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Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

Task One: Manifesto =

Task Two: Semiotic Analysis =628 words (NEED TO CUT DOWN)

Task Three:

Everyone sees things differently, but the most important thing is that everyone can see something at least. Seeing is a beauty. The beauty is that every individual has a different perception that intrigues the audience in a variety of ways. Dissect the image to pieces to reveal the beauty that lies within. To be able to identify signs and symbols, first, we must take several hours staring as “seeing come before words”. As stated by Berger, “Our vision is continually active, continually moving, continually holding things in a circle around itself” (Berger 2008) The process of unfolding an image is interesting as you start questioning the endless possibilities that lie within.

Advertising for Bloomcraft Fabrics Inc.



Figure 1 'Advertising for Bloomcraft Fabrics Inc'

Bloomcraft is a fabrics company that works closely with artists and designers from 1940 through to 1980. This advert aims to showcase the high- end designed fabrics. This is done cleverly by locating the voluminous skirt centrally in the frame of the image. Instantly, your eyes focus on working out the surface pattern on the pleated skirt. The design is distracting with its abstraction and geometric design elements that intrigues you to wanting to find out more. We can see that the base of the skirt panels is made from three Picasso's collection work of 'Toros y Toreros', 'Musical Fawn' and 'Posters of Picasso' translation of 'Le Bouquet'. We can identify that the skirt is made from cotton fabric and used the technique of screen print to transfer Picasso's unique designs onto. As stated by Edwina Ehrman "cotton was worn by every social class" which contradicts the upper-class costume used in the image. (Ehrman 2018 pg. 71)

The 18th-century costume gives out imagery of importance, upper-class, and strength. We can notice a sword perfectly tucked away under the man's arms rather than on show. The significance of the sword is power, protection, and authority which is ironic as the sword is hiding its full glory. Another aspect noticed within the image was the hidden top half of the man, no body nor head included. We start to question why this would be, personally the head is unnecessary to be added.

Within the book 'English Costume through the ages' the 18th century had a "movement in upper class costume, especially in male costume." (Clarke 1966 pg. 92). This reflects the target audience of the company aiming for the best of the best class consumers. During the 18th century they "demand excellence in tailoring and good quality cloth, not being expensive and not easily imitated." (Clarke 1966 pg. 92) Here we can see that Picasso created his unique collection for the company.

The redness of the walls is very glorious and powerful that brings out variety of styles and moods. The significance of the colour red "has always been a colour of contradictions" (Hoppen 2001 pg. 13). For this instance, the colour red makes us question why the use of red as it could mean love or hate at the same time. The red roses are polysemic in which they can suggest love and romance. On this occasion, they have been carelessly crushed on the ground with no meaning in the world. It is ironic with the dead flowers on the ground but there is still hope and re life of nature flourishing within the floral design on the skirt.



Figure 2- 'Posters of Picasso'



Figure 3- 'Musical Fawn'



Figure 4- 'Toros y Toreros'

"Photography is considered to be a perfectly realistic and objective recording of the visible world" (Bourdieu 1990 pg.74) We've got to dive deep into an image to identify its denotation and connotation even if it is hard to identify, by giving it time, soon things will start to fit into place and make some sort of sense.

Bibliography

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Ehrman, E (2018) 'Fashioned from nature' V&A Publisher

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Shears, S. E (2020) 'The fabrics of Bloomcraft, 1940s-1980s: Affordable high-end textiles design for the mass market. Fashion Institute of technology. Available at:

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Figures

Figure 1- 'Advertising for Bloomcraft Fabrics Inc' Accessed: https://www.textile-forum-blog.org/textile_design10s/ (Accessed on 15th October 2021)

Figure 2, 3, 4- 'Pablo Picasso Fabric' Accessed: <https://www.fabricgateway.com/topic/pablo+picasso>

(Accessed on 9th November 2021)

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