

## Rodrigo Maltez Novaes

### On Typography

The installation *On Typography* is a dialogue between the work of Vilém Flusser and Augusto de Campos. It was created for the exhibition curated by Tainá Guedes titled *Entretempo, Entre os Tempos*, which took place at Entretempo Kitchen Gallery, Berlin, 2015 (<http://entretempo-kitchen-gallery.com>). The central element of the piece is a commented reading on video of Vilém Flusser's essay also titled "On Typography." The video was presented on a desk together with the essay on paper and a print of all the individual characters of that essay.



The extraction of all the characters that make up the essay brutally exposes the fundamental structure of the text in its material form. The "prototypical" text lies somewhere within the mind of an author – every text we read on paper, or on any other medium, is always a "stereotypical" version, or in other words, a copy or representation

of the prototypical text. But also, if we were to take all of the characters that make up the printed text, and reorganize them, despite being the same characters, in the exact amount, it would still not be the same text.

According to this logic, characters are like atoms of texts, which have been randomly organized by an author's intellect in order to form a text. This effort of writing, as it randomly organizes letters in order to form words, is a negentropic gesture – a gesture that informs. Therefore, "culture" goes against the second law of thermodynamics, because it generates information; because it creates "forms." By extracting all of the characters from the essay, Flusser's text has been "deformed," it has gone through its logical entropic destiny, and has been devolved to its original state, that is, a sequence of meaningless characters. However, theoretically, anyone equipped with this list of characters could reform the same text. Or form another one. Or several other texts, and thus, challenge once again the second law of thermodynamics through a cultural gesture.