

1 Picasso's Masterpiece and Tiffany & Co.'s Window Spectacle

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Abstract

This paper compares the artistic abilities in "Still Life with a Bottle of Rum" by Pablo Picasso and Tiffany & Co.'s 2021 Holiday Display on 57th Street in Manhattan, NYC. In Picasso's artwork, he used very earthy-toned colors which created a rustic piece, while Tiffany & Co.'s display used vibrant hues of blue, that created a whimsical holiday tone. By analyzing the color, texture, line direction, and composition of each piece, we see how they take our "normal" view of the world and give a different look. It also looks into how important visual displays are in showing artistic expression and grabbing the audience's attention. By comparing these two works of art, the paper shows artistic creation and gives appreciation to art.

5th Avenue in New York City is known for its upscale shopping and luxury items. Before the clothes and the glitz and glamour, it's the storefronts that catch your attention. Some would call it a work of art because the way the mannequins are placed and the lighting attracts the eyes of potential shoppers much like paintings and works of art you would see in a museum.

In "Still Life with a Bottle of Rum" created by Pablo Picasso, he uses a small color palette centered around earthy tones including browns, grays, and toned-down yellows. The bottle of rum is shown in a warm brown hue, while the objects surrounding it are colored in shades of gray and off-white. The values of the colors and shades range from dark to light, giving the painting some added depth and dimension. In 2021 Tiffany & Co.'s Holiday Display on 57th Street used various shades of blue, silver, and white to create a captivating window along Manhattan's 5th Avenue. The stacked boxes are shown in Tiffany Blue®, while it's pushed by shiny silver figures, surrounded by the dark blue night with white shining stars and metal pieces, on the white snowy ground. The colors, shades, values, and hues add emphasis to the Tiffany gift boxes.

Picasso's style of painting in this artwork comes across as somewhat rough, with visible brush strokes causing texture in the painting. The surface seems coarse, almost like one could feel the roughness of the canvas. The juxtaposition of smoother areas, for example, the bottle of rum, against rougher areas, such as the table and background, together catches the eye of the viewer and variation. Tiffany's display gives off a smooth and sleek texture to the window piece. The way the lighting is positioned you can see the light bounce off of the silver figures that are pushing the stacked Tiffany boxes as well as the metal part of the clock in the background of the display, showing how smooth the metallics are. There is juxtaposition between the two pieces as they both show everyday life with a twist. In the Tiffany & Co. display, you can see the everyday task of a hardworking person in a different light, which is much like Picasso's painting which is simply a bottle of rum on a table with a twist and added cubism.

Picasso uses a variety of line directions, including vertical lines in the bottle, diagonal lines in the table edges, and curved lines in the shapes of the objects. The addition of these lines creates a sense of movement and liveliness within the work of art. The repetition of shapes and lines, such as the circle forms of the bottle and rectangular fragments, adds to a flow or theme throughout the painting. Objects like the fruit and the bottle are repeated elements within the painting, adding to a sense of recurrence and formality. The masterpiece comes across as balanced, with the bottle and objects surrounding it looking proportional across the canvas and visually appealing to the eye. There's the contrast between the forms of the bottle and the different shapes surrounding it with a smart play on the colors and hues used, which makes it interesting. The sizes of the objects within the painting seem put together and well-balanced throughout the painting. The bottle of rum is almost like a focal point within the artwork, gaining the viewer's attention. Picasso's artwork reflects how he sees everyday objects through cubism,

challenging the “normal” perception of reality. It also shows how art can reshape our view of the world around us, making viewers see everyday objects in a new way.

Tiffany & Co.’s window display added many line directions to add interest to the window. You can see in the background metal “scaffolding” in all different directions. As well as the metal “scaffolding”: we also see star lines depicting a nighttime sky. In addition, we also see line formations through the added touch of the white ribbons on the Tiffany & Co. gift boxes. The display added rhythm through the chaos. In the display you see metal figures moving boxes but being surrounded by snow, a starry night, metal “scaffolding” going in all different directions, bubbles, and clocks. The circular shape is an element that was repeated throughout Tiffany & Co.'s 2021 holiday display. We see circles within the gift boxes, fans, clocks, and even the metal “scaffolding”. You can see balance within the display on 5th Avenue, how everything is centered around the Tiffany & Co. gift boxes and emphasizes it. It gives off a whimsical manner to the holiday display that brings attention to the window. The lighting and colors create contrast within the display, contrasting the metal men with the Tiffany & Co. gift boxes to the rest of the display drawing the most attention to the center image. The proportions of the display are aesthetically pleasing bringing the image together and bringing focus to Tiffany & Co. The dominant focal point is the Tiffany Blue® gift boxes, with its center place and lighting position bringing it to an emphasis. Similarly to Picasso, Tiffany & Co.’s 57th Street holiday window display depicts everyday human life in a new whimsical and enchanting light, with the use of metals. It shows how our mundane tasks can be viewed differently with a play on setting and attitude.

Through analyzing and comparing "Still Life with Bottle of Rum" and the 2021 Tiffany & Co. Holiday Display on 57th Street, my understanding of color, texture, and other elements of

art greatly grew. It allowed me to appreciate the complicated details of Picasso's and Tiffany & Co.'s work and how they used these elements to show the meaning of life in new aspects.

While art has a wide range of creative expressions, visual display refers to the presentation of objects or information in a visually appealing way. Art often employs visual display techniques, but not all visual displays are considered art. I see "Still Life with a Bottle of Rum" and the 2021 Tiffany & Co. Holiday window display from 57th Street as art and visually appealing to the eye.

Through this assignment and this course, I have gained a good understanding of different elements of design and how they contribute to artistic expression. I learned to critically analyze artworks appreciate the thought and skill behind their pieces and pay attention to fine detail.

A line is similar to a mark or stroke that shapes or outlines within a picture. For example, the lines in Picasso's painting are diagonal to create some movement and energy. Texture describes how something feels when you touch it or look at it closely. For example, the bumpy feel of the paint in "Still Life with Bottle of Rum" makes the picture interesting and gives it a sense of depth whereas the shininess of the display gives it an upbeat and sleek vibe.



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