

Humzah Butt

Elements of Art and Design Paper

After my visit to the Met and to a NYC boutique window display, I decided to go an alternative route and instead of choosing a painting to compare, I chose a statue. The art piece and store I will be comparing will be the Fendi Store on 5th Avenue and a young Statue of Hercules. I would've never thought a Greek statue would ever be used in a seasonal window display especially for an Italian boutique like Fendi. Overall after looking at both the display and the statue, you can see a fine line of comparisons as well as differences between the two.

So, when it comes to the color of both the statue and the display, they are wildly different. So, the statue is a subtle variation of white and yellow combined. Now the statue displayed in the window of Fendi 5th avenue is purely red. The reason why the color of the statue is red in the window display is because the collection they are displaying in the window is in collaboration with the company FILA and their colors are Red, White and Blue so it makes sense as to why they choose to have a Red statue instead of the traditional off-white color.

Line guides the eye to a certain feature (pg. 59) and direction refers to the element that leads the shoppers eye from one thing to another (59). For the window display at the Fendi store could be portrayed as be diagonal due to the way the statue is placed in the window display with the mannequin. The only type of repetition and balance I saw within the display was the mannequin and the statue standing in the same position so it looks like the mannequin is a Greek statue in a modernist way. And of course the proportion is the relationship between the

apparent size of two or more objects (58), the proportion of both the Met statue and the window display statue is contrapposto which means it is standing in an asymmetrical way to show its life-like and not stiff.



Texture is how a surface actually feels by touch or how it appears it might feel if touched (page. 57). The texture of the Met statue is visually seen as a combination of both roughness with smoothness. If someone was to touch the statue, it would feel exactly like touching something made of limestone which would have a smooth, soft feel as you touch along but if you were to touch the drape in the statue's arm, you would feel a certain amount of roughness due to the creases that were purposely made to show a sense of life-likeness. Now if you were to feel the

Fendi statue, it would feel super soft and smooth because visually it looks like it draped in red velvet which has a naturally smooth feel.

Shape is known to be a standard recognizable spatial form whether it be in two-dimensional or three-dimensional such as a circle, square or triangle (Page. 61). The shape of both the Met Statue and the Fendi Statue are both in a 3-dimensional way that they are shaped in a life-like form. The met statue is shaped in a way of a human male hero during the Ancient Greek Times. The Fendi Statue compares to the Met Statue that it is also in a multi-dimensional form as well as it portrays a Greek hero standing in a majestic position to show its elegance and hierarchy.



Sequencing is the particular order in which items are presented for viewing (63) and in the case for the Fendi window display, the statue and mannequin are placed in a way that they reflect one another with the statue being in the back of the mannequin but both pieces are positioned and faced to mirror one another while the size of both being the same while being reflective of one another.

Tension is defined as an arrangement of elements that causes the viewer to wonder if opposing forces will disturb balance or equilibrium in display (64). In the Fendi display, there is a future reflective tension because when you visualize the display you can see a fine equilibrium between the statue and the mannequin in the display.

The Met statue and the Fendi display can be compared by the sole factor that both are from Ancient Greek era. The Greek art influenced Fendi to use the statue for their window display because back during the Ancient Greek Era, statues were made to honor and show a person's excellence as well as with this particular statue, Michelangelo created the statue who was Italian just like Fendi is an Italian brand so it correlates with one another. In conclusion, through this assignment, I managed to learn how a visual display can have a way deeper meaning through all the elements of design such as color and texture and especially when comparing statues, color and texture was key to correlating one another. Color and texture can help connect different generations of art and visuals as well as bridge the past with the present and the near future.

Bell, J., & Ternus, K. (2017). *Silent selling: Best practices and effective strategies in visual merchandising*. New York: Fairchild Books.