

Art Business News

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CREATING SOLUTIONS FOR THE ART AND FRAME MARKETPLACE

Advertising & Art A Modern-Day ♥ Marriage

BY MAJA TARATETA • ABN Contributing Editor

Though art has been used in advertising for centuries, a new breed of artists are promoting modern products and garnering mass appeal



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Booth, "and the ads gave Yuri's career a tremendous boost. Collectors tell us all the time that they cut them out of magazines and frame them."

Alain Despert is another fine artist who also painted the Absolut icon in the '90s and has now moved on to a new Roux-imported product called Absente, a "refined absinthe," said Karen Brown, director of the Arts District Gallery, which represents Despert.

Collectors, it seems, are already interested in the new Absente work. "Just by the fact that Michel Roux was doing another artist campaign, because of the success of Absolut, people have been e-mailing and calling for [the Despert Absente] image because of their belief that it will be a collector's item," she said. "It is an honor to be asked to do something new with Michel Roux."

Although Rob Silvers hasn't created an advertising image for Roux, he has done so for many marketing monoliths: Master Card and Coca-Cola, to name a few. "I was told if I made any commercial images, I would not have an art career," said Silvers, whose trademarked Photomosaics use tiny individual photos to make a larger picture. "It's been completely false."

Silvers developed the technology he uses



to create his photos while studying at MIT, where he earned a master's degree. One of the first images he made was published in a university newsletter, which led *Wired* magazine to call him and the Stock Market photo agency to ask him to create a cover image for one of their catalogs, which Silvers said was seen by at least 100,000 art directors. His appropriately named company, Runaway Technology, has been busy ever since, creating not only advertising

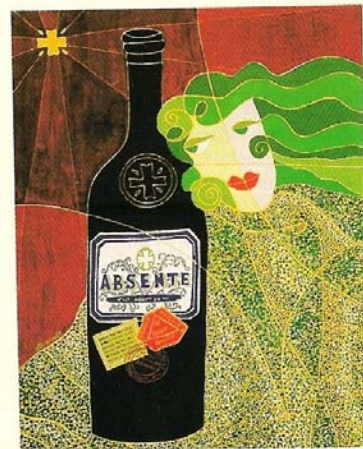
but also making fine art prints for galleries worldwide.

"At the very least, advertisers want to appeal to people's emotions," said Silver. "It takes an artist to create something worth looking at."

Advertising, as McLuhan noted, may have indeed been the greatest art form of the 20th century. But perhaps art will be known as the greatest form of advertising in the next. **ABN**

◀ Artist Rob Silvers was commissioned by Coke to make this giant photomosaic.

▼ Alain Despert was commissioned by Absolut Vodka marketing genius Michel Roux to create "The Green Fairy" for an Absente ad campaign.



"The benefit of using art in advertising is art's attention-grabbing quality, art's connection with the soul."

CATHERINE COLEMAN,
AMERICAN ADVERTISING MUSEUM