

ABSTRACT

Dada is a cultural movement that was born in the neutral region, ie Zürich, Switzerland, during World War I (1916-1920). This movement includes visual arts, literature (poetry, performance art, art theory), theater and graphic design. This movement focuses on anti-war politics through a rejection of the prevailing rules of the art through anti-art cultural works. This movement activities such as public meetings, demonstrations, and publication of art journals / literature. Art, politics, and culture became the main topic in their publication. This movement inspired the emergence of movements afterwards: Avant-garde music movement of the city, as well as other groups such as Surrealism, Nouveau Realism, Pop Art and Fluxus.

Dada is the flow of rebels among artists and writers. And it has a spirit that refused to frame thinking "is something that is high art, which is expensive, a serious, complicated, and exclusive". They hate frame thinking "high art" because such art is owned by the middle class who have a false aesthetic.

Dada was an art movement that is the reform of the art world such as war sweeps mind / memory of the community. Dada brings new things: new ideas, new materials, new goals, and new people. Dada does not have the characteristics / unity shape as that of the other movements. Dada is often interpreted as coming up with ideas reproach and anger and put it into art, so this is very real. He remains a great appreciation for the work of man.

Keyword Desain : Dadaism