

Industrial and mechanical iconography in the historical avant-garde

Until the 19th century, the progress of art was regarded as homogeneous and accumulative, subject to a single scale of values and dedicated to the search for beauty, a concept that varied with the social and ideological norms reigning at each historical moment. With the consolidation of the industrial era at the start of the 20th century, the artistic panorama was transformed, mutating at the same pace as advances in technology. Never again was art to develop under a single framework of influence. Instead, new ways of thinking, planning and execution were now introduced to the field. The omnipotent presence of machines and assembly lines, the symbiosis of the human being and the machine, aggressive publicity, the effect of appropriation exercised on our landscape by industrial buildings, full awareness of the alienation of workers as an effect of Luddism and Taylorism, the consolidation of a society of masses and the construction of the proletariat as revolutionary praxis became sources of inspiration for new forms of art that abandoned mimesis and offered aesthetic responses to the cultural, social and economic problematics then affecting human being and society.



Audio. Arseny Avraamov.

Sinfonía de las Sirenas (Symphony of Sirens), Baku, 1922
Version by Leopoldo Amigo and Miguel Molina-Alarcón
Produced by the Intermedia Creations Laboratory of the Department of Sculpture of the Universitat Politècnica de València. Duration 28'10"

01. John Heartfield

Magazine *AIZ* (*Arbeiter Illustrierte Zeitung*), no. 20, "Dr. Goebbels, der Gesundheitsbeter" ("Dr. Goebbels, the faith healer), (p. 320), 1934 38 x 28 cm

IVAM Institut Valencià d'Art Modern, Generalitat.
Colección Marco Pinkus

02. John Heartfield

Magazine *AIZ* (*Arbeiter Illustrierte Zeitung*), no. 36, "Thälmann, das ist eine Fahne! Die Grosse, heilige Sache der Menschheit! Die Idee!" ("Thälmann, here is a banner! The great holy cause of mankind! The idea!" [André Gide]), (p. 569), 1934, 38 x 28 cm

IVAM Institut Valencià d'Art Modern, Generalitat.
Colección Marco Pinkus

03. John Heartfield

Magazine *AIZ* (*Arbeiter Illustrierte Zeitung*), no. 44, "Ein neuer Mensch- Herr einer neuen Welt" ("A new man - Master of a new world"), (p. 697), 1934, 38 x 28 cm

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Colección Marco Pinkus

04. John Heartfield

Magazine *AIZ* (*Arbeiter Illustrierte Zeitung*), no. 15, "Und auf Hitlers Friedensangebote folgen "alsbald" seine Friedenstauben" ("And Hitler's peace offers are followed 'directly' by his peace doves") (p. 225), 1936, 38 x 28 cm

IVAM Institut Valencià d'Art Modern, Generalitat.
Colección Marco Pinkus

05. John Heartfield

Front covers of the book *Der grosse Strom* (The Great Current), by Frida Rubinder, Vienna, 1930. 19.2 x 25.5 cm
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Colección Marco Pinkus

06. John Heartfield

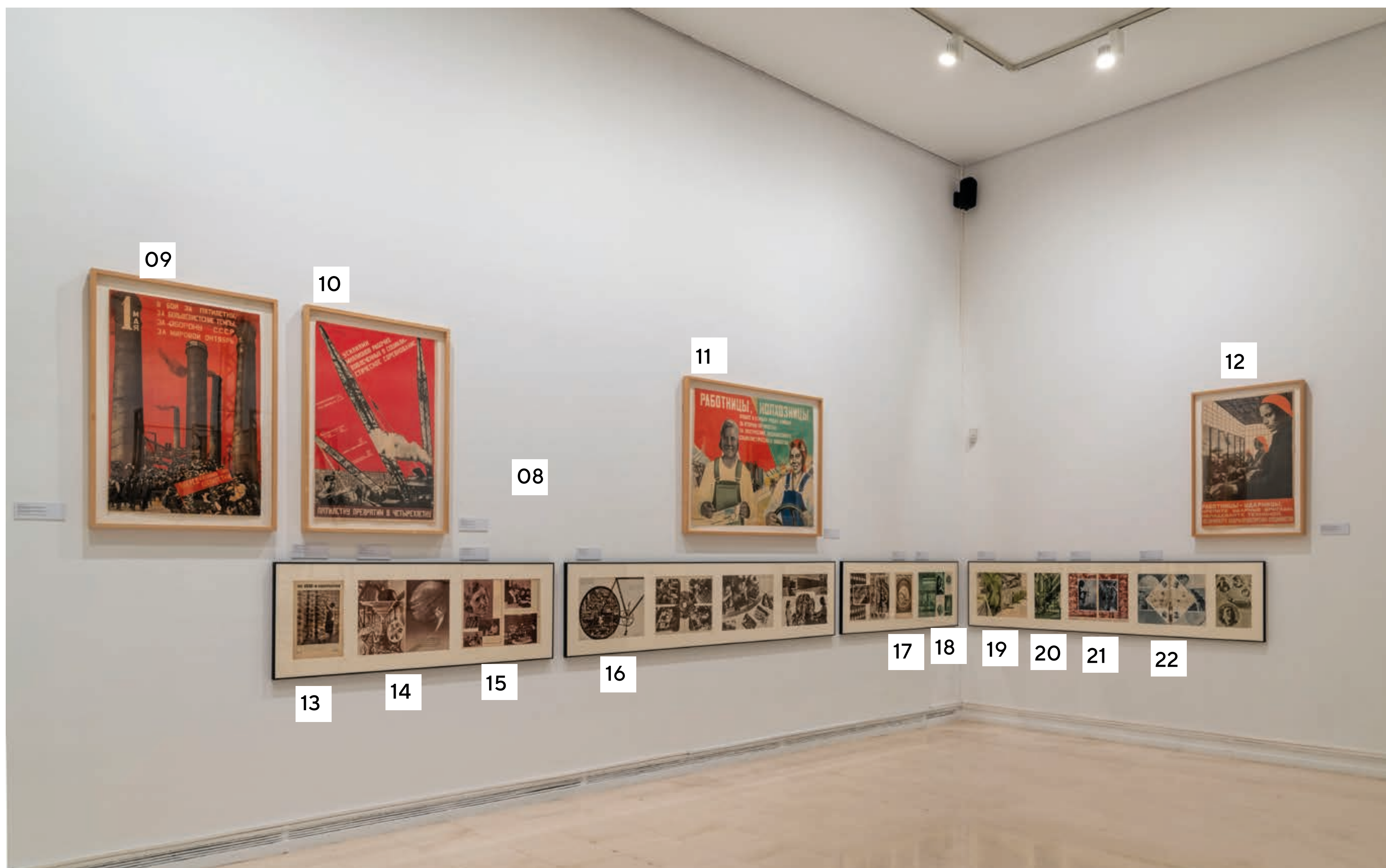
Covers of the book *Im Lande der Rekordzahlen*, by J. Dorfmann, 1927. 20.2 x 13 cm
IVAM Institut Valencià d'Art Modern, Generalitat.
Colección Marco Pinkus

07. John Heartfield

Photomontage for *Amerika du hast es besser*, 1928
23 x 15.5 cm
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Colección Marco Pinkus

08. Paul Sloane

The Tiller Sunshine Girls. Choreography by Mary Read.
Excerpt from the film *Half Shot at Sunrise*, 1930. Director: Paul Sloane. From 41'39" to 43'47"
Courtesy of Internet Archive



09. Gustav Klucis

1º de mayo. A la lucha por el plan quinquenal (1st of May. Off to fight for the 5-year plan!), 1931. Poster.

101.5 x 70.1 cm

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10. Gustav Klucis

Fulfill the 5-year Plan in Four Years, 1930. Poster.

104.5 x 74 cm

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11. Natalia Sergeevna Pinus-Bucharova

Untitled, 1932. Poster. 96 x 138 cm

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12. Valentina Kulagina

Women Workers - Strengthen the Shock Brigade, 1931.

Rotogravure poster on paper. 98 x 71 cm

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USSR IN CONSTRUCTION /WOMEN WORKERS

13. USSR in Construction, vol. 2, 1930. Inside cover. Rotogravure impression. 41.6 X 29.9 cm

14. USSR in Construction, vol. 1, 1938. Inside double page. Rotogravure impression. 41.6 X 29.9 cm

15. USSR in Construction, vol. 4, 1938. Inside double page. Rotogravure impression. 41.6 X 29.9 cm

16. USSR in Construction, vol. 7, 1935. Rotogravure impression 41.6 X 29.9 cm. 5 inside double pages

17. USSR in Construction, vol. 3, 1930. Inside cover. Rotogravure impression. 41.6 X 29.9 cm

18. USSR in Construction, vol. 2, 1936. Inside double page. Rotogravure impression. 41.6 X 29.9 cm

19. USSR in Construction, vol. 5, 1933. Inside double page. Rotogravure impression. 41.6 X 29.9 cm

20. USSR in Construction, vol. 7, 1933. Inside page. Rotogravure impression. 41.6 X 29.9 cm

21. USSR in Construction, vol. 5, 1937. Inside page. Rotogravure impression. 41.6 X 29.9 cm

22. USSR in Construction, vol. 12, 1935. Inside double page. Inside page. Rotogravure impression. 41.6 X 29.9 cm



23. Agustín Jiménez Espinosa

Serpientes (Snakes), c. 1930. Gelatin silver on paper, vintage print. 18 x 23.7 cm

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24. Agustín Jiménez Espinosa

Flores (Flowers), c. 1930. Gelatin silver on paper, vintage print. 18.5 x 23.9 cm

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25. Agustín Jiménez Espinosa

Movimiento (Movement), c. 1930
Gelatin silver on paper, vintage print. 23.9 x 18 cm

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26. Jaromír Funke

Man at work, n.d.
Gelatin silver on paper, vintage print. 35.7 x 30 cm

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27. Boris Ignatovich

Lever, 1930
Gelatin silver on paper, vintage print. 17.9 x 24.3 cm

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28. Boris Ignatovich

Engines, 1930
Gelatin silver on paper, vintage print. 24.2 x 16.6 cm

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29. Germaine Krull

Métal, book of 64 collotype plates, Paris, c. 1927-1928
29.9 x 23.6 cm (binder)
29 x 22.5 cm (each plate)

IVAM Institut Valencià d'Art Modern, Generalitat



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Métal, book of 64 collotype plates, Paris, c. 1927-1928

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IVAM Institut Valencià d'Art Modern, Generalitat

30. John Heartfield

Magazine VI (Die Volks-Illustrierte), no. 20, "Die Ursache. Autarkie" ("The cause. Autarky"), (p. 321), 1937. 38 x 28 cm

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Colección Marco Pinkus

31. John Heartfield

Magazine VI (Die Volks-Illustrierte), no. 11, "1914 Belgien, 1936 Spanien" ("1914, Belgium, 1936, Spain"), (p. 176), 1936

38 x 28 cm

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Colección Marco Pinkus

32. John Heartfield

Magazine AIZ (Arbeiter Illustrierte Zeitung), no.

49, "Vorläufer von Fotomontagen in Nummer 49"

("Precursors of photomontage in number 49"), 1931 'Bei den Roten Segelfliegern' ("With the Red Gliders").

38 x 28 cm

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Colección Marco Pinkus

33. John Heartfield

Magazine AIZ (Arbeiter Illustrierte Zeitung), no. 28,

"MacDonald - Socialism. MacDonald = Sozialismus",

(p. 543), 1930. 38 x 28 cm

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Colección Marco Pinkus

34. Pere Català Pic

Desig de vol (Wish to Fly), 1931

Gelatin silver on paper, positive print taken by his son Pere Català i Roca in 1969. 27.2 x 37 cm

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35. Arturo Ballester Marco

Cód.59 (Nº. 59 / Nº Cat.)

Llor a los héroes (Praise of the Heroes), 1937

Poster. 100 x 70 cm

Archivo Ibán Ramón

36. TOYEN (Marie Cerminova)

Nás Svet (Our World), children's book by Zdenka Marcanová, Prague, 1934. 23 x 31 cm

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37. Fré Cohen

Design of the brochure *Schiphol*, 1930

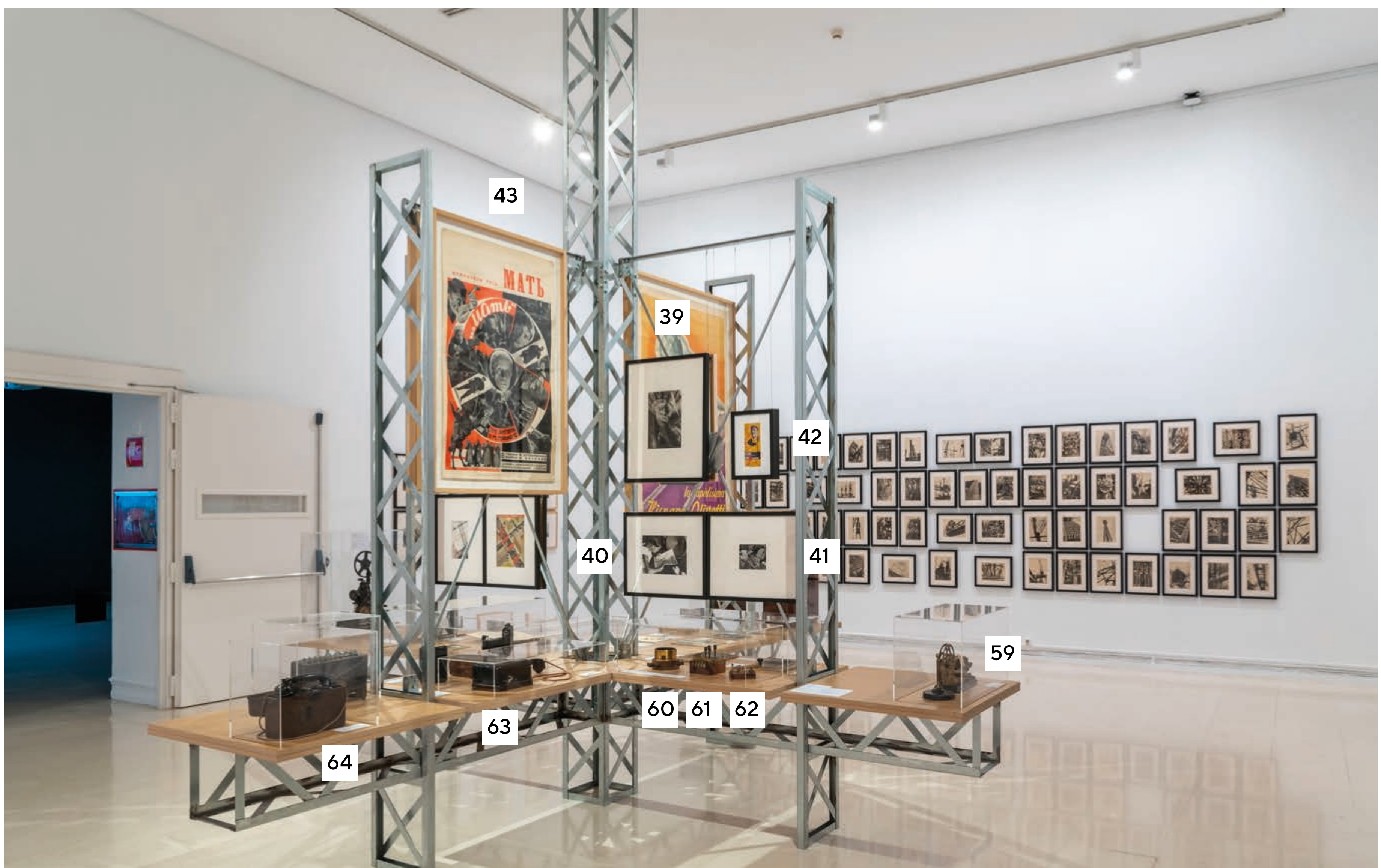
18.5 x 11.8 cm

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38. Ladislav Sutnar

Design and illustrations for the book *Transport-Next Half Century*, 1951-2000, New York, 1950. 22.2 x 28.3 cm

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39. Gustav Klucis

Industrial Portrait, 1931

Gelatin silver on paper, vintage print. 29.4 x 23.6 cm

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40. Alexander Rodchenko

Radioescucha (Radio Listening), 1932

Gelatin silver on paper, print taken by the Rodchenko family in 1981. 12.5 x 15.4 cm

IVAM Institut Valencià d'Art Modern, Generalitat. Gift of the Rodchenko family

41. Alexander Rodchenko

Radioescucha (Radio Listening), 1932

Gelatin silver on paper, print taken by the Rodchenko family in 1981. 20.5 x 29.5 cm

IVAM Institut Valencià d'Art Modern, Generalitat. Gift of the Rodchenko family

42. Solomon Benediktovich Telingater

Cover of the book *Kirsanov*, Moscow, 1930

20.4 x 9.5 cm

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43. Sergei Kozlovsky

Mats (Mother), 1926. Poster, 107.7 x 73 cm

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59. Authorship unidentified

Morse receiver with paper spool, 1920-1930.

23 x 47 x 25 cm

Museo ETSIT - UPV

60. Authorship unidentified

Needle telegraph, 1920-1930.

Approx. measurements: 15 cm (diameter), 11 cm (height)

Museo ETSIT - UPV

61. Authorship unidentified

Swiss four-line telephone exchange, 1920-1930.

12 x 12 x 18 cm

Museo ETSIT - UPV

62. Authorship unidentified

Morse manipulator, 1920-1930. 10 x 14 x 8 cm

Museo ETSIT - UPV

63. Authorship unidentified

Russian wall magneto telephone, c. 1930. 30 x 25 x 12 cm

Museo ETSIT - UPV

64. Authorship unidentified

Field telephone of the Legión Condor, 1936.

25 x 30 x 20 cm

Museo ETSIT - UPV



44. Piet Zwart

Poster for the Internationale Tentoonstelling Op Filmgebied, The Hague, 1928. Impression in three inks (red, blue and black on white), 107.5 x 77.6 cm

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45. Valentina Kulagina

Cover of the book *De Goudslagen van Het tweede Vijfjaarsplan* by J. Huijts, The Hague, 1932. 22.2 x 14.1 cm

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46. Valentina Kulagina

Cover of the book *Krasnaia Niva (Red Field)*, no. 12, 1930. 30.2 x 22.9 cm

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47. Vasilii Dmitrievich Ermilov

Generator, 1928. Gelatin silver on paper, vintage print. 40 x 30 cm

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65. Authorship unidentified

Field switchboard of the Legión Condor, 1936. 25 x 30 x 20 cm

Museo ETSIT - UPV

66. Authorship unidentified

Kodak Series III camera with A118 autographic film, 1914. Museo ETSIT - UPV

67. Authorship unidentified

Contessa Nettel 10 x 15 with Zeiss Triotar. 16,5 cm f6.3, 1920

Colección José Aleixandre

68. El Lissitzky

Catalogue *Japanese Cinema Exhibition*, Moscow, 1929. 14.8 x 21.2 cm

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69. Authorship unidentified

Leica III 50 cm f/3.5, 1935

Colección José Aleixandre

70. Authorship unidentified

Pathé projector, 1922. 55 x 15 x 50 cm

Museo ETSIT - UPV



48. Grete Stern

Buenos Aires, 1937. Gelatin silver on paper, print taken in 1993. 30.5 x 24 cm

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49. Agustín Jiménez Espinosa

Cemento (Cement), 1931. Gelatin silver on paper, vintage print. 24.2 x 17 cm

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50. Agustín Jiménez Espinosa

Plástica (Plastic Art), 1931. Gelatin silver on paper, vintage print. 24.5 x 16.7 cm

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51. Alexander Rodchenko

Colonne Dynamo (Dynamo Column), 1935. Gelatin silver on paper, vintage print. 47.7 x 58.7 cm

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52. Varvara Stepanova

Untitled (Collage with Automobiles), 1930. Collage on paper. 27.9 x 20 cm

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53. Varvara Stepanova

Cover of magazine *Sovetskoe Kino* n°1, 1927. Rotogravure. 36 x 26.7 cm

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71. Carmen Barradas (M^a del Carmen Pérez Giménez)

Score of *Fabricación*, 1939. Cover design by Rafael Barradas. 34.5 x 26 cm

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72. Piet Zwart

Design of the book *Het Boek van PTT* (The Postal Service Book), Leiden, 1938. 25.4 x 17.8 cm

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73. Wim Brusse

Cover of the book *Mannen in Leer* by A.F. Koeuraads, Rotterdam, 1935. 22.2 x 14.5 cm

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74. Authorship unidentified

Galena Radio Ibérica receiver, 1920-1930. 20 x 25 x 20 cm

Museo ETSIT - UPV



54. Authorship unidentified

La rapidísmo. Hispano-Olivetti, 1935. Lithograph on paper. 129 x 93.5 cm

IVAM Institut Valencià d'Art Modern, Generalitat

55. Authorship unidentified

¡Cheminots! Boycot à toutes les marchandises de l'Espagne fasciste. C.N.T.-A.I.T. Lit. Ortega, Valencia, c. 1937. Lithograph on paper. 34 x 24 cm

Archivo Ibán Ramón

56. Ladislav Sutnar

Industrial Landscape, c. 1943. Coloured silkscreen print on paper. 21.5 x 27.9 cm

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57. Ladislav Sutnar

Imaginary City, c. 1943. Coloured silkscreen print on paper. 21.6 x 27.9 cm

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58. Umbo (Otto Umbehr)

Cover of the book *Zurivy Reporter*, by Egon Erwin Kisch, 1929. Rotogravure and typography. 19.2 x 12.6 cm

IVAM Institut Valencià d'Art Modern, Generalitat

75. Authorship unidentified

Amador radio, c. 1930. 42 x 40 x 20 cm

Museo ETSIT - UPV

76. Kees Strooband

Cover of *De Gemeenschap*, no. 1, 1932. 25 x 18.7 cm

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77. Germaine Krull

Magazine *De Gemeenschap*, no. 10-11, 1927. 27.8 x 20 cm

IVAM Institut Valencià d'Art Modern, Generalitat. Gift of Gilles Gheerbrant, France

78. El Lissitzky

Cover of the book *Frankreich*, by Roger Ginzburger, from the collection *Neues Bauen in der Welt*, vol. 3, Vienna, 1930. 29 x 23 cm

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79. Dick Elffers

Cover of the book *Die Häfen Rotterdams*, 1929. 29.8 x 23.7 cm

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