

## Yale University Library Digital Collections

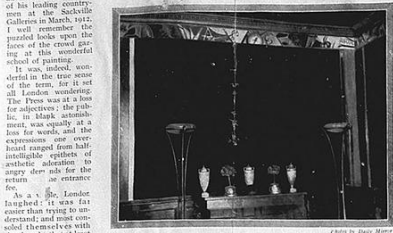
<b>Title</b>	Publicity page announcing "Futurism on The Gramophone. F.T. Marinetti." The Sound Wave, no date. [00588-3]
<b>Rights</b>	The use of this image may be subject to the copyright law of the United States (Title 17, United States Code) or to site license or other rights management terms and conditions. The person using the image is liable for any infringement
<b>Container information</b>	Box 8   Slide: 28
<b>Generated</b>	2021-02-26 20:08:13 UTC
<b>Terms of Use</b>	<a href="https://guides.library.yale.edu/about/policies/access">https://guides.library.yale.edu/about/policies/access</a>
<b>View in DL</b>	<a href="https://collections.library.yale.edu/catalog/10649158">https://collections.library.yale.edu/catalog/10649158</a>

---

# THE FUTURIST NOTE IN INTERIOR DECORATION

With the coming of Futurism, which now forms a distinct style of house decoration, every home, says the disciples of the new art, will be representative of its owner's individuality

By L. G. REDMOND HOWARD



These paintings in the dining room of the Countess of Drouot have in them elements of Futurism.

Impressionism is art that individuality is in literature. Academics, on the contrary, stand for the conventional—the automatic. Futurism is like the chaos of the French Revolution—a movement of emancipation, a crumbling of aristocracy, a protest in the name of freedom—the eternal evolution of the dynamism against the static.

The man in the street puts down everything contrary to Futurism, with every-thing the same outcry is being raised. It is only because Futurism is a new method, a new way of looking at things, that it is not blind, that it is not a mere fashion, that it is not a mere reaction against the past, that it is not a mere reaction against the past, that it is not a mere reaction against the past...

## THE FUTURISTS

A fortnight ago I spoke of the Futurists as a movement. That last and hardly forgotten sentence was provoked by a small book by the Paris group of the movement which defines the scope of their campaign against tradition and proclaims for the return certain acts of faith. The previous campaign has been destroyed by a Paris in the guise of an advisory committee whose chief object was to apply an epitome of all the clubs, political, moral, social and artistic. So that I must say you and I were precisely that gave me a pain in the forehead—the new and the old, the old and the new, the old and the new, the old and the new...

Accented the catalogue of the paintings by Piccoli, Carrà, Rosso, Severini, Balla, could hardly fail to realize the vitality and consciousness of the little band who first emerged into the limelight of publicity at the 'Chama' Theatre of Turin in March, 1909, when Futurism crossed its rubicon. Manifesto to them were as a cemetery; classics were museum, and all that stood for orthodoxy in art was as mere ancestor worship. They called for something more than mere form and color; they called for a new position, but was to produce the dynamic sensation itself. Let the museum—a term which had been associated in science with every discovery—lead where it would! Thus ran the manifesto.

They called for something more than mere form and color; they called for a new position, but was to produce the dynamic sensation itself. Let the museum—a term which had been associated in science with every discovery—lead where it would! Thus ran the manifesto.

It is in the first place, Futurism is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude.

Futurist poetry. In the first manifesto you have its faith confessed; in the last its creed is set forth, clear by dawn. Marinetti's ruling idea is that the poet of the future will be more and more transformed by the best of machines, creatures of steel and iron and brass, which he will call into being to suit his will. He has his Futurism, that evidence of human sensibility which has taken place since the invention of engraving, lithography, etching, photography, big daily papers (each a synthesis of the world's day).

The ordinary man will be transformed by the machine. He will be transformed by the machine. He will be transformed by the machine. He will be transformed by the machine.

It is in the first place, Futurism is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude.

It is in the first place, Futurism is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude.

## THE SOUND WAVE.

Sensational Records. FUTURISM ON THE GRAMOPHONE. F. T. MARINETTI.

HE Founder and Chief of the Futurist Movement has made for our "DIPLOMA" Series some of the most marvellous and realistic records that have ever been heard on Talking Machines. They awaken a new sense and make it possible to "see with the ears." They are made in French so that they can reach a wide circle of users.

- LIST OF TITLES
No. 1a Le Bombardement d'Andrinople
No. 1b
No. 2a Le Pont (Episode du Siege d'Andrinople)
No. 2b
No. 3 L'Automobile de Course
No. 4 L'Atroce
No. 5a Train de Soldats Turcs Malades
No. 5b

Ask your dealer for these on "Diploma" Records
10 INCH DOUBLE-SIDED PRICE 1/6 EACH

BLUM & CO. LONDON, E.C.

which was supposed to have the power of silencing the sound waves. It is a matter of attitude. It is not merely a matter of style, it is a matter of attitude. It is not merely a matter of style, it is a matter of attitude.