

Category **Bachelor and Masters**

Project **MUSTERTEXTE/TEXTMUSTER**



#### What was the challenge?

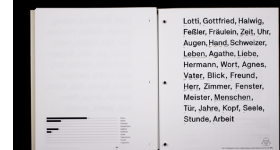
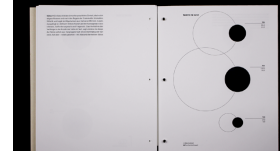
Language is a subject to constant change. It is not only a stylistic device but also a powerful socio-cultural tool that shapes the way we think and act upon the world. The project wants to find an alternative approach on examining this complexity of linguistic structures by translating them into a reduced graphic system that attempts to unfold the lingual anatomy and engages with changes over time.

#### What was the solution?

This project provides an artistic-exploratory approach to linguistic structures and their graphic interpretation. Using linguistic text analysis tools, one text each by three well-known female Austrian authors from different eras was analysed: Lotti, die Uhrmacherin by Marie von Ebner-Eschenbach (1880), Drei Wege zum See by Ingeborg Bachmann (1972) and In der Zukunft sind wir alle tot by Stefanie Sargnagel (2014). Based on the formal analyses of these Mustertexte [sample texts], a visualisation concept was developed to make Textmuster [text patterns] visible and thus engage with the anatomy of language in a different, experimental way. In addition to the conceptual-analytical part, special attention was paid to the material elaboration. The book was entirely self-produced, including printing and binding.



Lili Harather  
New Design University [AT]  
lili.harather@gmail.com



#### What was the effect?

The elaborated graphic system—based on linguistic, philosophical and artistic research—can be transferred to analyse any texts and isn't bound to the German language. The additional enrichment with theoretical linguistic essays enables the recipients to engage with and reflect on language in a new and stimulating way. The selection of the analysed texts gives agency to female authors, often left out of cultural history. The resulting publication examines the book as variable object and tries to push conventional boundaries. It can be seen as an open work that continuously can be disassembled, extended and changed by feeding in further analyses and text patterns. This interchangeability picks up on and reflects the variability and changeability of language on a formal and artistic level and makes it not only visually but also physically experienceable.

