

Moholy-nagy



**ASSIGN
BUSTER**

Moholy-Nagy's article d ' The New Typography,' makes some contribution to the Bauhaus and focuses on the functions of the economy. The " house" issymbolic of the economy and in order for it to be functional, it should have functional materials. The main issue that should be considered is related to type of materials produced and the purpose they serve. In a functional economy, a particular type of product should be designed to meet the standards expectations of the people. This means that the type of production should be aligned with the type of product demanded by the people. Moholy Nagy suggests that the only solution to deal with the nature of the contemporary economy is to innovate and design equipment that can produce large volumes of a particular type of homogenous product that can satisfy the needs of the people.

Historically, the house representing the economy was not so complicated compared to today's economy. The current economy is comprised of rising demand which means that a particular type of product can be demanded at the same time. This means that production of the same product has to be increased. Moholy-Nagy argues that it is not enough to improve the form of product but how the product is produced as a means of contributing to the performance of the entire economy. His contributions have influenced significant changes in the world of typography and design during the contemporary period. The current economy demands that we move towards mass production of the products that are demanded by the consumers. This has compelled the people to design new " prototypes" or rather equipment that can be used to produce the demanded products in large quantities.

Moholy's contribution has influenced the design of new technology to manufacture different goods meant to satisfy the needs of different people.

This mechanization has significantly contributed towards the development of the entire economy. This means that the new improvements have also played a pivotal role in improving the welfare of the people.

Today, the economy is mainly determined by mechanization and mass production. We need to experiment with things in order to design prototypes that are meant to improve our entire way of life by means of economic production. As we move towards modernism, it is a virtue to harness art and design to come up with the best type of equipment that can enhance economic development. Our current economy demands effective and efficient means of production and this can only be possible through technological innovations. It can be seen that the clothes we wear in particular serve the same function but as a result of increased demand, production also has to increase. This can be achieved through designing state of the art machines that can handle large volumes of production at a given moment in order to meet the demand of the products in the market.

Works cited

Moholy-Nagy. 'The New Typography' 1923.

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