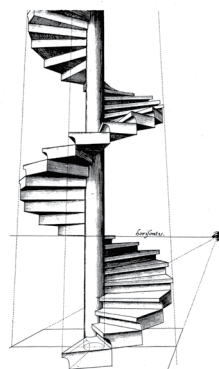




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## A GEOMETRIA NA POÉTICA DE FERREIRA GULLAR, PRECURSORA DO LIVRO DE ARTISTA NO BRASIL

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### ABSTRACT

The main focus of this paper is the book as an object, especially poem-books created by Ferreira Gullar (1930) in 1958 in Brazil. In these works, Gullar innovated both the visual and the semantic structure of books, breaking with the conventional system of reading. There, word and page make up an indissoluble unit: the format of the page is part of the poem and emulates its meaning. From the books' geometry, a dialectic relation of openness emanates. This paper covers the breakthroughs achieved by the concrete and neo-concrete movements, inquisitive by nature, with strong formal geometric tendencies and constructive concepts that characterize them as avant-garde. Historically, it may be considered that Gullar's poem-books were predecessors of the artists' books in Brazil, because their purpose of overcoming the unidirectional character of language breaks with traditional verbal syntax. Poem-books are characterized by a precise geometric design and by their proposed graphical rupture, in contrast with conventional books.



[www.aproged.pt/geometriasegraphica2015.html](http://www.aproged.pt/geometriasegraphica2015.html)

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