

FOR IMMEDIATE RELEASE

***Designers & Books* Launches a Kickstarter on September 15 to Publish
First Exact Copy of Fortunato Depero’s “Bolted Book”
The First Artist’s Book of the 20th Century**

A 1927 Masterpiece of Avant-Garde Graphic Design and Book-Making
Is Set to Return to Print

July 14, 2016 (New York) — Designers & Books is launching a **Kickstarter on September 15** to publish a new facsimile edition of *Depero Futurista* (*Depero the Futurist*), recognized as the first modern-day artist’s book. Known as “The Bolted Book,” in reference to its famous binding using two aluminum industrial bolts, *Depero Futurista* is a visual tour de force filled with groundbreaking typographic experiments and bold explorations in nearly every art and design medium, including advertising and the form of the book itself. Conceived in 1927 by the Italian Futurist Fortunato Depero, the book was created as both a showcase for Depero’s work and a platform for his iconoclastic ideas. These ideas anticipated, by almost 100 years, an approach to design- and art-making that can be seen everywhere today) — from the breaking down of barriers between fine art and popular culture, to an emphasis on working across multiple disciplines, to the necessity of creative self-promotion.

The facsimile edition will be produced in collaboration with the **Museo di Arte Moderna e Contemporanea di Trento e Rovereto** (MART — Modern and Contemporary Art Museum of Trento and Rovereto), which houses the Depero archives; and the **Center for Italian Modern Art** (CIMA) in New York, which

featured *The Bolted Book* as a centerpiece of its acclaimed inaugural exhibition, devoted to Fortunato Depero.

“Depero is a truly contemporary figure,” says Heather Ewing, CIMA’s Executive Director. “In a way that seems perfectly in tune with global trends today, he embraced the cult of modernity and technology, seeing cities and advertising as high art forms in and of themselves. He developed a unique voice that married the mechanical with the fantastical. His work – and way of working – are as relevant today as they were innovative a century ago.”

Issued in a limited edition (planned to be 1,000 copies but never fully realized), the extremely rare original *Depero Futurista* now can be found primarily in the permanent collections of major museums and libraries worldwide. Ewing affirms, “Making this landmark work widely available to a current generation of designers, artists, and admirers of the art of the book is an exciting and important development for design history.”

About The Bolted Book and Fortunato Depero

Before artists like Andy Warhol blurred the lines between commercial and fine art, before there were 'zines that questioned with the concept of the printed page, [Fortunato Depero](#) (Trento, Italy, 1892–1960) created *The Bolted Book*. A painter, sculptor, and graphic artist, who also produced textiles, furnishings, exposition pavilions, theater props, sets for dance, and children’s toys, Depero by 1913 had embraced the modernist movement [Futurism](#), which was marked by a love of the new century’s machine-driven technology and “dynamic” motion (represented by cars, trains, and airplanes), coupled with a forceful rejection of past traditions and institutions. With painter Giacomo Balla, in 1915 Depero authored the manifesto “Futurist Reconstruction of the Universe” – whose aim was to re-envision, and re-design, every aspect of the world to make it more exhilarating, to fuse life with

art. *Depero Futurista*, or *The Bolted Book*, summed up Depero's attempt, over the next decade and a half, to do exactly that, challenging the very structure of the book at the same time.

Published in Milan by the poet-aviator Fedele Azari in 1927, who on an introductory page described it as "a mechanical book bolted down like an engine," the book was dubbed "a typographical racing car" by Futurism's founder, F. T. Marinetti. Included were reproductions of Depero's drawings, paintings, and sculptures, as well as photographs of exhibition installations of his work, sketches of costumes for the first ballet without human dancers, designs for pillows, and numerous statements, reviews, and manifestos. The book in particular highlights Depero's work in graphic design and typography, including his well-known advertisements for the Italian apéritif Campari, logos, and his "visual-verbal" experiments with type, which aimed to liberate language from conventional rules.

Depero took *The Bolted Book* with him on his first trip to New York in 1928, where it served as a business card and "portable museum" for securing design work (when the bolts were removed, the pages could be pinned up on a wall, exhibition style). The only Futurist ever to live in New York City, he went on to produce graphic designs and covers for publications such as *Vogue*, *Vanity Fair*, and *The New Yorker*.

About The Bolted Book Facsimile Edition

The **1927 Bolted Book Facsimile** will be an exact copy of the original *Depero Futurista*, including its unusual binding and wide variety of highly tactile paper stocks. **Accompanying the 1927 Facsimile will be a softcover Study Guide** featuring English translations of key elements of the book; essays by Depero scholars and curators that examine the book's design legacy; a selection of previously unpublished photographs, drawings, and correspondence from the

Depero archives at the Museo d'Arte Moderna e Contemporanea di Trento e Rovereto (MART); and a special acknowledgments page with the names of the Kickstarter supporters.

Specifications:

- Facsimile Edition: 9 1/2 x 12 1/2 inches (24 cm x 32 cm), oblong
- 240 pages, including one gatefold
- On papers of various weight and colors
- Includes 28 pages of black-and-white and four-color images; 108 pages of one- and two-color type
- Bound in flexible blue boards, printed in black and silver, secured by two large aluminum bolts

A Limited Edition of The Bolted Book Facsimile, the focus of a second, simultaneous Kickstarter, will be printed letterpress and will feature bolted and hinged metal front and back covers — replicating the four or five books Depero originally issued with this feature as special gifts for people like Marinetti. The book will be supplemented by a hardcover Study Guide.

About the Museo di Arte Moderna e Contemporanea di Trento e Rovereto

The [Modern and Contemporary Art Museum of Trento and Rovereto](#) (MART) is one of the leading museum and cultural networks in Europe. Founded in 1987 in Trentino, in northern Italy, MART now includes a main museum building in Rovereto featuring some 30,000 artworks, mainly Italian, dating from the 19th century to the present day, opened in 2002 and designed by the Swiss architect Mario Botta and the Rovereto-based engineer Giulio Andreolli; the Casa d'Arte Futurist Depero, in Rovereto, established by Fortunato Depero; and the Galleria Civica Trento.

About the Center for Modern Italian Art

The [Center for Italian Modern Art](#) (CIMA), founded in 2013 in New York City, is a nonprofit exhibition and research center established to promote scholarship and advance public appreciation of modern and contemporary Italian art in the U.S. and internationally. Through research fellowships, annual installations, and cultural programming, CIMA advocates for a deeper awareness of 20th-century Italian art and its enduring legacy, fosters cultural exchange between Italy and the U.S., and serves as an incubator for new discourse and scholarly debate.

About *Designers & Books*

[Designers & Books](#) is a website that advocates for books as important sources of inspiration. The *Bolted Book* Kickstarter project is part of a program to connect specialized audiences interested in design and creativity to noteworthy designer-authored books, and to facsimile editions of important out-of-print books about design. *Designers & Books* created the successfully funded Kickstarter for the facsimile edition of *Visual Design in Action* by Ladislav Sutnar in 2015, and was last on Kickstarter in spring 2016 with the successful original publication *Seymour Chwast: At War with War*.

For a selection of images from the original book, go to <https://www.dropbox.com/sh/4awnvjh5qvbkzkd/AADP7bB472kLXDLifmBE-UMxa?dl=0>

Also see the CIMA video [“Depero Futurista \(The ‘Bolted’ Book’\) by Fortunato Depero”](#)

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