Otto Neurath: ISOTYPE
and the development of the modern total signs

Triennial of Milan
Alemagna tree-lined avenue, 6
20121 Milan
31 October - 30 November 2003
from the 10.30 to the 20.30
Closed monday

The itinerante extension arrives to Milan that tells the Otto adventure Neurath (1882-1945), philosopher, sociologist and Austrian economist, than in years’ 30 a revolutionary system of visual communication of the information elaborated.

Otto Neurath: ISOTYPE and the development of the modern total signs are the title it of the extension, that it inaugurates 30 October 2003, near the Triennial one of 30 Milan and that protrae until November 2003.

Edited by Alan Zaruba the extension is promoted from the AIAP Italian association planning for the visual communication.

From where the pitogrammi are born that we see every day? Why they are universal recognizable? What renders a comprehensible sign to all? Why we recognize the symbol of a ristorazione place ovunque we find ourselves?

ISOTYPE (International System of Typographic Picture Education), fruit of the studies of Neurath, is the rappresentazione system, through signs, that it allows to visualize given complex and that exceeds the cultural and linguistiche barriers of every country.

Signs, pitogrammi, icone and writings: the extension Otto Neurath: ISOTYPE and the development of the modern total signs, tell the evolution of a language and place the attention on numerous cues of reflection: the universal concept of communication, the topic of the visual culture, I `evolution of the writing systems and the importance of the graphical plan in the information dissimation.

One extension from the international breath on topics of the great present time.

From ISOTYPE they are derives numerous systems to you of rappresentazione, today wide it uses you, it is in the so-called info-diagram of daily paper, newspapers and television services are in the economic reviews and in the editoria financial institution it is for the guideline in the buildings (museums, hospitals, airports...) it is in identifying the street one and of the transports, until the icone of our computers.

The search and the evolution of the signs that accompany the life of all the individuals, make of this extension one of the exposures more originate them inside of the Italian panorama.

The espositivo material is constituted from more than 40 panels and banns originate them coming from from the University of
Reading and the Gemeentemuseum of the Aia. The espositivo distance is articulated in 7 sections, with one chronological development.

The first section is dedicated to delineate the figures of the three protagonists: Otto Neurath, Gerd Arntz and Marie Neurath. The second part analyzes the historical context in which ISOTYPE has been developed and first it turns out derives to you from the search. In the successive stage they come shown the applications of the system to books and contemporary extensions to the protagonists. An important understood is dedicated it to the social diagram and its applications, that they constitute the humus in which ISOTYPE is been born thanks to the searches of the artist and diagram Gerd Arntz.

The influence of ISOTYPE on the modern and contemporary systems constitutes the fifth stage of the distance. From the plans for the Olympic Games di Monaco of 1972 to the realization of the identifying one of the transports that the alphabet of the modern travellers has developed.

Last the two sections are dedicated, before to the most recent applications than it arranges derives you from ISOTYPE, like the icone that Susan Kare has developed for the operating system Apple Macintosh, subsequently applied also to the Microsoft system, while the last one is dedicated to emphasize the continuity of the applications from 1924 to 2002 in a logical and aesthetic continuum of great interest.

ideatore and curatore
Alan Záruba (Dawn study, Praga)

promotori agencies
AIAP - Italian association planning for the visual communication
Triennial of Milan

coordination and organization
Paola Lenarduzzi and Silvia Sfigiotti, white woman graphic design
Silvia Marlia
Mario Piazza

center
Triennial of Milan
Tree-lined avenue Alemagna 6, 20121 Milan

with the sponsorship of
Polytechnic of Milan Faculty of the Design

with the support of
Austrian Forum of Culture, Milan

with the collaboration of:
Krea, Cantú
Graphical limbs White woman & Volta
Fibulas

inauguration
30 October 2003

closing
30 November 2003

previous espositive stages
Otto Neurath (1882-1945)

Philosopher, political economist and Austrian sociologist, been born to Vienna in 1882. With Moritz Schlick, Hans Hahn, Rudolf Carnap, Kurth Gödel and others, gave life in 1924 to the Circle of Vienna, from which thought current was developed one that divenne famous like neopositivismo. The objective of the movement (to which philosophers participated, sociologists, mathematicians, jurists) was the overcoming of the metaphysics and the introduction of the scientific method in philosophy.

In 1929, Neurath was between the authors of The Manifest of the neopositivismo, “For one scientific vision of the world”. In 1925, Neurath founded and directed the Social and Economic Museum of Vienna. Objective of the museum was to diffuse between the citizens the statistical acquaintance of information and data, so that they could better comprise the truth of just the country.

According to Neurath, “a medium citizen it would have to be in a position to acquiring limitless information on every topic that interests to it, therefore as can obtain geographic information from maps and atlases”.

In order to realize its program of spreading, the so-called “viennese method”) for the visual rappresentazione of complex data studied a theory (, like those statistical ones, based on the fact that the learning happens in more immediate and intuitivo way through simple images, regarding the words.

Neurath was aware of the always greater role that the images were taking in the within of the communication.
Otto Neurath: ISOTYPE

Some of the symbols for the Department of Transportation (D.O.T.) American realizes to you from the A.I. G.A. (1974-1978)

Bibliography

OTTO NEURATH AND ISOTYPE

Otto Neurath

International picture language/Internationale Bildersprache

“The modern man receives one in general terms great part of its acquaintances and its instruction through visual impressions, illustrations, photographies, film. The daily paper from year to year show more and more images. Moreover, also the publicity operates with marks them optical and visual rappresentazioni. Extensions and museums are sure the result of this incessant visual activity.”

Taking cue from the theories of Wittgenstein on the language, Neurath imagined a visual language composed from icone that they could be arranged between they according to established rules, in order giving life to a universal system of visual communication.

This system had also the scope to exceed the linguistichhe and cultural barriers between the nations, helping, as an example, a traveller in a country of which it does not know the language to find a telephone, one bank, one ticket office.

Neurath called to collaborate a group of persons, between which the artist and German diagram Gert Arntz (1900-1988) and Marie Reidemeister Neurath (1898-1987), than later directed the Isotype Institute in England.

Arntz translate the theories of Neurath in a system of graphical signs effective. Under its direction they came realized numerous banns divulgative statistics and extensions between 1929 and 1939.

In 1932, Neurath and Arntz were forced to leave Austria as a result of the changes in the political situation and were moved to the Aia, in the Low Countries, where they continued their job. After the invasion of the Low Countries from part of the German army in 1940, Neurath escaped in England, where it lived until death, in 1945.

The principles of the “viennese method”, later on called Isotype (International System of Typographic Picture Education), were diffused in many European countries, creating the bases for the development of information the design in the twentieth century.

Between the plans that can be it considers a derivation you of Isotype can be cited the system of pittogrammi that Otl Aicher has realized in order to identify the various sports to the Olympic Games di Monaco in 1972, and the studies realizes to you from the A.I.G.A. (American Institute of Graphic Arts) for the Department of the Transports of the United States.

ISOTYPE (International System of Typographic Picture Education)

The fundamental principles

The Isotype system introduces some simple but important principles for the rappresentazione of the quantitative data you.

For every object or category to represent a sign comes created: essential characteristics of this sign are the semplicità, the riconoscibilità, the immediacy. It must therefore be avoided that the sign has too many details. In the words of Neurath: “An image that ago a good use of the system must transmit to all
Pittogrammi and Icone

Michael Evamy
World Without Words
Laurence King Publishing, 2003
ISBN 1 85669 319 8
www.laurenceking.com

Juli Gudehus
Genesis
Lars Muller Publishers
ISBN 3-907044-51-
www.lars-mueller-publishers.com

Pippo Lionni
Facts of Life
Laurence King Publishing
ISBN 1 85669 256 6
www.laurenceking.com

Information Design

Information is the field of the visual planning that is taken care to render the accessible information to the public. According to the definition given from the International Institute for Information Design, it: “it is taken care to define, to plan and to give shape to the contents of a message and to the context in which it it comes introduced, with the attempt to obtain precise obbiettivi in relation to the necessities of the customers.”

Information design finds application in the fields of the education, of the scientific spreading, the guideline in the atmosphere. Its participation is applied therefore to the planning of systems of identifying, points informed to you, technical modules, tables, diagrams, maps, timetables, handbook and therefore via.

In information design the aesthetic aspects and I persuaded you of the visual communication become secondary regarding the criteria of clarity and functionality.

Isotype can therefore be considered to all the effects the first plan of information design.
Otto Neurath: ISOTYPE
in contemporary design
Thames and the Hudson, 1998
ISBN 0500280770

Robert and Jacobson (edited by)
Information design
M.i.t. Press, 1999

IN NET
www.iiid.net
International Institute for Information Design, Vienna

www.utexas.edu/academic/cit/
howto/resources/webbuilding/
infodesign.htm
Center for instructional technologies,
University of Texas, Austin

AIAP © 2003