

DADAYAMA

written by

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adapted and transcribed for radio by

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CAST (in order of appearance)

Main Announcer

Little Girl

Second Announcer

Sweet Woman Announcer

Tinny Tour Advertiser

Tinny Tour Guide

Dramatic Voice

News Announcer

Boff

Merin

(main announcer in loud, echoey reverberating voice:)

It's DadaaaYamaaa!!!

(little girl's voice to background of insects:)

What's Dadayama?

(main announcer, toned down only just a little:)

Accessible from the station
only by means of a daring double somersault,
Dadayama makes one's blood boil!

Part bullring, part National Assembly,
a world of reinforced concrete that is
constantly in operation on Eiffel Towers
and in the depths of iniquity
to the accompaniment of opium and Moet!

Every city has its Dadaist Culminations.
Dadayama is the culmination of each and every city!
revolution! debauchery! terror! flagellation!

Lashed along the corridors of Russian steam baths,
no sooner do you stagger into the moonlight
than you fall arse over tit through a trap door onto hyacinth beds.

In cul-de-sacs where the light of the lanterns
condenses to micro-filtered alpine milk,
a torso with neither head nor abdomen suddenly emits a yell!

(announcer 2, yelling:)

Dadayama ensures a healthy night's sleep,
regulates your dreams homeopathically,
better than psychoanalysis.

(main announcer:)

Dadayama is the very first Dada colony!!!

The most striking streetscapes,
like Berlin's *Friedrichstrasse*, Fifth Avenue in New York,
Munich's *Schwabing* and Blood Street in Cologne are constructed in 41 Dada-days
with the assistance of eleven thousand Chinese stone-carriers.

They are arranged in the form of a labyrinth
in order to increase their vitality,
and the transport facilities (1 suspension railway,
15 helter-skelters, 31 mountain and valley railways)
only allow one to jump on or off while the vehicle is in motion.

(sweet woman announcer, a bit gushy:)

Immaculately appointed:
giant airship canal,
automatic church orchestrions,
heatable water closets (patent pending)--
and above all that marvel of modern techno-sculpture,
the electric big drum for advertising!!!

Transparent announcements after each boom-boom
visible for a five mile radius --
at the same time dirt cheap connection to an accumulator
for three thousand mobile figures in all districts.

(more animated here)

Just ask for Usrel!
That's Universal Round Sailing Electrics!!!

A TOUR OF DREAMLAND!!!

That's a tour round Dadayama!!!

(now toned down but still sounding excited)

Tickets at the main box office of the Walt Merin Palace!!!

**(tinny crisp speaking advertising voice,
coming from cheap speakers:)**

Combustion engines.
Single-phase alternating current.
11,000 volts.
Attention, do not touch the cable!
This has been an electric message for the living corpse.

(tour guide, from same cheap speakers as advertising voice:)

On the right you can see the corrugated-iron district,
centrifugal nourishment for poets,
4 transformers for highly-charged emotions.

To the left to the right
you see across O so many valleys,
o'er peaks to the Himalayas
and down you come with a thump!

The little murderer hacks away at wax
while constructing bond-stones.

(advertising voice:)

Do you suffer from bed-wetting???
No drop in wattage.
Enormous savings in electricity.
The peak of honesty.

(tour guide:)

5% above sea level.
And down to the left
A Bird's Eye View
and down to the left and above to the right
the urban railway heaven, crimped in asphalt.

You can gaze into gambling dens,
paradisiacal beer gardens
Eden Hotels masochist barracks,
for days on end perhaps,
before seeing a living thing.

(advertising voice:)

Someone recommends lecithin to you.
We give better cures a la Lahmann.
Success guaranteed three weeks before and after use.

(tour guide:)

Already your mind negotiates the steepest curves.
Sexual-symbolically around Freud Parks
(we recommend the analogies for the public's defence mechanisms).

(advertising voice:)

Vulcanised rubber to prevent short circuits.
And the dynamos sweat blood.

(tour guide:)

And the green of the meadows and a shortness of breath.
And world panorama and anxiety feelings.

(advertising voice:)

Dadayama cleanses the stomach of compulsive ideas!
For example, an iron curtain descends,
decorated with giant posters.

(tour guide:)

Six seven stories and even more ...
On the twenty-first offices are flooded by harsh electric light.

(dramatic voice:)

The double entry system is terminated
with a debit of blood.

A man hangs over a swivel chair,
his spine broken.

A shilling-sized lilac bruise encircled by green
on his seventh vertebra.

(As noted in the report by the Special Commission for Murder.)

O merciful Jesus! Capitalist.
He enters life with a death scream.

God will not forsake his fold.

The share certificates flutter back
to thrice thrashed Arnheim
(murder from behind!).

Pressing the alarm button informs the local police station.
Policeman and flying squad close in.
Two have smelt a rat and skedaddle.

Justice takes its course --
in the wrong direction, as usual!

Now they are being hauled before the tribunal.

And now they are transpiring on the gallows.

Their innocence flails vainly in the chain of evidence
and their regret is tardy:
a good tire is the best pillow.

(tour guide:)

And as our engine doubles its speed,
the railing as you see bobs up and down
and beyond it lies Hamburg.

The ocean darkens amid raging seltzers.

The imaginary beer joints of the Dada suburb
with its art factories
(manufacturing 10,000 collage pictures a day
on high-speed printing machines;
export to all countries).

Every artwork created outside it will be bought
at the discretion of the magistrates for Aunt Sally stalls
and ...

(main announcer, very excited:)

Every Sunday It's Bruitist Evensong at the Buddha
to the sound of gramophones!!!

(tour guide:)

This tour round Dadayama conveys an anatomical picture.

The specific nature of its construction
determines its orthocentric frame of mind--
that it alone is important--
and level A eliminates the passivity of the traveler.

(main announcer:)

In Addition, Each Visitor Receives the Following:

(advertising voice:)

Regulations for the running of Dadayama.

DA 1919 I 138/61.

(sweet woman announcer:)

Watch out during dull weather
for the public cinematic presentations
by the Heartfield-Merin Mutoscope Company's
cloud projection apparatus!!!

The gasometers operate
on the basis of a patented invention (DADA. R.P.)
with the assistance of all inhabitants!!

Sexual acts may only be performed in the great glass-bordello
with its sex-swings and tiers for voyeurs
(designed by Brunhold Taut)
and in the Temple of Self-Pleasure.

(advertising voice:)

(Fetishists, look no further,
buy Obersky corset!)

(sweet woman announcer:)

For this purpose
all inhabitants have to present themselves once a fortnight
to the Commission of Inquiry in a freshly washed state.

The onset of puberty entitles you to volunteer for one year.

Legal decisions accord with the rules
of the International Boxing Club, London.
Imprisonment will be replaced by public floggings.

Only honorary Dadas are permitted to live beyond their fiftieth years.

(matter-of-fact news announcer:)

Dadayama in February.

With Dadayama, Merin has set up a new world record for city founders which has compelled the justifiable attention of all civilised countries, with the exception of Germany.

Now America is growing interested.

The Bethlehem Steel Company
wants to buy up Dada to advertise armour plates,
and Wilson has warned the population against using the points
laid down by the Dadaist Central Committee in Germany.

The Dadas have answered with threats to paint his White House green.

A sinister group of American artists
has just brought out *Camera Work* for the first time.
(that is the use of photographic plates for simultaneous pictures)
and the press has sent the renowned artist and reporter,
BOFF,
also know under the name of Marshal Grosz,
as its representative to the gold-digger bars.

Boff is the director of the Edison Yoga Cult Limited,
who produced the standard work "Germany"
which can be whipped from triumphal glory to revolution
by means of an engine.

In 1916 he made the final move from the U.S.A. to Dada.

Although negotiations have foundered over the purchase of the book:

HADO

(copyright Baader, Superdada, President of the Globe)

in order to exhibit it in the Washington Senate,
the newspapers keep vying with one another
by writing increasingly sensational articles
on Dada evenings and their representatives,
and especially about the great world circumnavigator.

Then, on November ninth of 1918, Boff filed this interview
which he titled: The King of City Founders:

(boff, to audience:)

After three unsuccessful weeks
I have succeeded at last in arranging an interview
with the king of city founders
at a pump house of the Siberian Railroad.

As I wait for my audience in a cramped compartment of the saloon car,
the wall suddenly opens up and I find myself sitting right in front of him.

My first impression is of a nimble personage,
a combination of cowboy and fakir in a pale Nankeen suit.

Set upon the table are hand-signed
photographic portraits of famous Dadaists, agitators, etc.
and hanging between the windows is a map of Dadayama,
drawn according to Merin's specifications:
photographs of the town,
stuck one on top of another in some 100 layers,
which can be folded out like an anatomical atlas.

During the short time allotted to me,
he continues working with his Parlograph.

“Time is not just money,” he says,
“but even more valuable, Dada”
he remarks with a smile.

And now the interview:

(boff, now interviewing:)

There are already as many notions of Dada as people.
Can one formulate it more precisely under a single criterion?

(merin:)

From time to time one finds that,
under the planetary influence of Mars,
Mercury and lunar hypertrophy,
the mind becomes matted and forms intellectual trichomas.

In other words, wires short circuit
and people mistake their headaches for divine revelations
instead of paying attention to the actual knocking signals.

Dada is engaged by a single flick of the wrist,
amplifying the morse signals
to the volume of exploding hand grenades.

(boff:)

Do you employ any special means of conversion,
and if so, which?

(merin:)

Dada decries, in principle, terrorist measures,
but uses them as a vital impulse according to the
l'art pour l'art system.

(boff:)

What influence does the introduction of Dadaism have
on the health of the populace?

(merin:)

There's no denying that at first the mortality rate climbs steeply,
but once people's bodies have acclimatised to the increased tension,
the result is a hitherto unknown over-population.

(boff:)

Is the movement based on hallowed traditions?

(merin:)

Dada teaches the higher development of the individual,
though not in the Darwinian sense,
but dated rather from the creation of Dadaism.

(boff, back to audience:)

I have time
to take a leisurely look at him while he speaks.

His expression wavers
between the bloodiest predatory energy and boyish grace.

As I peer at his enormous ring,
in which an enormous white pear-shaped gem quivers,
he blushes and says:
“A memento from Japan.”

(boff, back to interview:)

And now, could you give us a few words on the new calendar.

(merin:)

The exact calculations are still missing.

We had wished to entrust Chancellor Helfferich
with the mathematical details,
but unfortunately he has sent us
his refusal from an unknown address.

(boff, back to audience:)

After shaking my hand firmly,
the wall closed once again in front of this curious personage,
and as the door closed
I heard a disembodied voice say these curious words:

(main announcer, voice again full volume and echo:)

PUT YOUR MONEY ON DADA!!!

The world is merely a branch of Dadaism!!

We pay out the deposits of every bank as profit!!!

DADAAAYAMAAA!!!

(musical jingle:)

DADAYama nonstop

Here we go

(Let's skip death!)

Hypocrisy-bourgeoise

The Ego s.o.b

through the looking glass

malice in wonderland

the melting pot

who's cooking?

lots of open country --

Heil! Hail! Hell!

dadaYAMA!

calling DADAYAMA

1 2 3 o! o!

WHO is WHO

Arp TZARA O!

where from?

Sodom Lourdes Potsdam Moscow

Praise the Landlord! Glory!

Welcome to

DADAYama-napoli

and die!