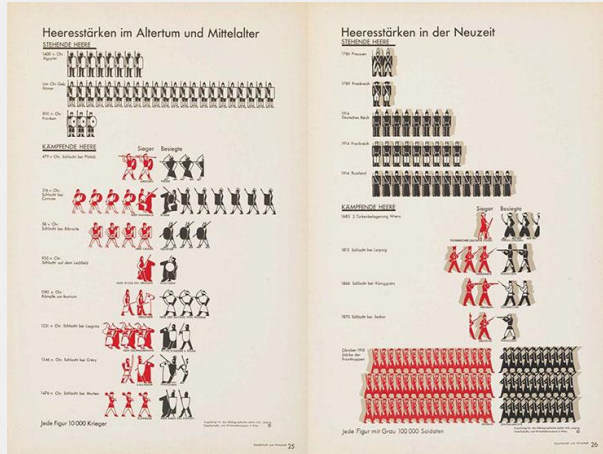


Otto Neurath



Otto Neurath

Early Life:

Born 1882 in Vienna, Austria

Neurath Received a PhD in political science and statistics from the University of Berlin (1906)



Otto Neurath

Career:

Philosopher, sociologist, political economist

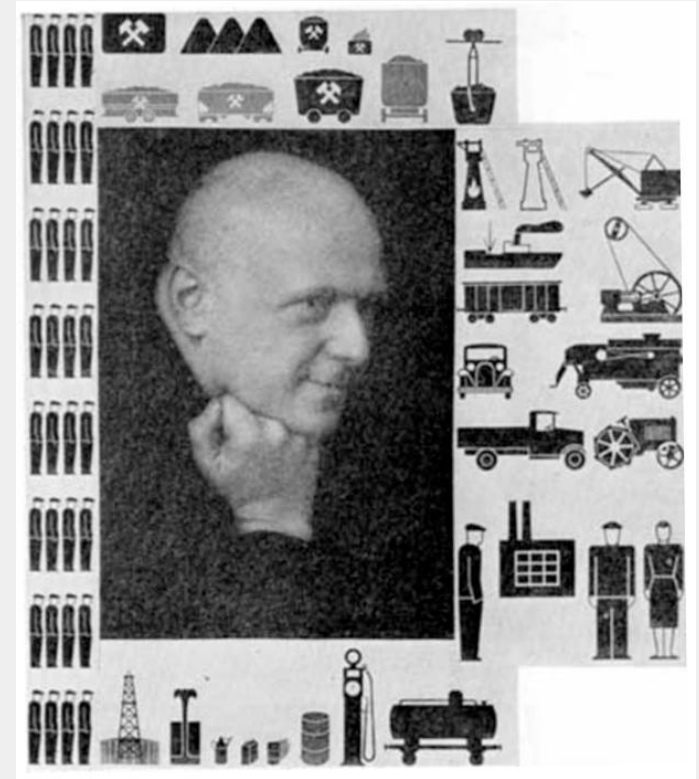
Founded various socialist groups, promoting better housing and city planning options for its members

Logical positivist and author of the Vienna Circle's manifesto

Logical positivist: Belief that only statements verifiable through direct observation or logical proof are meaningful

Creator of the visual language known as...

Isotype



Otto Neurath

Isotype:

In 1923, he founded a museum called Siedlungsmuseum.

To make the museum understandable for everyone, Neurath spent extra time to focus on the visual language throughout the museum

Neurath created Isotype, a symbolic way of representing quantitative information via easily interpretable icons.

From hieroglyphics



to Isotype a visual autobiography

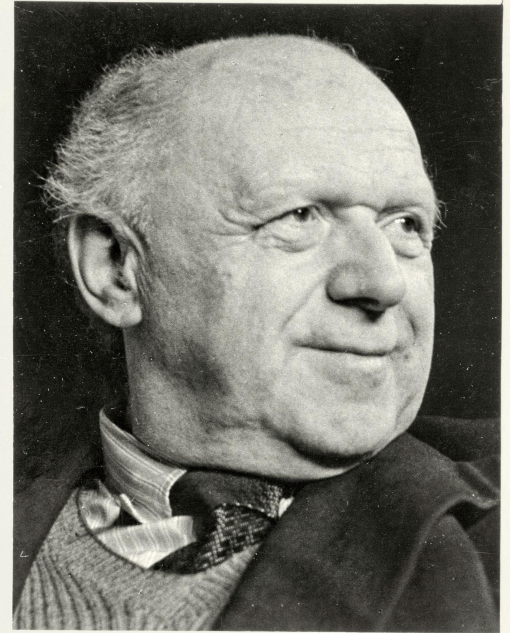


Otto Neurath

Otto Neurath

Perspective:

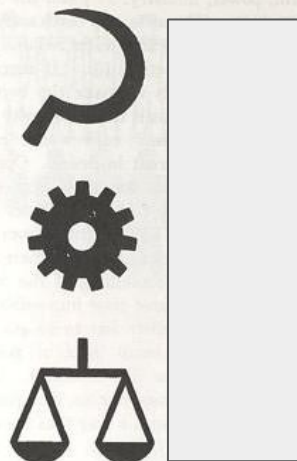
- By creating the Isotype, Neurath hoped he could satisfy his philosophical, political, and aesthetic views all at once.
- Not only would it help educate the common Viennese man, but he also believed it might widen the sphere of peaceful cooperation across the world.
- “The more cooperative man is,” he declared, “the more ‘modern’ he is.”



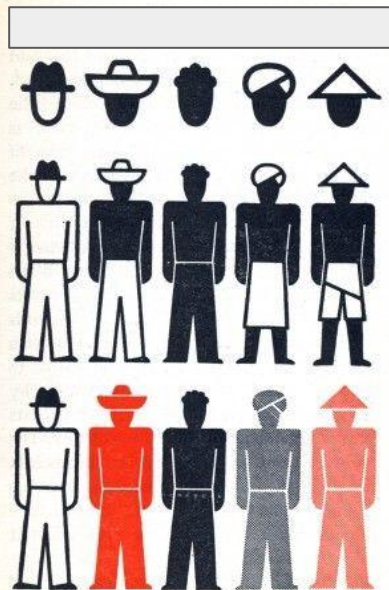
International Picture Language 1936



PICTURE 13



PICTURE 16



PICTURE 15

International Picture Language 1936

To the water



not for drinking

for drinking

warm water

PICTURE 13



curved knife
(farming)



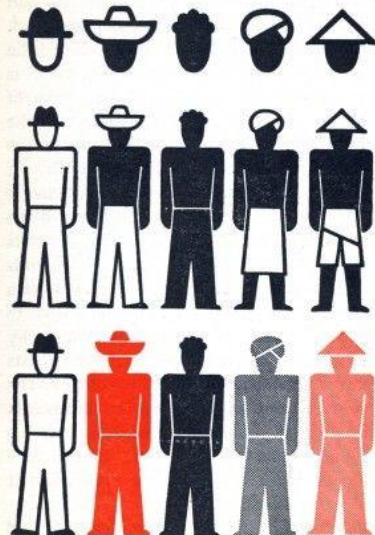
toothed wheel
(industry)



scales
(trade)

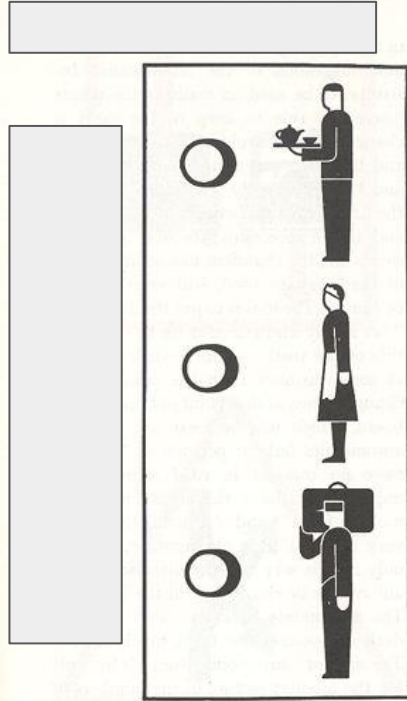
PICTURE 16

Signs for the 5 groups of men



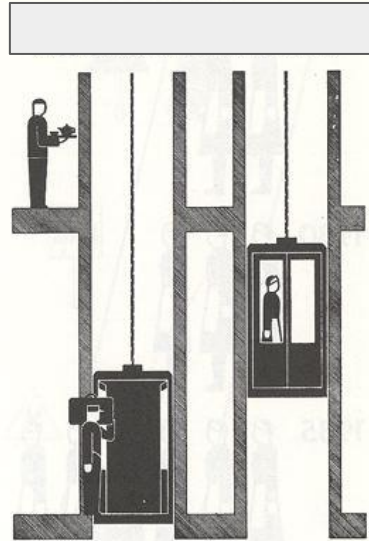
PICTURE 15

International Picture Language 1936



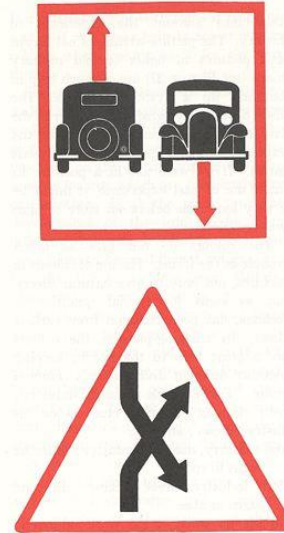
PICTURE 7

34



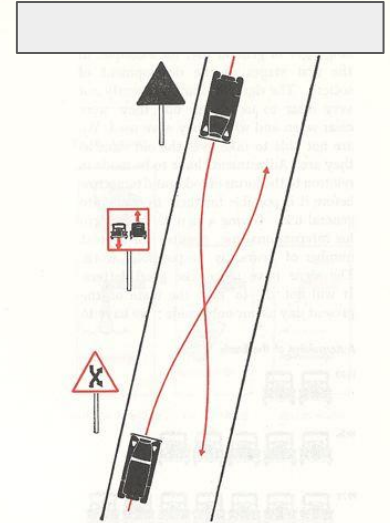
PICTURE 8

35



PICTURE 10

38

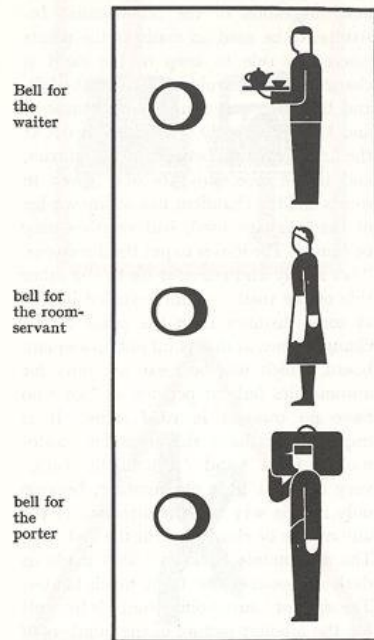


PICTURE 11

39

International Picture Language 1936

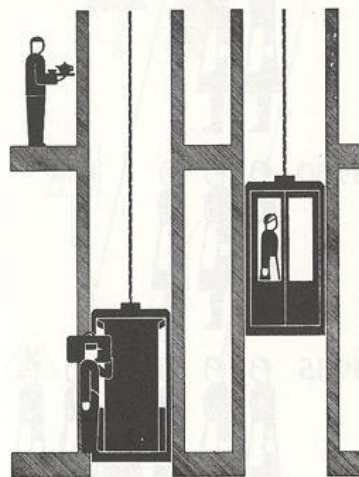
Bells for the different sorts of servants



PICTURE 7

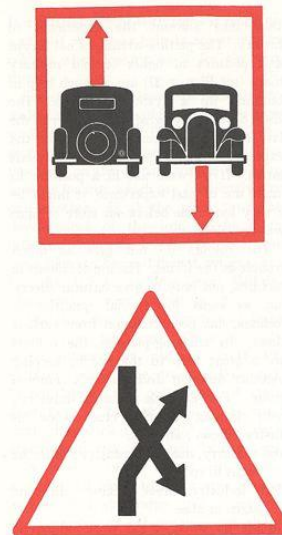
34

Isotype picture of a lift in a hotel (detail)



PICTURE 8

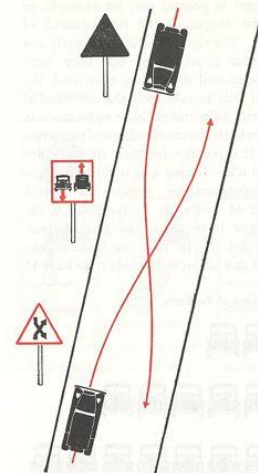
35



PICTURE 10

38

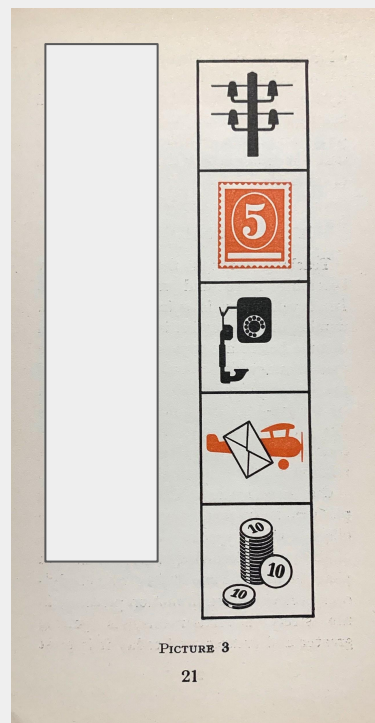
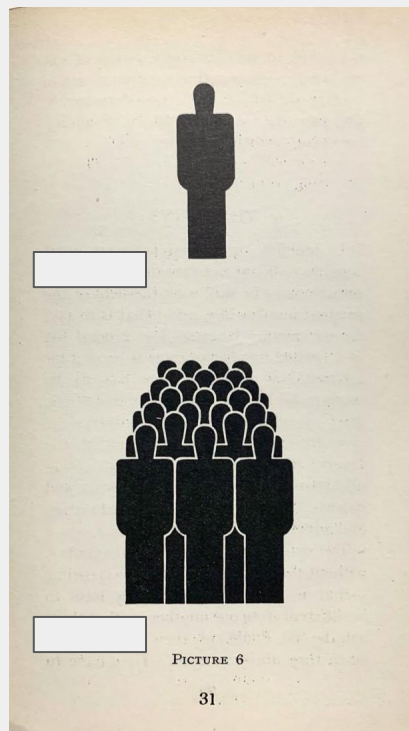
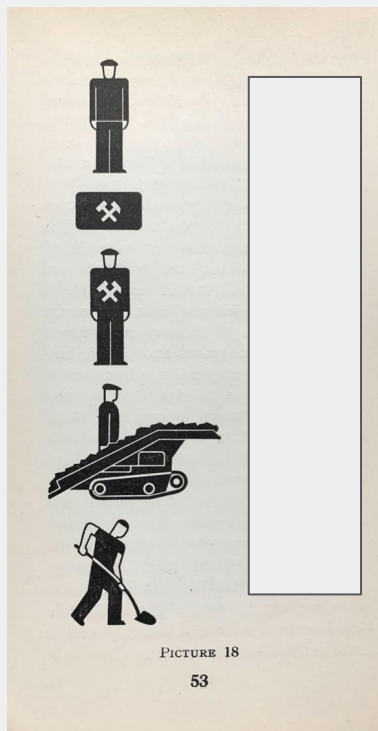
Placing of the road signs



PICTURE 11

39

International Picture Language 1936



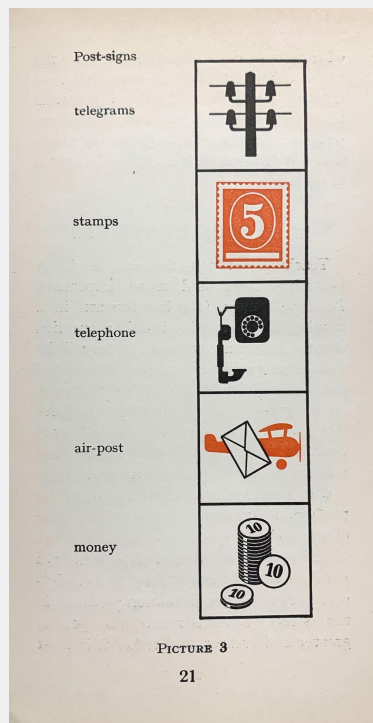
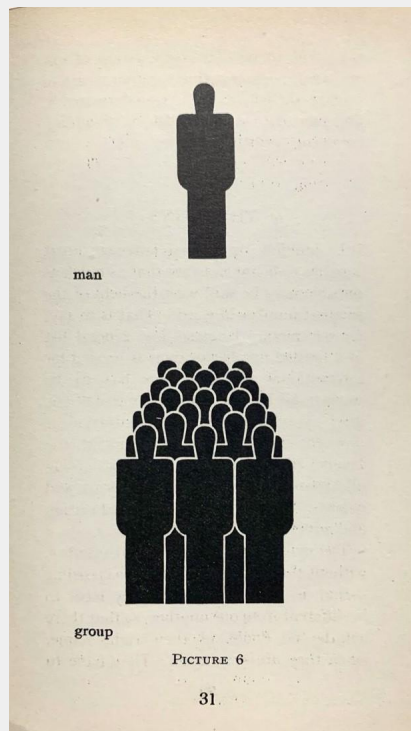
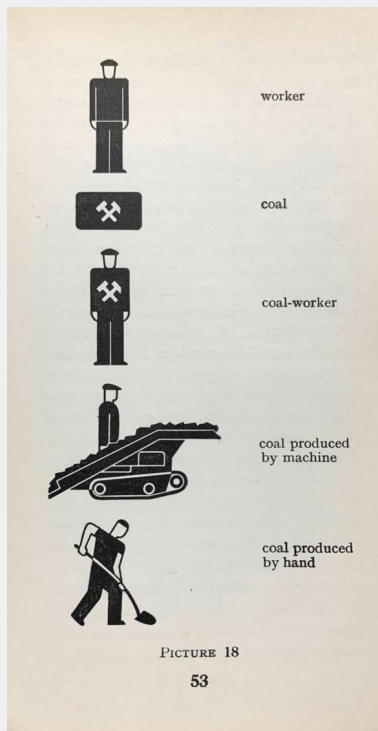
Gewerbebetriebe im Deutschen Reich 1933

	Betriebe	Männl. Beschäftigte	Weibl. Beschäftigte
Bergbau usw.	1 305	437 807	4 776
Eisen- und Stahlgewinnung	1 458	473 570	7 657
Herstellung v. Eisen Stahl- u. Metallwaren	155 833	492 694	92 952
Elektrotechnische Industrie	27 551	183 992	63 198
Chemische Industrie	7 699	182 443	63 986
Papierindustrie	10 886	118 936	62 171
Textilindustrie	67 579	385 840	460 991
Holz- und Schnitzstoffgewerbe	214 640	555 179	52 638
Kautschuk- und Asbestindustrie	1 948	27 775	20 519
Bekleidungsgewerbe	535 266	528 264	517 037

PICTURE 4

23

International Picture Language 1936



Gewerbebetriebe im Deutschen Reich 1933

	Betriebe	Männl. Beschäftigte	Weibl. Beschäftigte
Bergbau usw.	1 305	437 807	4776
Eisen- und Stahlgewinnung	1 458	473 570	7 657
Herstellung v. Eisen Stahl- u. Metallwaren	155 833	492 694	92 952
Elektrotechnische Industrie	27 551	183 992	63 198
Chemische Industrie	7 699	182 443	63 986
Papierindustrie	10 886	118 936	62 171
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Kautschuk- und Asbestindustrie	1 948	27 775	20 519
Bekleidungsgewerbe	535 266	528 264	517 037

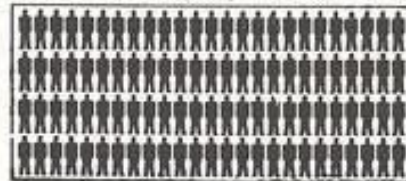
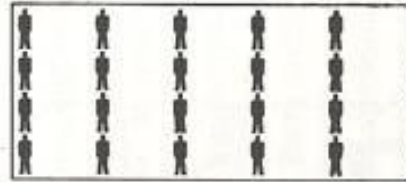
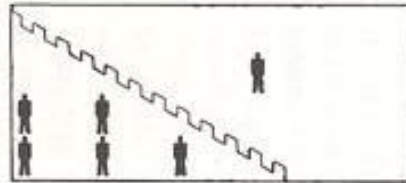
PICTURE 4

23

International Picture Language 1936

25

Number of Men Living in Europe



1 sign for 5,000,000 men



In the year of Christ's birth



1350



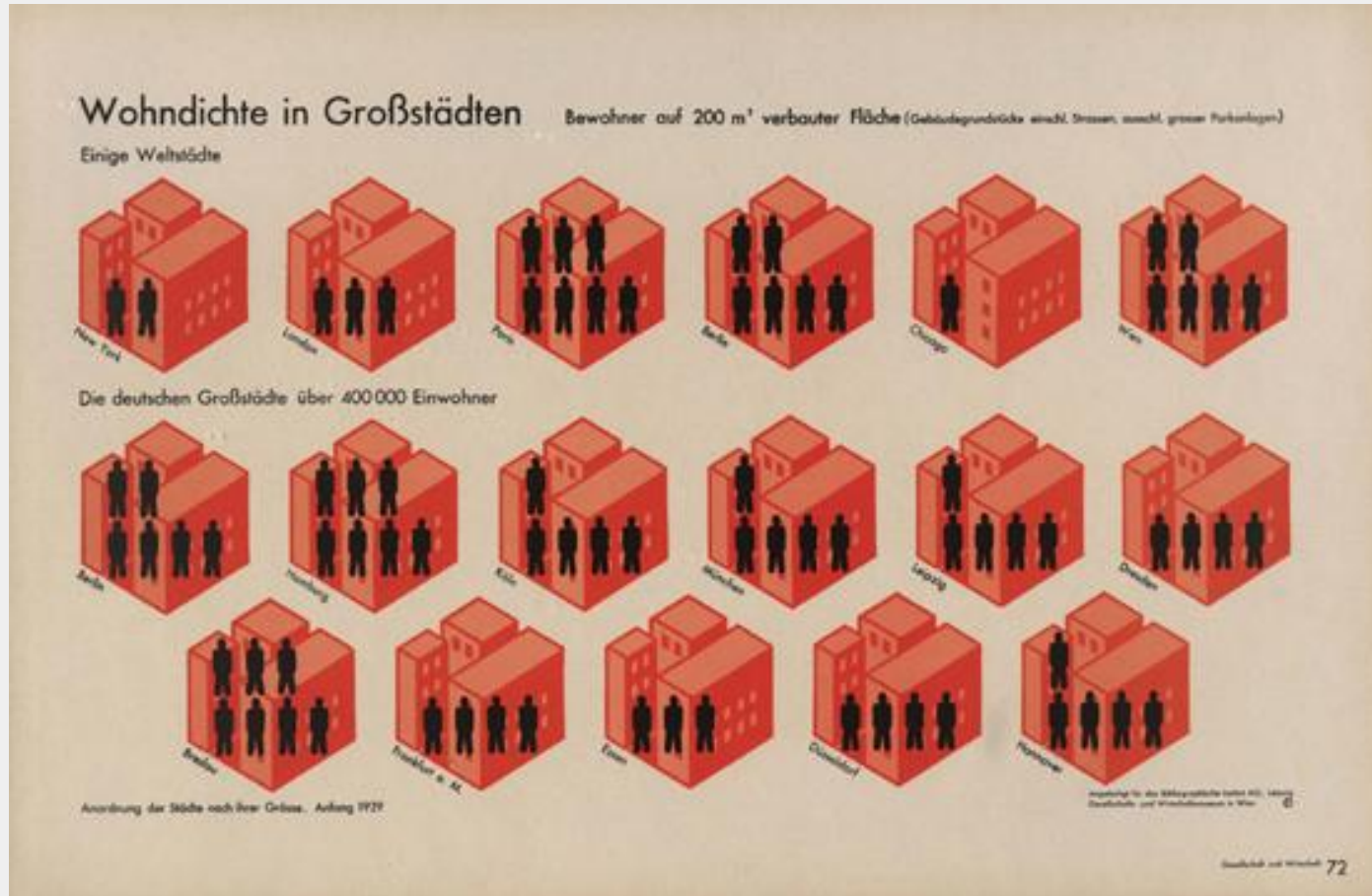
1930

PICTURE 5

Die Bunte Welt 1929



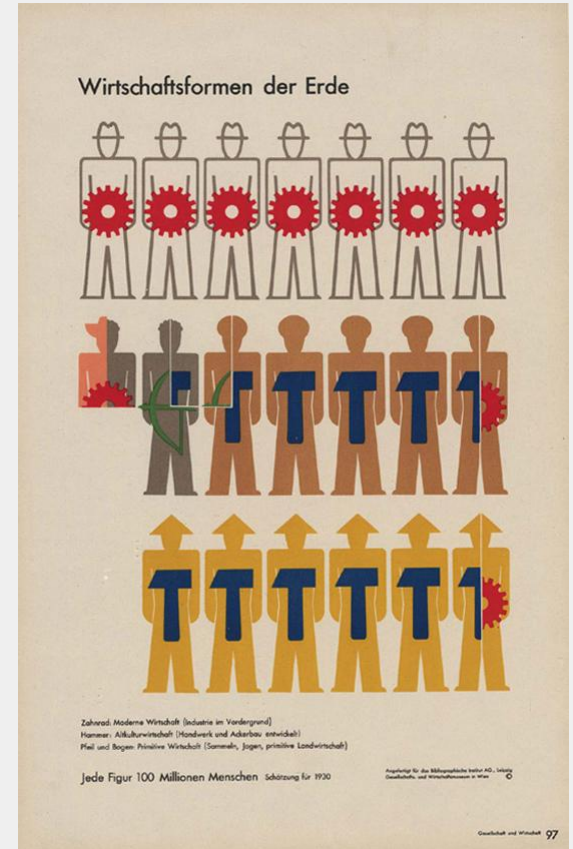
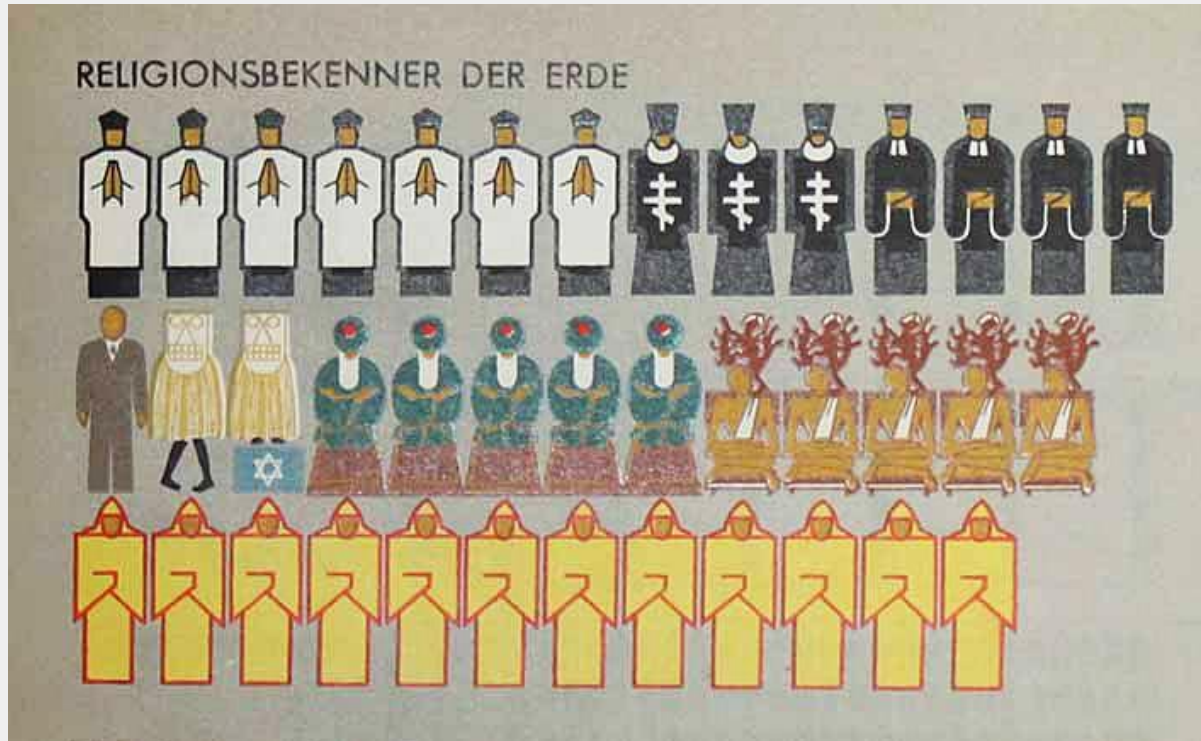
Die Bunte Welt 1929

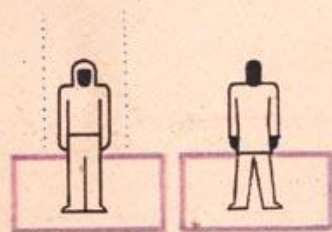


Die Bunte Welt 1929

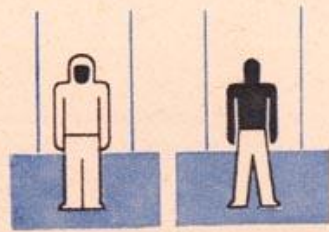


Die Bunte Welt 1929

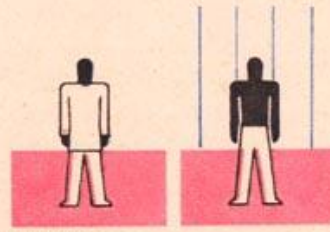




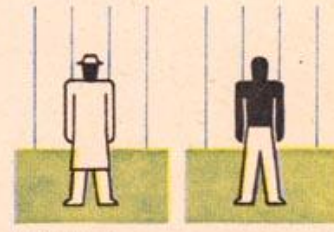
SUB-POLAR
very cold winter, cool summer



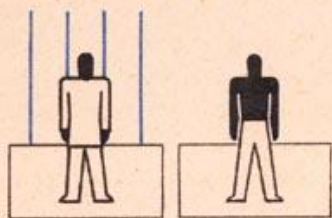
COLD CONTINENTAL
very cold winter, warm summer



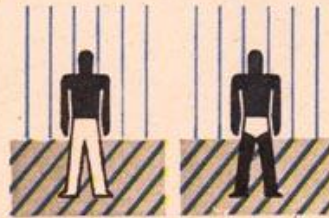
PRAIRIE
cool winter, warm summer



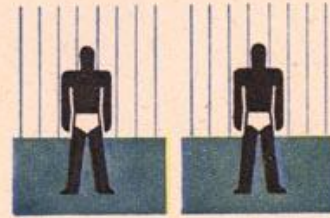
MARITIME
cool winter, warm summer



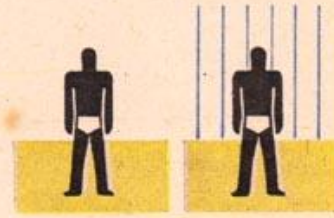
MEDITERRANEAN
mild winter, hot summer



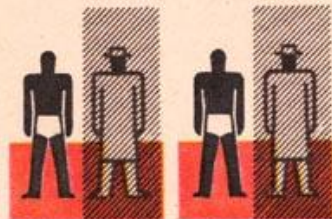
HUMID TEMPERATE
warm winter, very hot summer



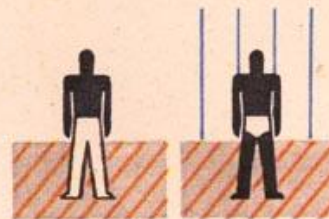
WET TROPICAL
very hot all the year



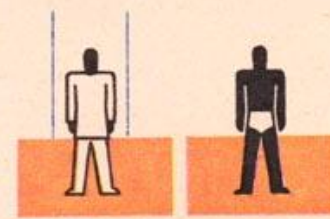
DRY TROPICAL
very hot all the year



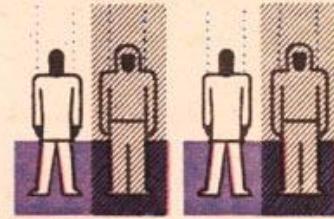
DESERT
cool night, very hot day



SEMI-DESERT (HOT)
warm winter, very hot summer

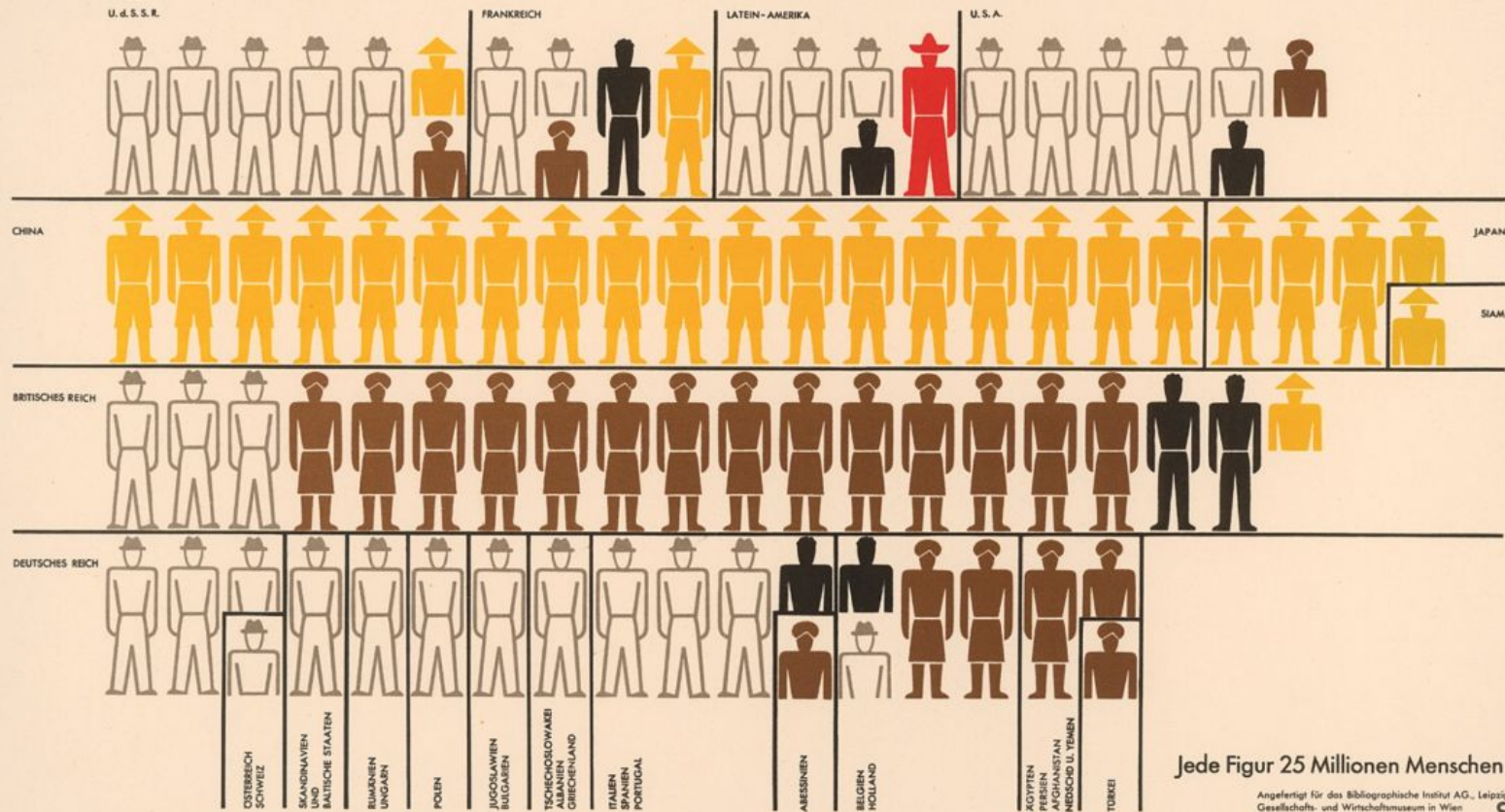


SEMI-DESERT (COOL)
cool winter, very hot summer



MOUNTAIN
very cold night, mild day

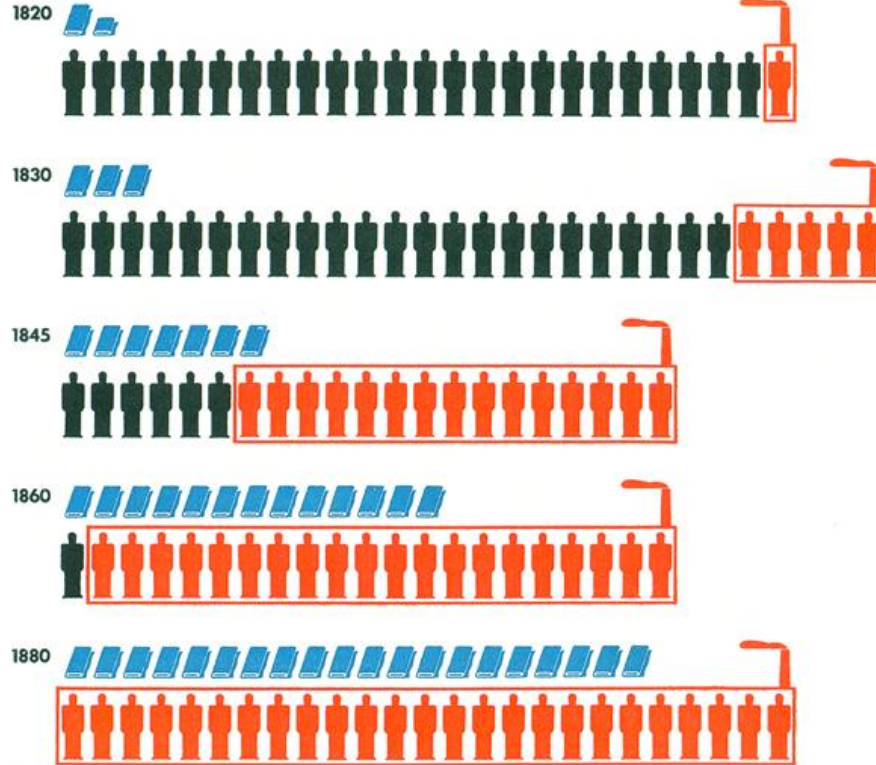
Mächte der Erde



Jede Figur 25 Millionen Menschen

Angefertigt für das Bibliographische Institut A.G., Leipzig
Gesellschafts- und Wirtschaftsmuseum in Wien

Home and Factory Weaving in England



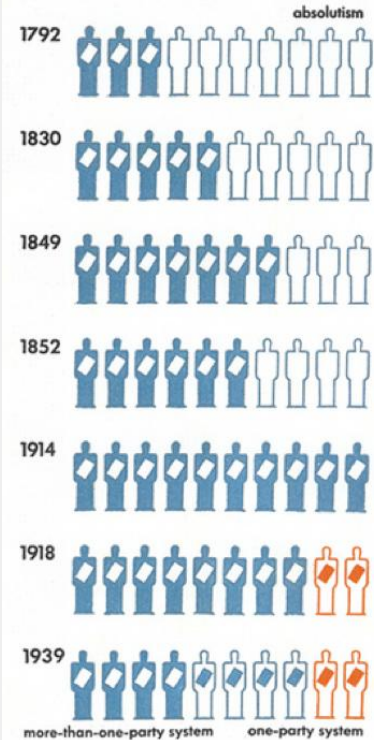
Each blue symbol represents 50 million pounds total production

Each black man symbol represents 10,000 home weavers

Each red man symbol represents 10,000 factory weavers



Political Organization



Each symbol represents 10% of the population of America, Europe, and the Soviet Union

Blue: people living under a "profit" system

with white ballot paper: no suffrage

with blue ballot paper: authoritarian states

Red: people living under a "non-profit" system (the Soviet Union)



Handelsmarinen der Erde

1850



1900



1913



1929



Jedes Schiff 5 Millionen Bruttoregistertonnen

Angabe für die Schiffsflotte nach der 1. Weltwirtschaftskrise

Weekly Earnings of Men and Women,

Engineering



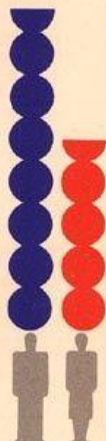
Electrical Engineering



Woodworking



Cotton



Each circle represents 10 shillings

1940

Hosiery



Dressmaking, Millinery



Food, drink, tobacco



Teachers elementary schools, provinces



blue; average weekly wages or middle salaries per week of men
red; average weekly wages or middle salaries per week of women

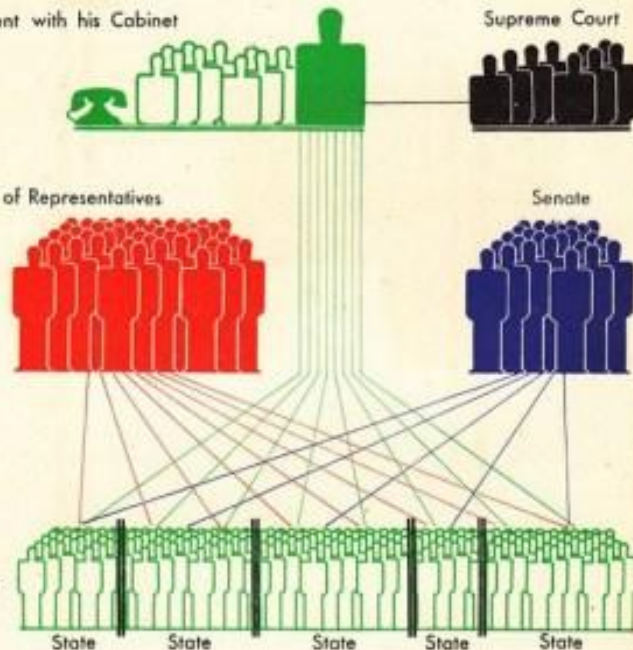


Presidential Government United States

President with his Cabinet

House of Representatives

Voters



Americans vote for President, House, and Senate. Britons vote only for the House of Commons, of which the Prime Minister and most of the Cabinet are members.

Cabinet Government United Kingdom

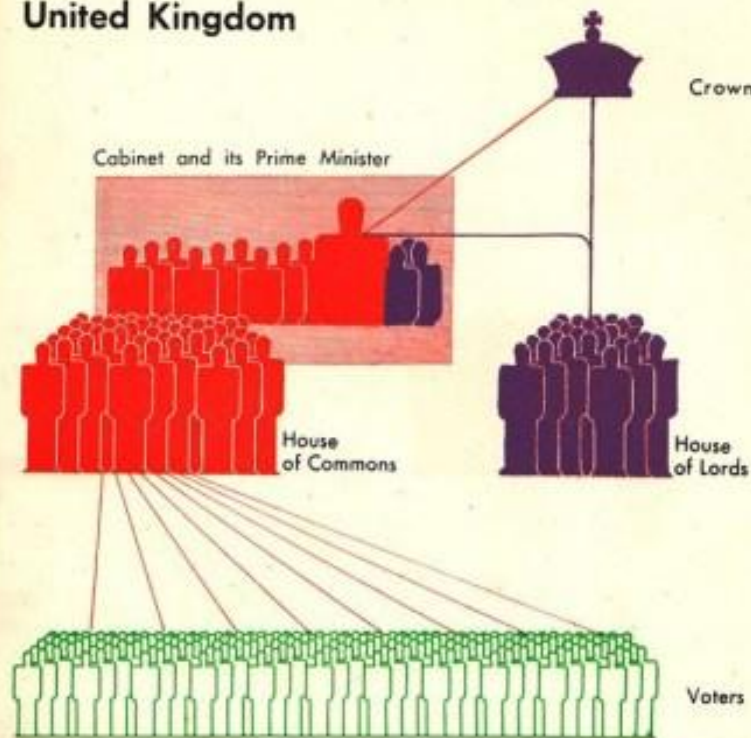
Cabinet and its Prime Minister

House of Commons

Crown

House of Lords

Voters



Revisiting the Isotype Today

<https://medium.com/nightingale/explaining-a-single-isotype-creating-simplicity-from-complexity-15c174580336>

http://isotyperevisited.org/2010/09/isotype-revisited.html?source=post_page-----15c174580336-----

Discussion

- How do we use isotypes and iconography today?
- In what situations is isotype and similar symbology best used? Is there a limit to the level of complexity it can convey? Is isotype oversimplifying?
- Is there still room for innovation using isotype?

