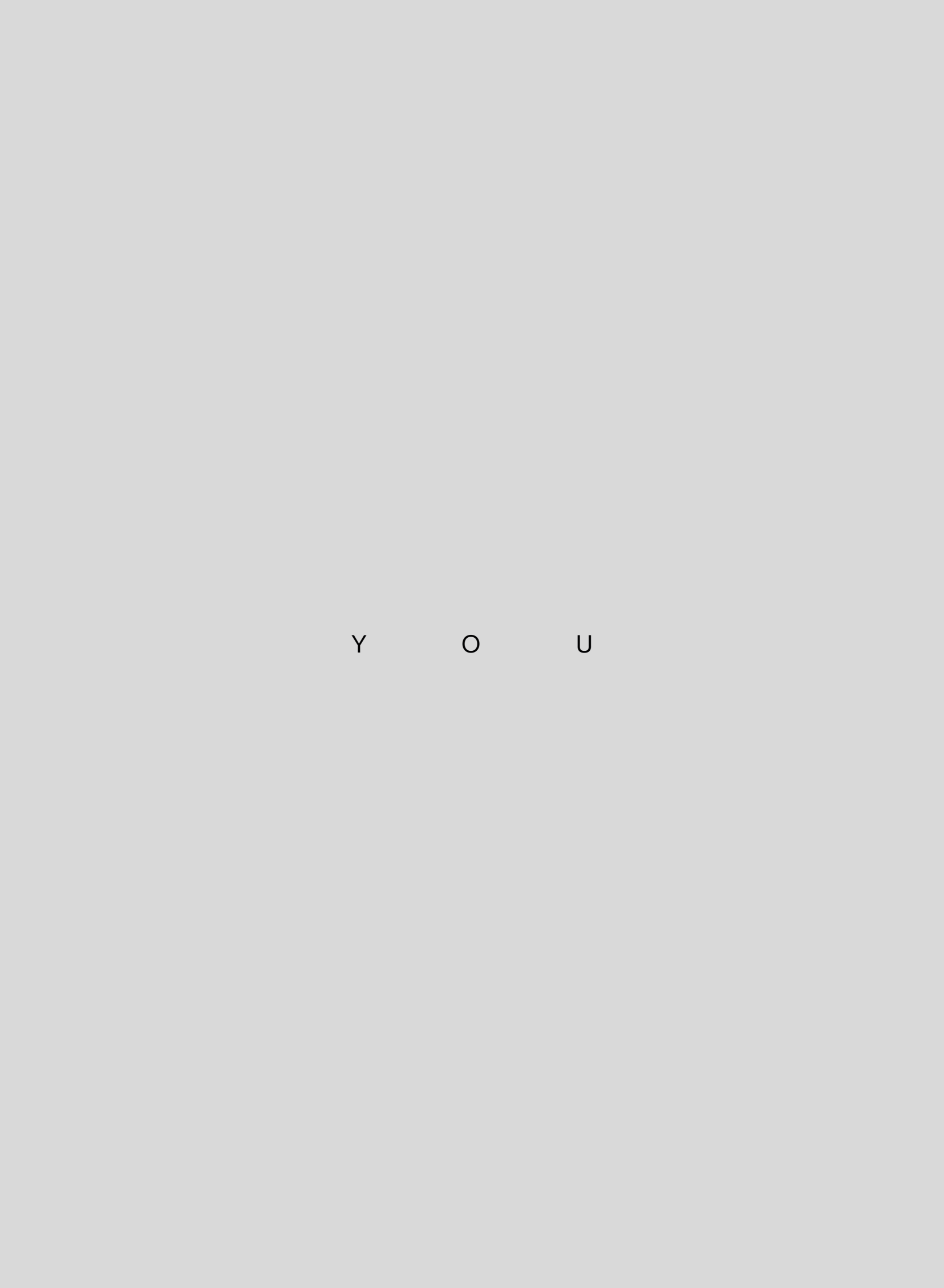
C O N
F O R
M I S M

C O N
F O R
M I S M

C O N
F O R
M I S M

DIFFICULTY OF DETACHMENT

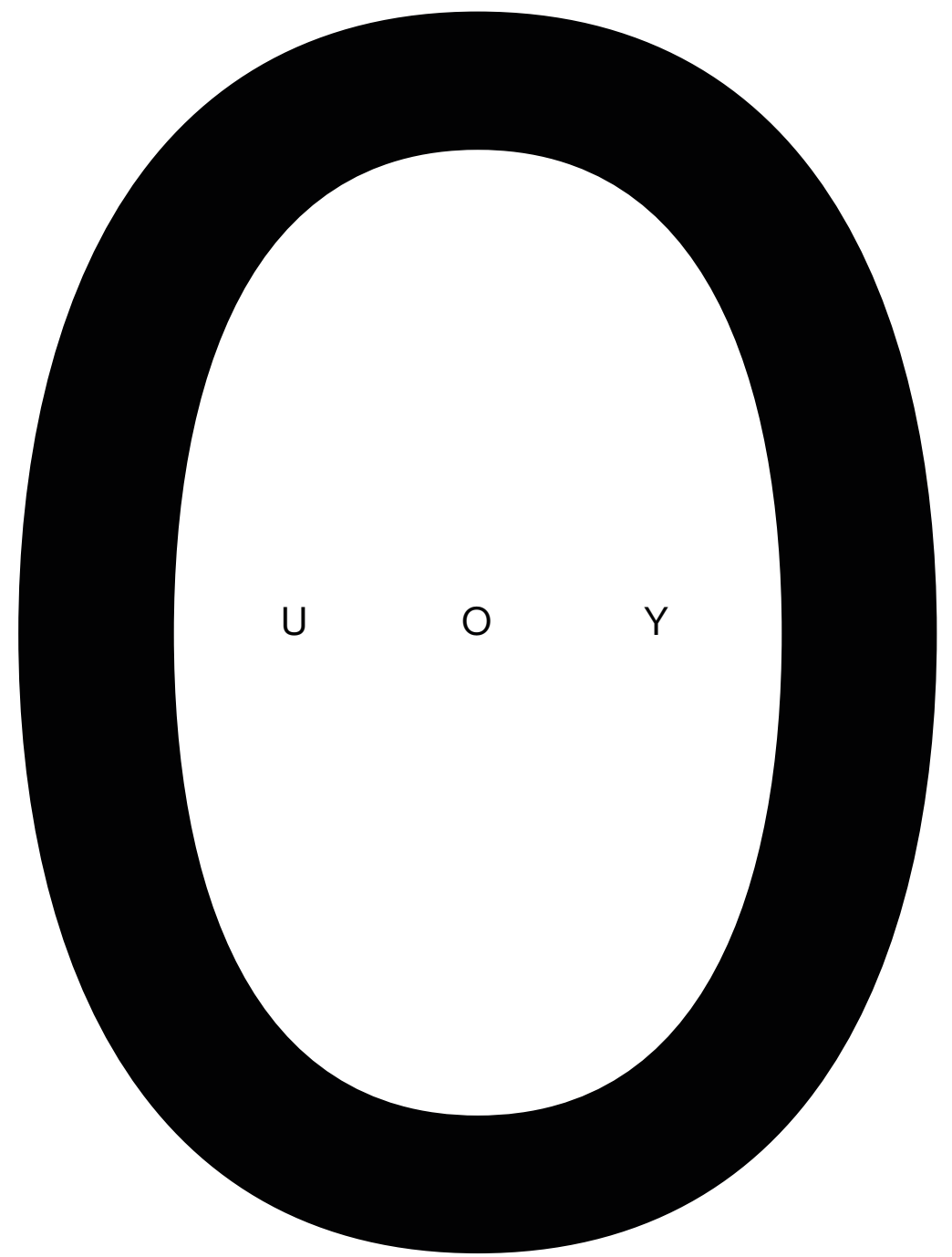
Bearing in mind, then,
the simplification both of
language and its written form,
it is only possible to speak of
an organic function for poetry
in terms of the given linguistic
situation.



Y O U

A

ZERO

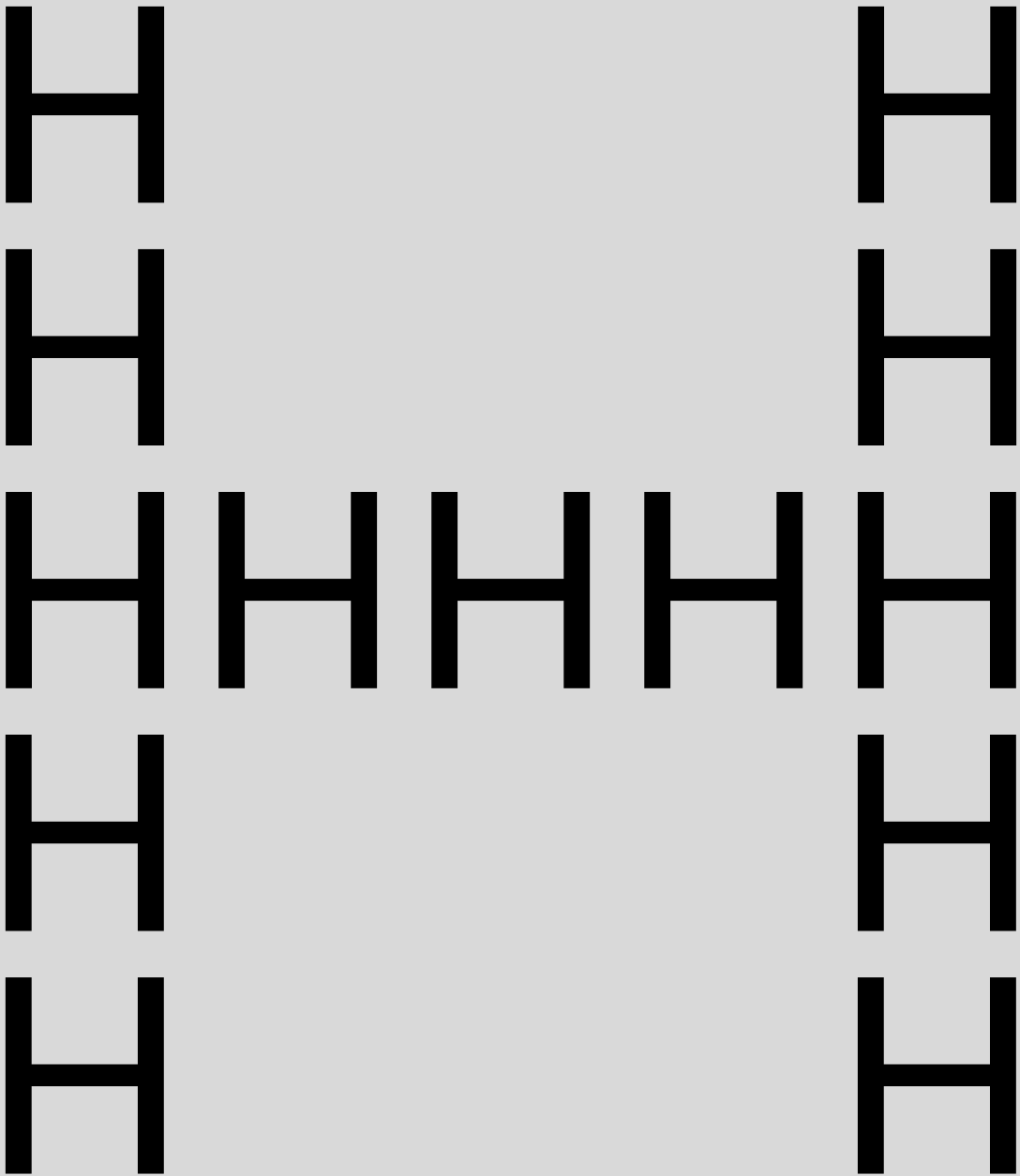


U O Y

MIRROR

A

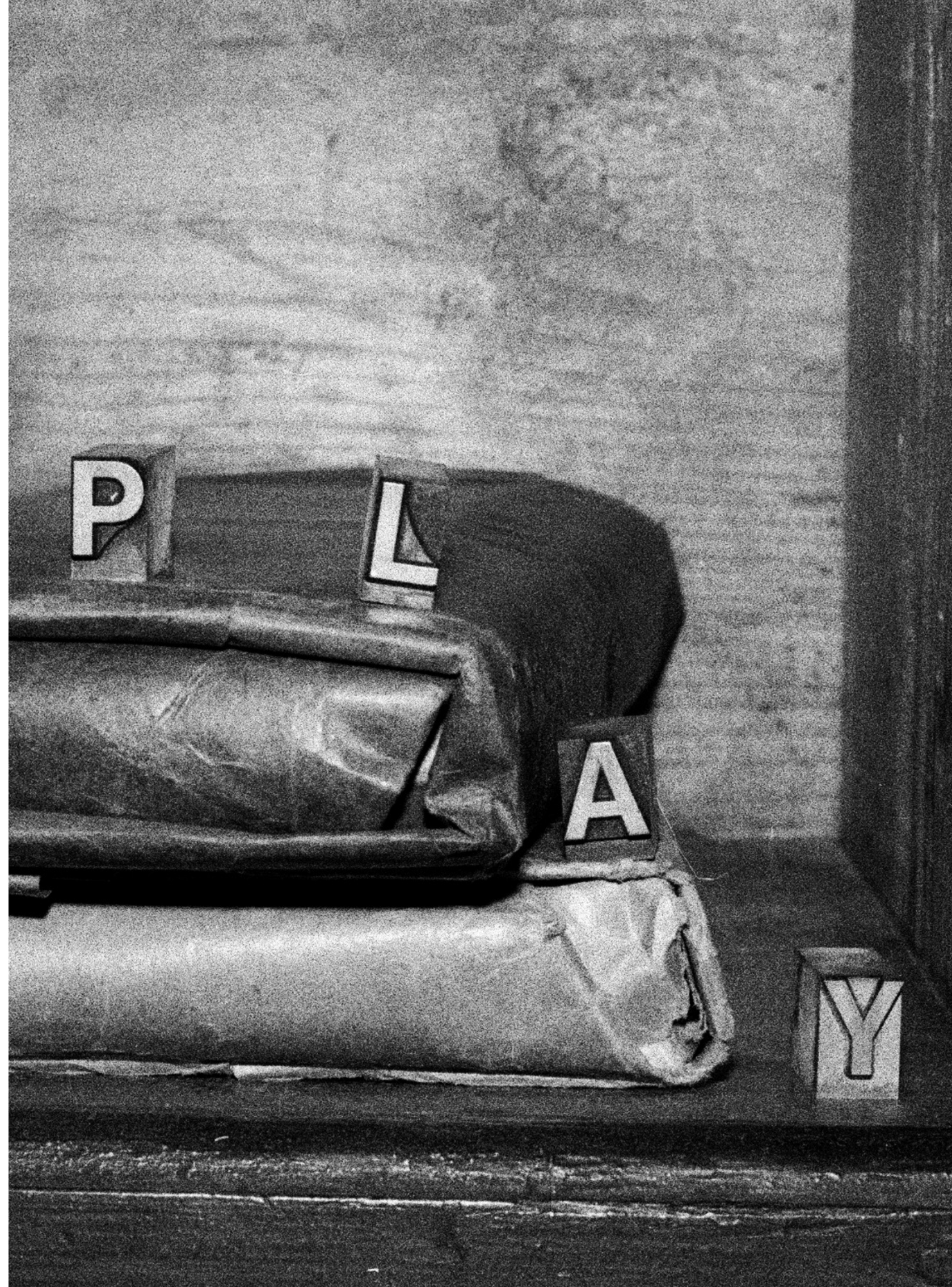
So the new poem is simple
and can be perceived visually
as a whole as well as in its
parts.



IS THIS A LADDAR

OR IS THIS AN "H"?

It becomes an object to be both seen and used: an object containing thought but made concrete through play-activity, its concern is with brevity and conciseness. It is memorable and imprints itself upon the mind as a picture.





Its objective element of play
is useful to modern man,
whom the poet helps through
his special gift for this kind of
play-activity.

A(MUSE)MENT
A(MUSE)MENT
A(MUSE)MENT
(MUSE) =
INSPIRATIONS
INSPIRATIONS
INSPIRATIONS

Being an expert both in language and the rules of the game, the poet invents new formulations. By its exemplary use of the rules of the game the new poem can have an effect on ordinary language.

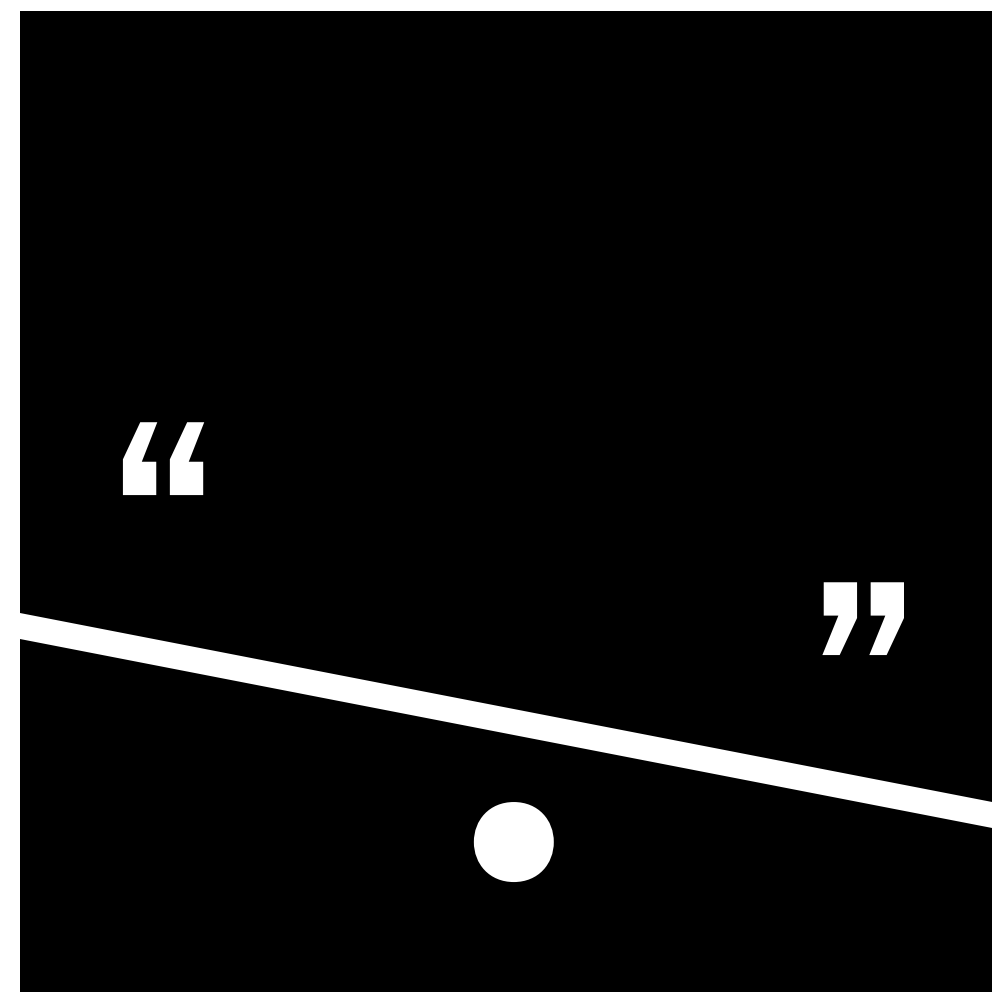
The constellation is the simplest possible kind of configuration in poetry which has for its basic unit the word, it encloses a group of words as if it were drawing stars together to form a cluster.

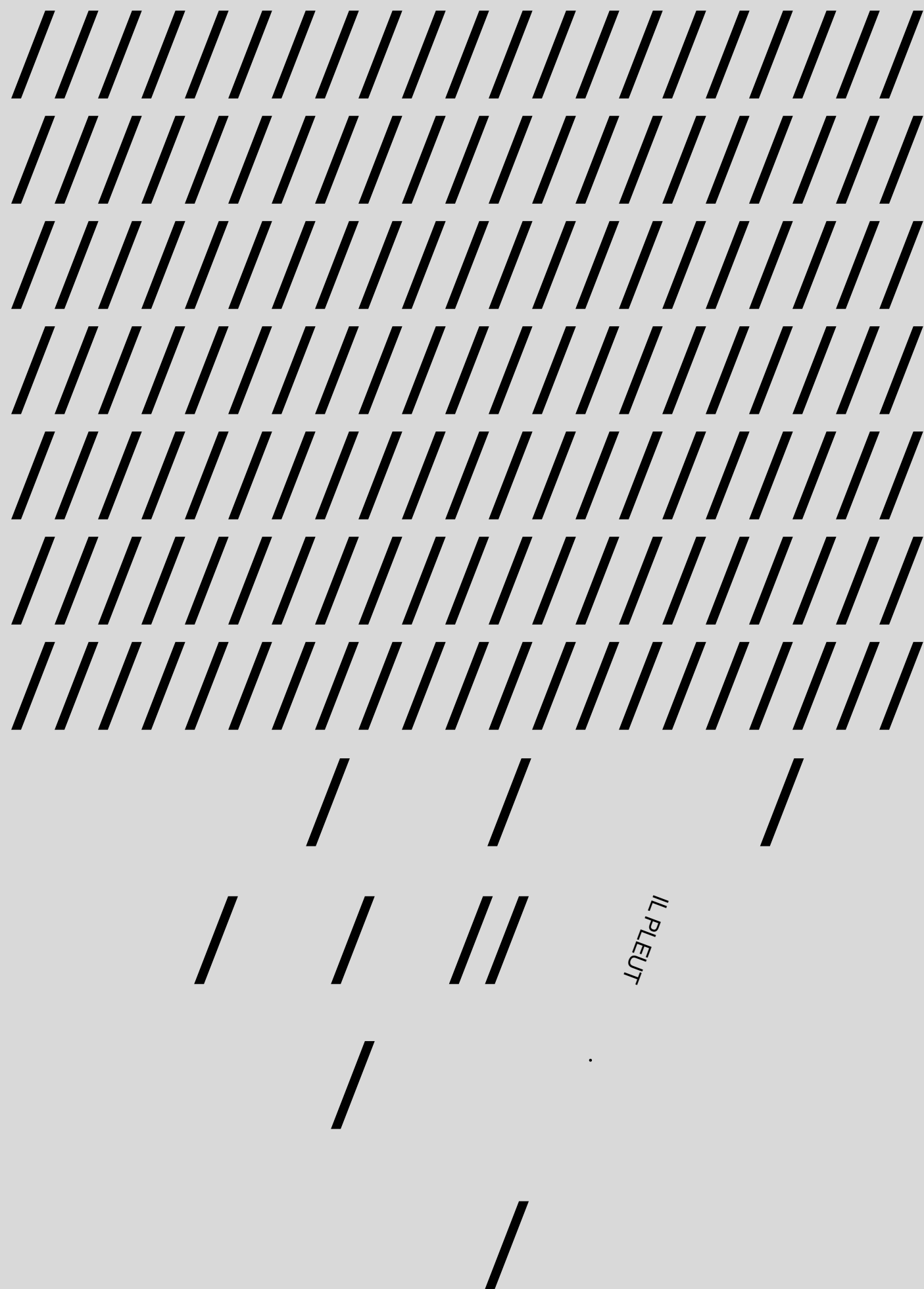
OUR TIME IS A BLANK SPACE



BETWEEN BIRTH AND DEATH

The constellation is an arrangement, and at the same time a play-area of fixed dimensions.





The constellation is ordered
by the poet. He determines
the play-area, the field
or force and suggests its
possibilities. the reader, the
new reader, grasps the idea of
play, and joins in.

**The constellation
is an invitation.**

(now it's your turn)

