

Collegium historiae artium

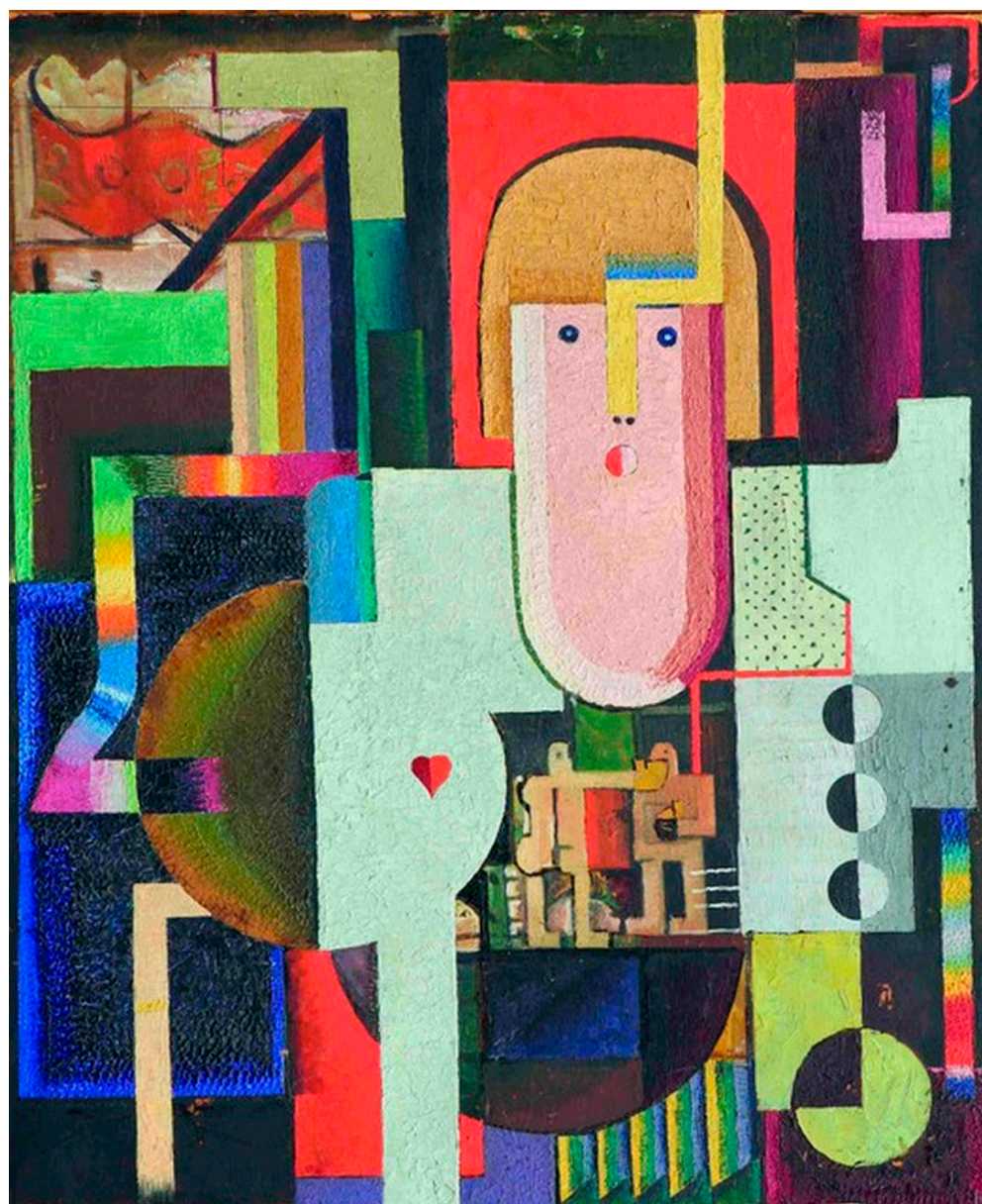
Hlavní referující

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Téma

Integral and Integralism: towards the total avant-garde

The avant-garde magazine *Integral* was founded in Bucharest in March 1925, had 15 issues, and ceased to appear in April 1928. *Integral* aimed to be an epitome of progress in every cultural field, and at an international level, as pointed out by its full title: “Integral. Organ of the Local and International Modern Movement”. By assimilating (abusively) Cubism and Constructivism to a scientific style, Integralism turned art into technocracy, in order to better fit the (pre-supposed) expectations and requirements of the (early) corporate society, fascinated by mechanical production, luxury, hygiene, sport, comfort, and entertainment. Integralism was a manifestation of the widespread move to attune each element of the daily, artistic, and spiritual life to that totalizing modern “rhythm” evoked by *Integral*’s contributors.



Kdy

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Kde

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