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COMD 3504-OL01

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Bring in Da Noise Bring in Da Funk (Paula Scher)

Poster

60" x 45"

1995

Many artists were constructivist. Constructivism is an art movement that was started in Russia. It started in the early-1900's and ended in the mid-1900's. Though the movement ended in the mid-1900s many artists still follow this theory in their work. One of those artists is Paula Scher. Paula Scher's work is heavily influenced by constructivism and typography. This poster was created in 1995 by Paula Scher. It was created as part of a series of posters for The Public Theater.

Paula Scher is an American multi talented artist. She is known as an art educator in design, a graphic designer, and a painter. Scher has created many different designs for top companies in New York City, such as the Museum of Modern Art, the New York Botanical Garden, and the New York City Ballet. In 1996 Scher received a "Beacon Award for integrated corporate design strategy." Some of Scher's designs were created for the Public Theater to raise public awareness about the different designs for the public theater and to increase the amount of people who attended public theater events, such as the production of *Bring in Da Noise, Bring in Da Funk*.

The poster for *Bring in Da Noise, Bring in Da Funk* has "wood typefaces" which was used to identify The Public Theater's style for advertising their events. The wood typefaces were popular because of how big and bold they were. These would get the attention of the people they were trying to invite in the Public Theater. With this change in appearance created by Paula Scher, advertisements for the theater were placed all over New York City. Their style of typography appeared in different forms such as magazine layouts, posters and much more. With each creation she shows different forms of typography and how important it was to her.

Based on the readings from "Course in General Linguistics" by Ferdinand Saussure and "Design Writing Research" by Ellen Lupton-Miller. Language is universal and it varies. It is connected to various designs and they are used as expressions. Scher was influenced by Russian

constructivism because of its typographic nature. She created a graphic language which portrayed street typography and graffiti.

Constructivism was started in Russia as a form of expression in what they believed to be a new beginning with the Russian Revolution. This form of art was promoted to elevate the out of society and to meet its needs. Once it was started it became popular around the world quickly because of its unique nature and the experiments and promotions in the different art forms such as photo montage, printmaking, graphic design, and painting done by Lissitzky.

Scher was fascinated with the constructivism theory created by the Russian artist so she emulated and embodied it in her work. She created different designs using the basic features of constructivism art. Here she combined photography and typography to construct her many unique designs. She was able to use different types and colors in her designs. There were no set rules on type or how the type should be placed on her designs so, she developed her own inspiration based on some aspects of the constructivism theory.

Scher's work can be seen all over, but it is very popular here in New York City. Her typography pulls your attention towards it as the art dominates the area it is in. As I observed the poster "Bring Da Noise, Bring the Funk, " I see how much Scher has mastered and made her typography her own style.

Based on our previous readings "Who We Are: Manifesto of the Constructivist Group" by Aleksandr Rodchenko and "Our Book" by El Lissitzky. Lissitzky believe that Constructivism would help technology and art of today evolve. This is one of Scher 's first posters for the Public Theater's Bring in Da Noise, Bring in Da Funk production and was done in 1995. It was

advertising public events and inviting people to the theater therefore, it was not done in a traditional form but, in the context where it attracts people.

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