

been made. Our book gives such a selection from the point of view of teaching and advertisement—a selection which is in harmony with a complete system for an international picture language.

Further, till now there has been no system for working out such pictures. Even geography maps, though based on a fixed system of picture rules, do not get as much profit as they might from teaching experience. Maps are dependent for their form on the work of men of science and designers—but for putting the two together a special expert is needed. This is even more important in other fields of picture-making. Turning the statements of science into pictures is frequently a delicate business, and it is not the work of a man of science or of a designer. Special attention to this process has given birth to the ISOTYPE system. Its rules are the instruments for putting together the work of science and the work of design.

The first step from the statements of science to the pictures has a special name: 'transformation.' For transformation as for designing—the writing of the picture language—it is necessary to have

not only a knowledge of the rules but training in their use. That is why it was only possible to make a start with such a picture language when an organization had been formed in which a group of persons of different education had been working together for years. The Government of Vienna gave birth to such an organization in the form of the "Gesellschafts-und Wirtschaftsmuseum in Wien" in the year 1925 (which was in existence till 1934). More than ten years back pictures made by this group of persons were put before the public for the first time. From that time on it has been working on the development of the international picture language ISOTYPE. Every new picture is a step forward. A great number of pictures has been produced for a great number of countries. The organization for producing teaching pictures is now at The Hague. To give a further impulse to these tendencies and to make clear the new sort of education for which these pictures are a base, a special international organization has been formed: the INTERNATIONAL FOUNDATION FOR THE PROMOTION OF VISUAL EDUCATION BY THE ISOTYPE