



DADA
AL AZAR ELE
PALABRAS DE UN
DIARIO

Direktion r. hausmann

Nº 2

DER

DADA

Preis 1 Mark

siegt!



DADA

Direktor:
TRISTAN TZARA

a eu des hommes avant moi.



BULLETTIN

DADA

FRANCIS PICABEA

GEORGES RIBBA

Nº 6

Prix: 2 francs

écrire

à

PAUL BLA

tristan

f

contact@dadaeyewear.com
www.dadaeyewear.com

DADA

Tretet dada bei.

OUR

A precise century from the bird of Dadaism, Dadà celebrates irrationality, anarchy, the rejection of all forms of traditional culture.

VISION

Tzara said:

"Dadà means nothing,
Dadà is a verbal product
used to draw what will be".

Disrespectful, extravagant, unpredictable.

Dada lives through action, it needs movement. It conceives calm only in dynamism. It abandons the superfluous in order to keep the substance. This is the vision of Dadà. The view of life from here, from the peak of an intuition, in the absence of rules, classifications, standard, is pure form, pure colour.

Dada is a mocking smile
placed at the centre of
chaotic nonsense.

DADA





OUR

Conceive, think up and design frames of quality at an affordable price.

MISSION



Inspiration and innovation, lightness and independence animate the creative team of Dadà in the design of each model.

Constant and passionate search of new materials and shapes, brave experimentation of colours and textures make a constantly changing reality.

Designed glasses for young people that is projected into the future and that is imposed with strong personality on a daily basis.

DADÀ



OUR COLLECTION

DADA

Cabaret Voltaire

Cabaret Voltaire collection is inspired by the provocative and desecrating performances of Dadà movement.

Rimless frame, nylon flash lenses, steel temples and bridge with asymmetrical tip with logo, contrasting silicone nose pads. The masks have cuts in them to define and lighten the shapes, making them more futuristic.

Ball, Duchamp, Janco, Tzara, Ray, Picabia.
Six great Dadaist artists have given their names to the six frames of collection.

Cabaret Voltaire is a hymn to freedom, through shapes and colour.



B a l l



P i c a b i a



J a n c o



R a y



D u c h a m p



T z a r a







DADA

Karawane

The collection takes its name from a famous onomatopoeic poetry by Hugo Ball, whose verses have given the name to each model.

Black matt frames with galvanic gold, palladium, black matt and copper temples.

Like the Dadaist poetry, all models in the collection are changing. In fact they can be changed in sunglasses adding clip-on in harmonic steel with eccentric shapes and rich in cuts and details, with flash lenses.

In this way born Anlogo, Blago, Habla, Horem, Bung, Higo.

**Karawane celebrates
the nonsense in his truest form.**

A n l o g o



B u n g



B l a g o



H i g o



H a b l a



H o r e m





OUR DISTRIBUTION

With the fictitious distribution on the Italian territory, Dadà is growing on the European market and non-European market too. Dadà convince foreign dealers because the collection has creative and excellent quality of a true Italian brand.