

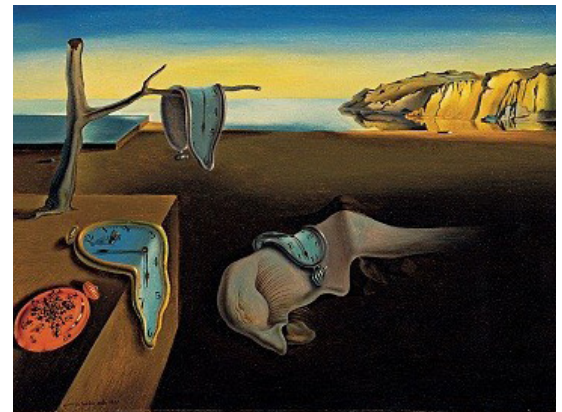
Surrealism. What is surrealism? Well, it's a type of art form that cannot be explained easily, but it's more than just a style, it's an artistic movement and unlike other creative movements which are characterized by themes of imagery, color choices, and techniques, to define surrealism art is slightly harder to do. Surrealism is more known as a cultural movement which developed in Europe in the aftermath of World War I and was largely influenced by dada. The movement is best known for its visual art works in writing and juxtaposition of uncommon imagery. Its core focus is on illustrating the mind's deepest thoughts. One can say this art form illustrates the unconscious. Salvador Dalí is one of the first names that comes to mind when discussing Surrealist artists. Like many Surrealists, Dalí utilized various mediums to create his iconic dreamlike, hallucinatory visuals including etching, lithography, and painting.



Some famous surrealist artists such as Joan Miró, Salvador Dalí, Pablo Picasso, and Michael Cheval, often seek to explore the unconscious mind as a way of creating art resulting in dream-like, bizarre imagery across endless mediums. This thought process for creating art is known as automatism. For instance in this painting called Melting Watch Created in 1954 by Salvador Dalí Shows a watch Being melted and breaking apart like it's being lifted into the air and also shows the moth eating away at the watch. This surrealist painting rejects logic and it's natural order. It uses a technique called juxtaposition which is a method for rejecting Harmony in a work. It also uses dreamlike or ghostly qualities. Dalí uses the objects and uses that dreamlike quality in the way the watch twists and is

broken pieces unexplainably float above. Also the ghostly way the watch drapes over one edge of a box which gives it the illusion of it melting. This painting may denote Dalí's belief that time passing by will eventually bring death upon us all.

Salvador has done many paintings similar to this one. For example this other one called "The persistence of memory" created in 1931. This painting is probably second in the most famous paintings to ever exist and most certainly the most recognizable as a surrealist painting. Dalí's intention was to use his art as a vehicle for his subconscious. And I think we can certainly see that in this painting. Like the landscape in the background, the clear blue of the Mediterranean visible from his cottage windows and the foothills of the Serra de Rodes rising behind him, features calm water and jutting cliffs reminiscent of his new home. The melting clocks, we expect the shape of a watch to be solid, well-crafted, keeping perfect time with a resolute "tick, tick, tick" of the second hand marching inexorably onward. These timepieces, however, warp that expectation. These timepieces are soft, pliable, and entirely un-watchlike. They look more like slices of melted cheese hanging on the edge.



Well now that artists use surrealism in their paintings why don't companies use it to make their advertisements? Well they do. The way they portray it on the big screen is the same way Salvador Dalí used it. By using ghost-like images to reject logic and it's natural order. Like this advertisement from Volkswagen, the car company, shows that they used Dalí's imagery as a source of inspiration. Like in



the sky you can kind of make out that it's a gas pump and it's being hazed across. The car's gas tank is so empty its melting. And the gas meter looks similar to how the clocks were melting in Dali's artwork. We expect the shape of a gas meter to be solid. Just that the gas meter is being crushed and hung from a belt. The dominance in blues over the warm colors can easily show how this man, who looks to be a mechanic, is crying and saying no to the gas meter. This ad acted as a part of the company's green energy initiative and shows traditional means of fueling a car making way for alternatives.

Another cool looking surreal advertisement is the one to stop smoking. From shareair.org. This image is showing a burger made out of cigarettes. The bun, cheese, and meat as cigarettes and the tomato and lettuce as matches. We expect the texture of a burger to be delicious looking and with so much flavor, but when looking at this burger we can smell, and taste the sort of burning newspaper mixed with the aroma of tobacco. (from second hand smoking of course.) The message to not inhale your food shows a surreal dreamlike imagery. Food can't be inhaled but they're saying this to emphasize the point that smoking isn't necessary unlike food.



Surrealism is just tapping into your subconscious unconsciously. Illustrating the mind's deepest thoughts automatically when they surface. Surrealists believed the rational mind repressed the power of the imagination, weighing it down with taboos. They hoped that the mind had the power to reveal the contradictions in the everyday world and motivate revolution. The Surrealist impulse to tap the unconscious mind, and their interests in myth and primitivism, went on to shape many later movements, and the style remains influential to this day. Like in the ads we looked at.

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#### Resources:

- <https://www.theartstory.org/movement/surrealism/>
- <https://www.parkwestgallery.com/what-is-surrealism-art/>
- <https://www.dalipaintings.com/melting-watch.jsp>
- <https://emptyeasel.com/the-persistence-of-memory-famous-melting-clocks-painting-by-salvador-dali/>