

SURREALISM

In Europe in the 1920's, artists and writers who had lived through World War I were rebelling against conventional values.

These artists based their art on memories, feelings and dreams.

This type of art is known as...

SURREALISM

SURREALISM



over or above

SURREALISM



true, actual, existing

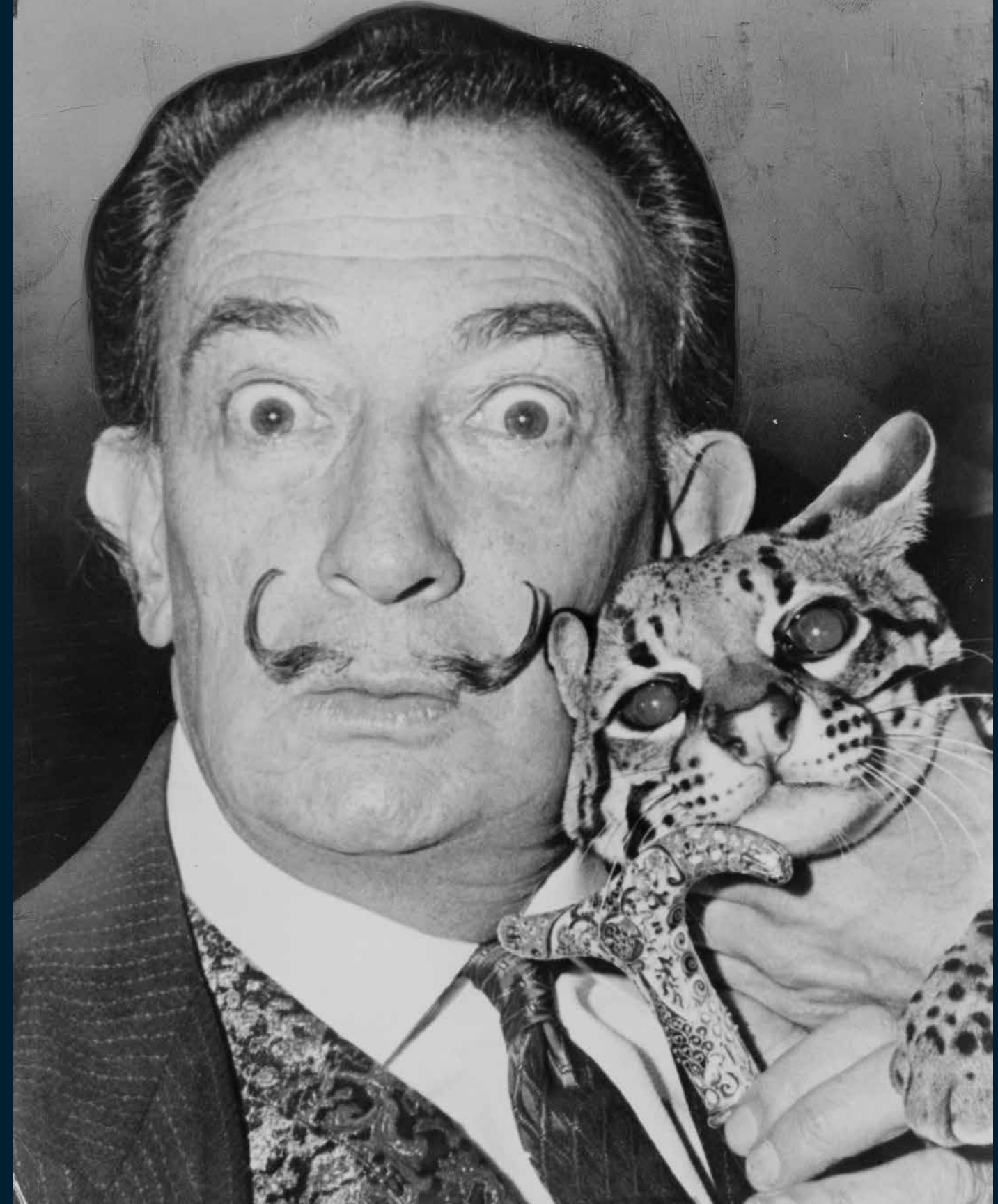
SURREALISM

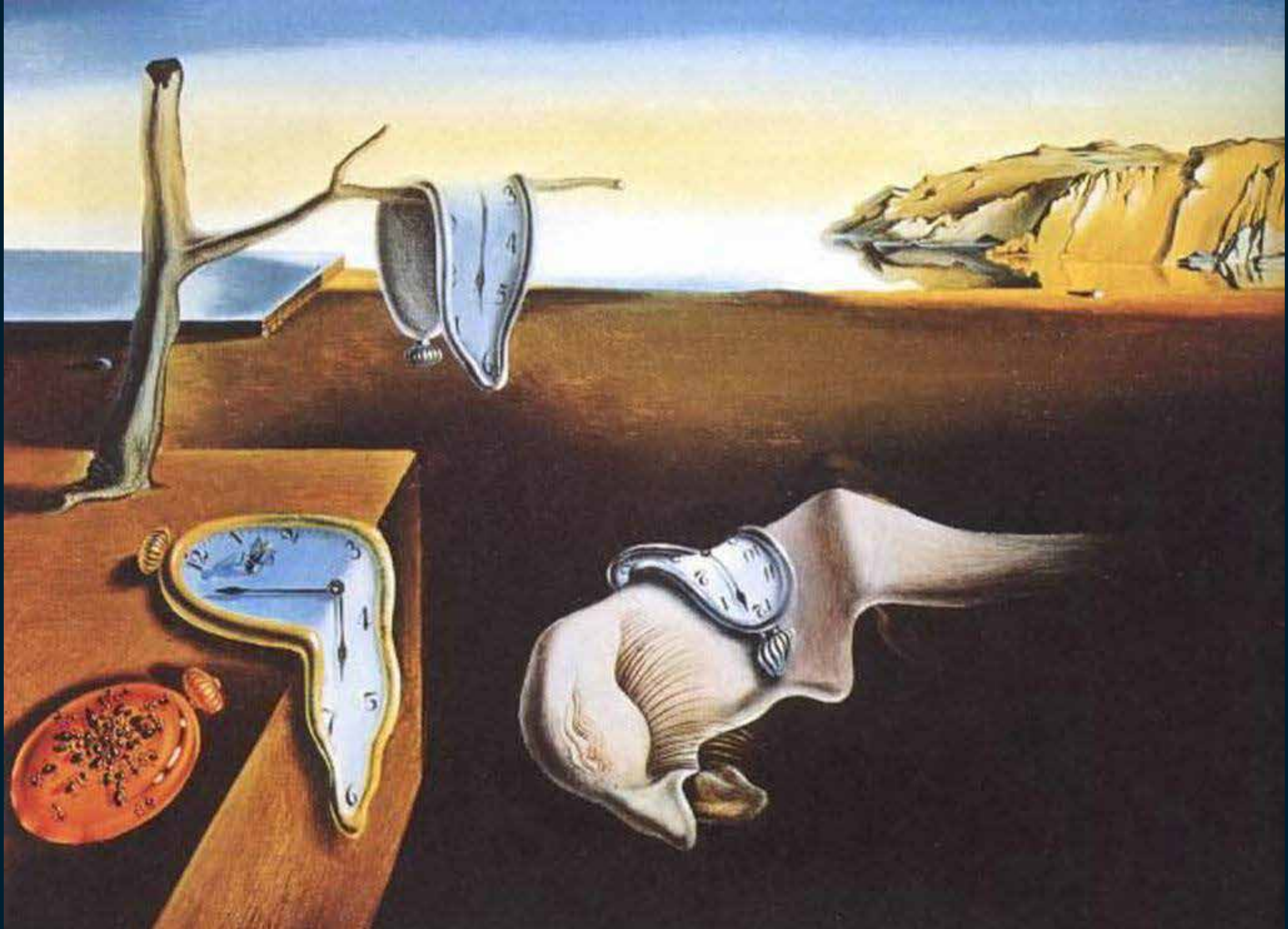


*a practice or system
(art time period)*

The Surrealists created confusing, startling and surprising images like dreams.

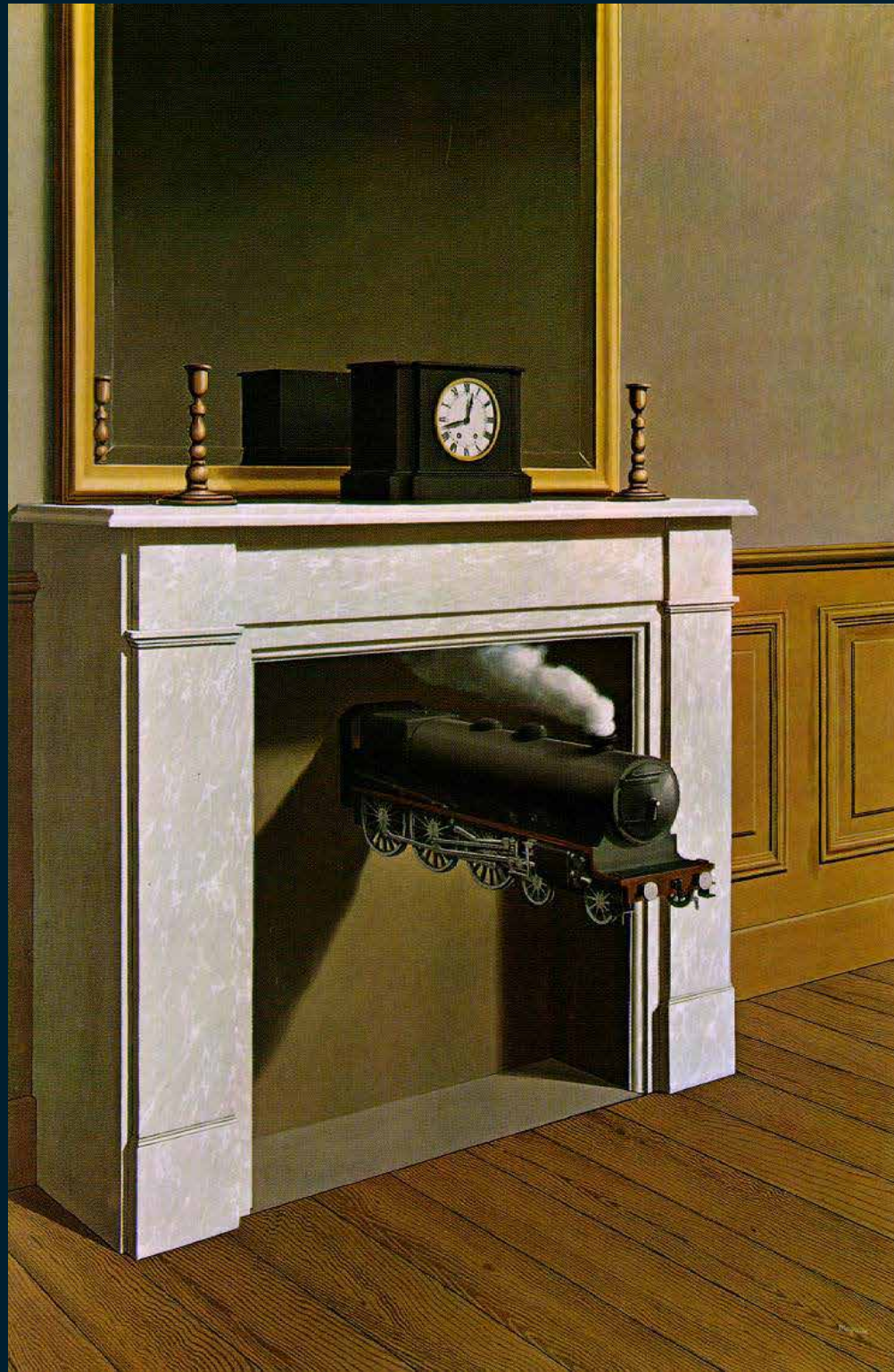
One famous Surrealist is
Salvador Dali. He painted
imaginary scenery.





Other artists painted objects we see everyday and creatively changed them. This turned dull, ordinary objects into unforgettably haunting visions. Rene Magritte is known for doing this.





SURREALISM IN ADVERTISING

When something is strange people are more likely to remember it. Using Surrealism in advertising is a technique used to help consumers remember the product because they shock, surprise and even disgust the viewer.

The Surrealist method of advertising associates a product with something else in order to try to sell that product.

The Surrealist Rene Magritte put objects in places where they are unfamiliar with the viewer, an apple in the air for instance.



This image might be used in advertising to indicate how
‘light’ a sugar free drink will make you feel.



KitchenAid
FOR THE WAY IT'S MADE®



Al. Gabriel Monteiro da Silva, 1241 - São Paulo.

FOR 92 YEARS, COOKING HAS BEEN ART FOR US.

Surrealists turned dreams into art. And before that KitchenAid was doing the same in the kitchen: turning recipes into masterpieces. Find out about our products and other art movements at: facebook.com/kitchenaidbrasil. KitchenAid. For those to whom cooking is art.

KitchenAid by Surrealism - 1931

SURREALISM IN FASHION ADS

Unconventional fashion advertisers hope creating a shocking ad might add value to the brand, and make it more memorable.



SURREALISM IN ADS FOR EVERYDAY PRODUCTS

DISCOVER YOUR OASIS





SURREALISM IN CAR ADS

Surreal art sometimes adds metaphoric images to give more meaning to a piece of art.



GET THERE FASTER.
RENAULT CLIO RS. 201 HP.



SURREALISM IN TECHNOLOGY ADS

Surrealism can help create advertisements that
overexaggerate how technology can help.

Ultragloss Steam Iron
Faces any wrinkle



ARNO



THINK BIGGER. **STIHL**



