

# *SURREALISM*

Art of the Dream

# WHATS WRONG WITH THIS PICTURE?



Rene  
Magritte

# SURREALISM

“An early 20th-century movement in art and literature that tried to represent the subconscious mind by creating **fantastic imagery** and **juxtaposing ideas** that seem to contradict each other.” (encarta)



Rene  
Magritte

# SURREALISM

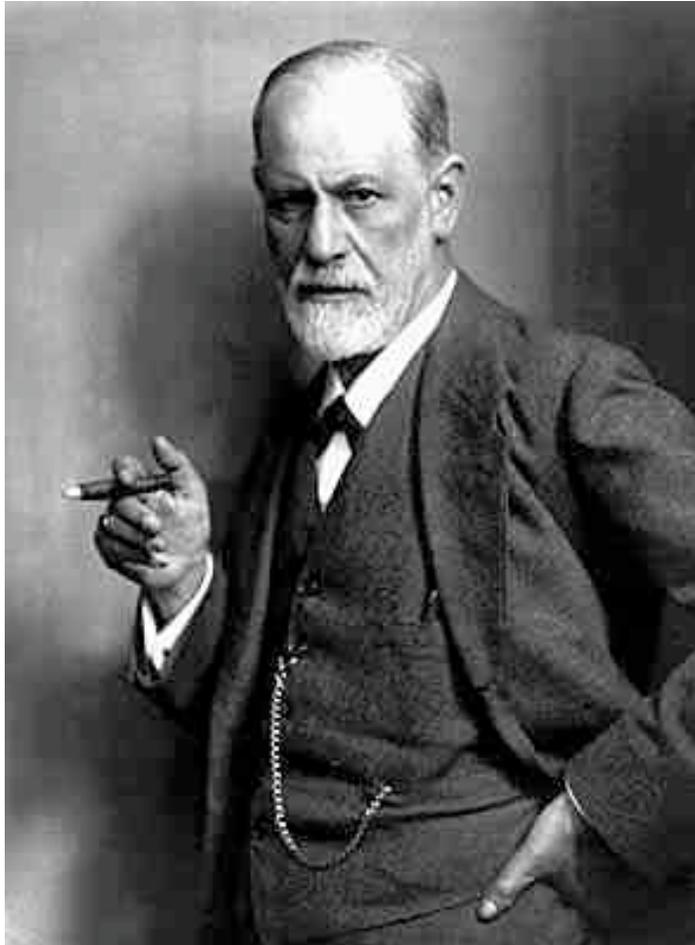
The move to the Surreal in art came about as a result of a number of causes - two of the major ones are –



**World War 1** (1914 – 18) had a huge effect upon the western world. Over **37 million** people, both military and civilian were either killed or wounded. This was many times higher than any earlier war.

The death and destruction during the First World War had led many artists and writers to question the values in society in which such an event could occur, and began to look away from the traditional subjects such as landscape, still-life etc. as the subject of their art and to look 'inward' for their inspiration.

# Sigmund Freud



The surrealists were attracted to the theories of Sigmund Freud who suggested that unconscious thoughts (the thoughts of which one is not aware) motivate human behaviour.

He also believed that the non-rational, impossible “world” of dreams was important.

The surrealists too believed that dreams could be a source of artistic inspiration.

# SURREALISM

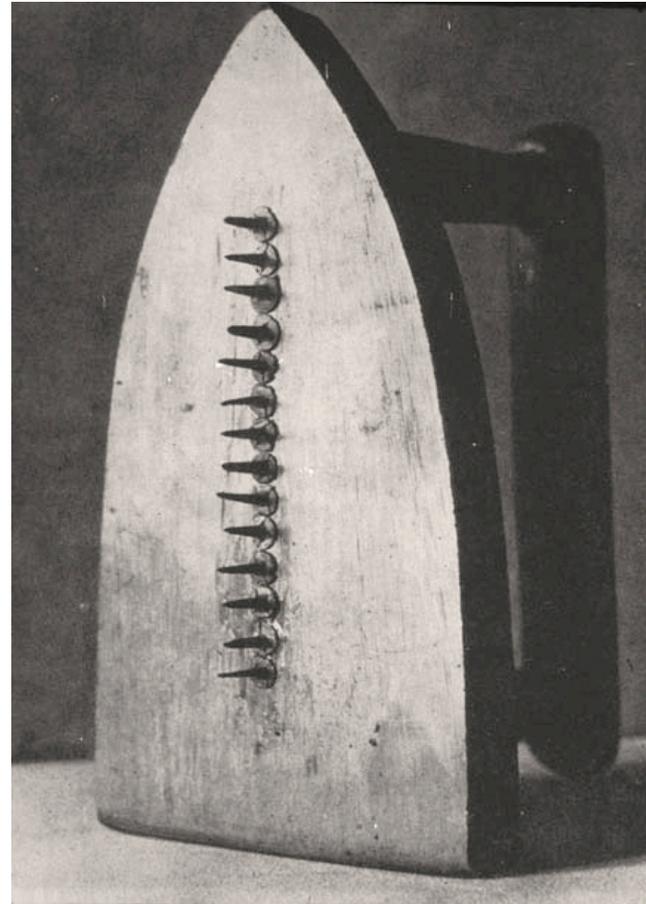
Surrealism was to become a very important art movement, with many prominent artists working within the *genre (type of art)*.

Among them:

# Max Ernst (German, 1891 – 1976)



# Man Ray (1890 – 1976, American)



# Meret Oppenheim (Swiss, 1913 – 1985)



# Yves Tanguy (France, 1900 – 1955)



# Joan Miro (Spanish, 1893 – 1983)

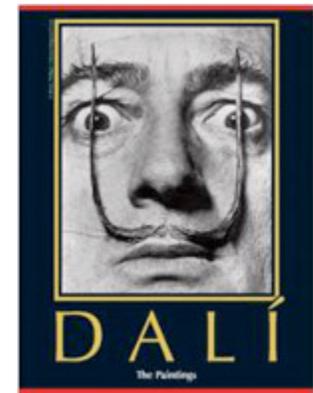
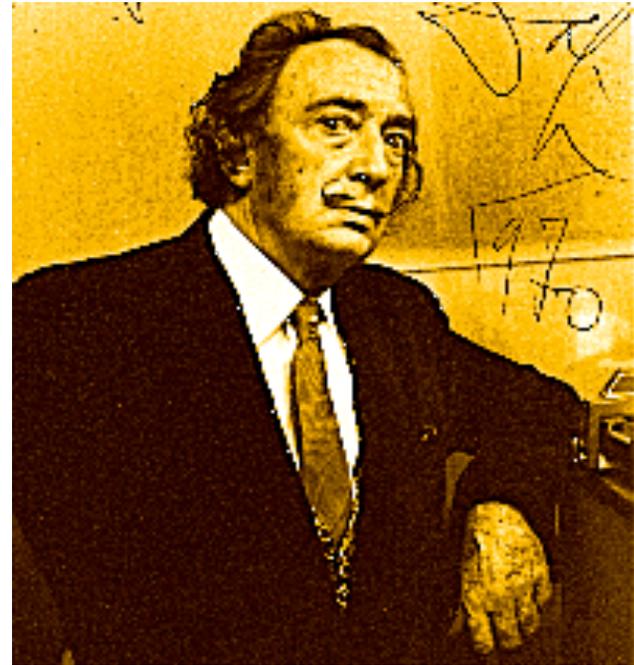


# SURREALISM

- Surrealism became a very popular and influential art movement. However, two painters **Salvador Dali** and **Rene Magritte** have come to gain the attention beyond the art world and into the world of 'pop culture.'

**Salvador Felip Jacint Dalí Domènech** (1904 - 1989), known popularly as **Salvador Dalí**, was a Spanish artist who became one of the most important painters of the 20th century.

A skilled draftsman and painter, he is best known for his surrealist work identified by its striking, bizarre, dreamlike images. His painterly skills are often attributed to the influence of Renaissance masters. His best known work, *The persistence of memory*, was completed in 1931





The Persistence of Memory

An artist of great imagination, Dalí had an affinity for doing unusual things to draw attention to himself. This sometimes irked those who loved his art as much as it annoyed his critics, since his eccentric manner sometimes drew more public attention than his artwork. Here are a few of his quotes:

*When I paint, the sea roars. The others (artists) splash about in the bath.*

*One day it will have to be officially admitted that what we have christened reality is an even greater illusion than the world of dreams.*

*The desire to survive and the fear of death are artistic sentiments.*

*At the age of six I wanted to be a cook. At seven I wanted to be Napoleon. And my ambition has been growing steadily ever since.*



# Salvador Dali

- Salvador Dali was a master of illusion – he is famous for his ability to present more than one ‘reality’- sometimes referred to a ‘double images’ where one thing becomes another.



















# Rene Magritte (1898 – 1967)



Along with Dali, the other best known Surrealist artist is the Belgian painter Rene Magritte.

It's hard to imagine an artist whose life contrasts more with Salvador Dali's than that of Rene Magritte's.

Magritte led a very quiet life. Although he worked seriously as an artist most of his life, he worked in advertising until his late 30's before painting full time.

Magritte's displays the surrealist approach of juxtaposing ordinary objects, or creating an unusual context, giving new meanings to familiar things.





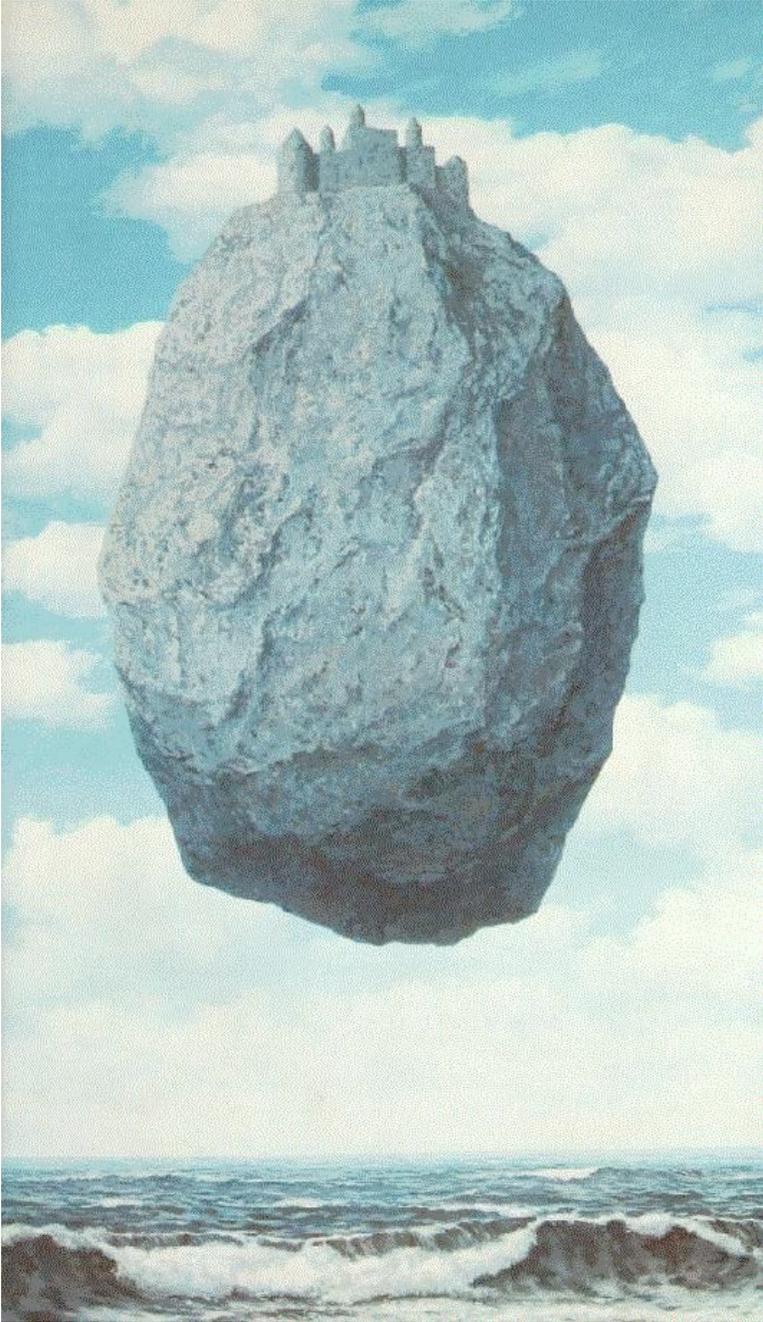






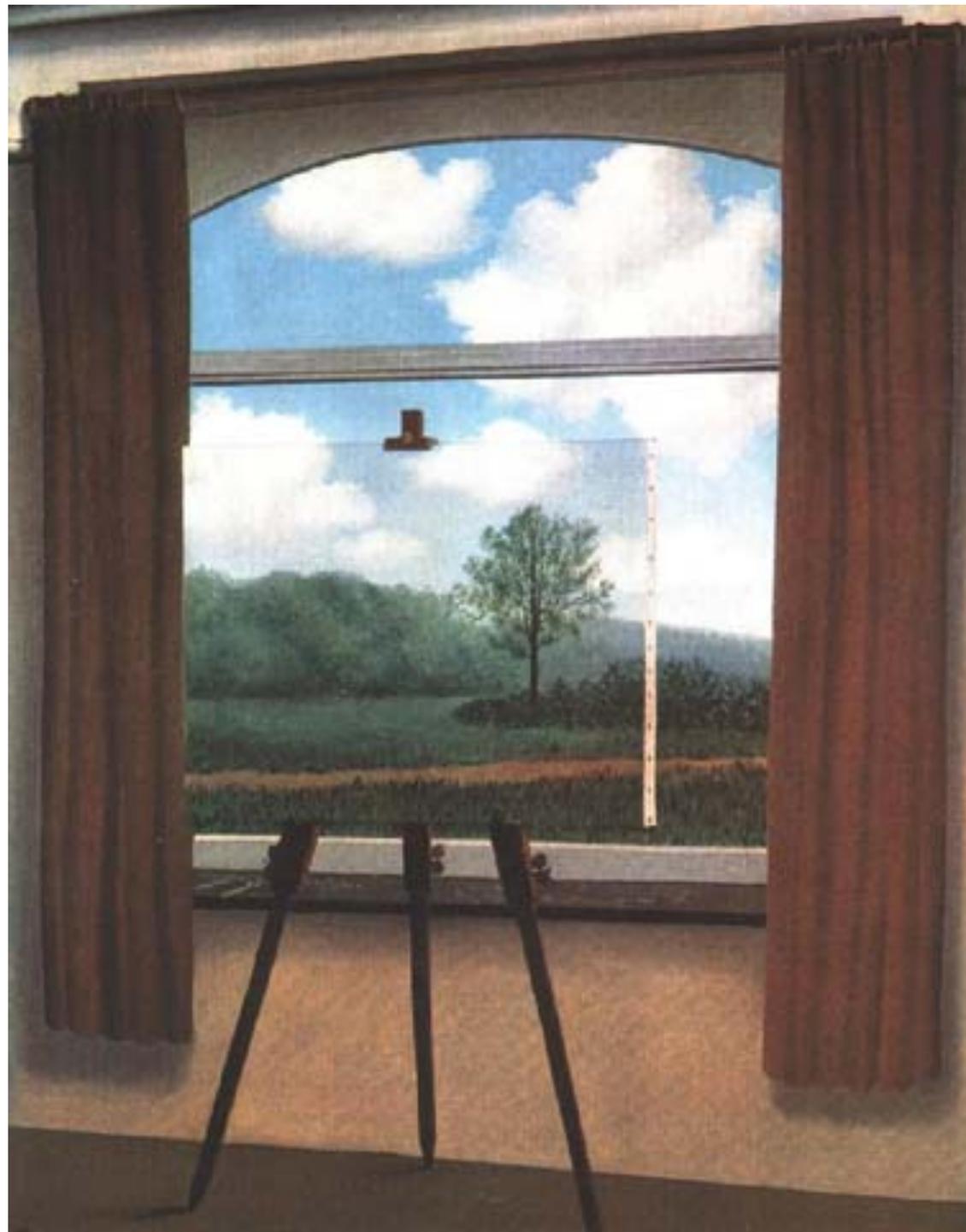


*Ceci n'est pas une pipe.*

















# Surrealism in advertising

- The work of the surrealist painters is wonderful at catching our attention. It is for this reason that it is so often used in advertising, where getting one's attention is their #1 goal.
- Here are some images created for magazine advertisements:



