

Macys Flower Show versus Olive Trees at Collioure

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Macys Flower Show Versus Olive Tree at Collioure

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### Abstract

This paper is a compare and contrast between the Olive Trees at Collioure oil painting and a spring window at Macy's Herald Square. Concepts of color schemes are addresses and temperatures. Elements of design are touched on and how art and display windows correlate with life. The similarities and differences are discussed, between the two art works.

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The painting Olive Trees at Collioure is an oil on canvas painting dating back to 1906, by Henri Matisse. This painting is quite unique and playful. As the artist decides to work with a variation of colors and tones. If you observe the painting you will notice the combination of cool and some warm tones. The artist displays a beautiful sunny day using some colors typically not found in a forest or nature in general. The painting itself gives off this happy smooth look and feel to it.

Henri seemed to use a little bit of primary, secondary, and tertiary colors. He has some hints of red, yellow, and very little blue which would be the primary colors. You see lots of green, some orange, and violets, which would be the secondary colors. As for the tertiary colors you get very little of yellow green and blue violet. ( Bell, Ternus, 2017, pg 47) It even seems like the artist played with some pastels, and midtones, from the seven color groups. Henri, was sure to include complimentary colors, such as the red and green, blue and orange, and purple and yellow. Complementary colors consist of two colors that are directly opposite each other on the color wheel. (Bell, Ternus, 2017, pg 53)

The canvas painting has many lines which gives of a sense of direction. ( Bell, Ternus, 2017, pg 61) There are many curved lines, which speak of graceful, relaxed, and care free movement. It can also establish a sense of femininity. ( Bell, Ternus, 2017, pg 53) Lastly there are diagonal lines, which often speak of action. ( Bell, Ternus, 2017, pg 61)

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In comparison to this beautiful Olive Trees at Collioure we have the Macy's Flower Show window. This window display also gives of that very playful forrest nature feel. With some playful colors as well, that may not always be found in a forest or nature in general. The setting in this display may not be as sunny or bright of day compared to the oil canvas painting. However, many lovely colors have been incorporated. The background includes a good amount of blue, with red flowers and a little bit of yellow as well, all three colors from the primary group. There is a great deal of purple, some green and orange, all from the secondary group of colors. There is also a fair deal of blue violet in the display, this coming from the tertiary color group. ( Bell, Ternus, 2017, pg 47 )

The lines in the Macy's Flower show tend to be consistent with Olive Trees at Collioure painting. The lines will include, curved and diagonal lines. However, the texture seems to be a bit more rough in comparison of then oil painting. Texture is how a surface actually feels to the touch or how it appears that it might feel if touched. (Bell, Ternus, 2017, pg 57)

Both painting and display window, display rhythm, emphasis, and contrast from elements of design. Rhythm is achieved by repetition of design elements that can create a unique sense of visual cadence or emphasis for the viewer. The eye travels along the paths of repeated items and the merchandising message is reinforced. (Bell, Ternus, 2017, pg 69) Emphasis is a special focus placed on an item to highlight it in a presentation. This can be achieved by using contrast, lighting, color, placement, repetition, and so on. Lastly, contrast points out the extreme difference between objects or items: light-colored merchandise compared to very dark items. (Bell, Ternus, 2017, pg71)

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Overall, I feel that assignment allowed me to have a better understanding of the importance of art and appreciation. Art is so important in our every days lifes. It is beautiful, and complex, and always has many underlying meaning and messages. I personally feel that their is good amount of people who do not appreciate art, nor do they understand, and I think that's when artwork gets taken for granted. I personally love art and visiting the Metropolitan museum of art. Although, I never fully understood or even thought about all these little details, such as lines, colors, textures, and contrast and how the contribute to our daily lives, especially as a New Yorker. All of the elements affect our buying habits, our mind, our happiness, so many emotions are involved. I honestly can't imagine a plane world without beautiful painting and and amazing window displays.

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### References

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[https://www.metmuseum.org/art/online-features/metkids/explore/459161/Henri-Matisse-Olive-T](https://www.metmuseum.org/art/online-features/metkids/explore/459161/Henri-Matisse-Olive-Trees-at-Collioure)

[rees-at-Collioure](https://www.metmuseum.org/art/online-features/metkids/explore/459161/Henri-Matisse-Olive-Trees-at-Collioure)

*Olive trees at collioure* [Painting].