

The background is a complex digital composition. At the top left is a glowing green globe with a grid pattern. A thick, textured green tree trunk runs vertically down the right side. In the center, a cityscape with modern buildings is visible. At the bottom, a clear glass of water is shown with a splash. The overall color palette is dominated by blues, greens, and whites.

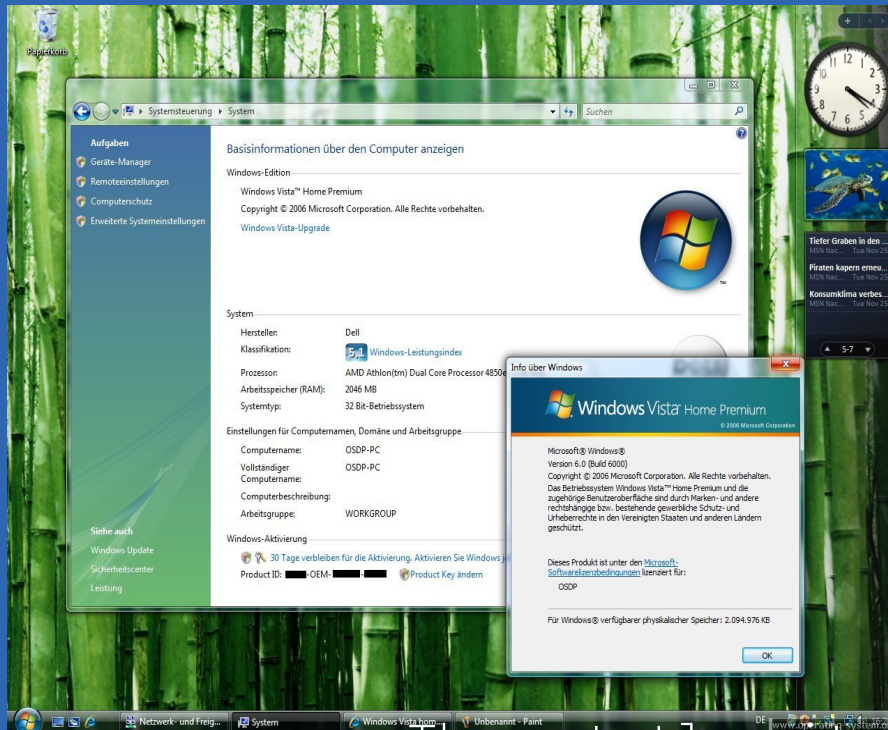
Frutiger

Aero

aesthetic analysis

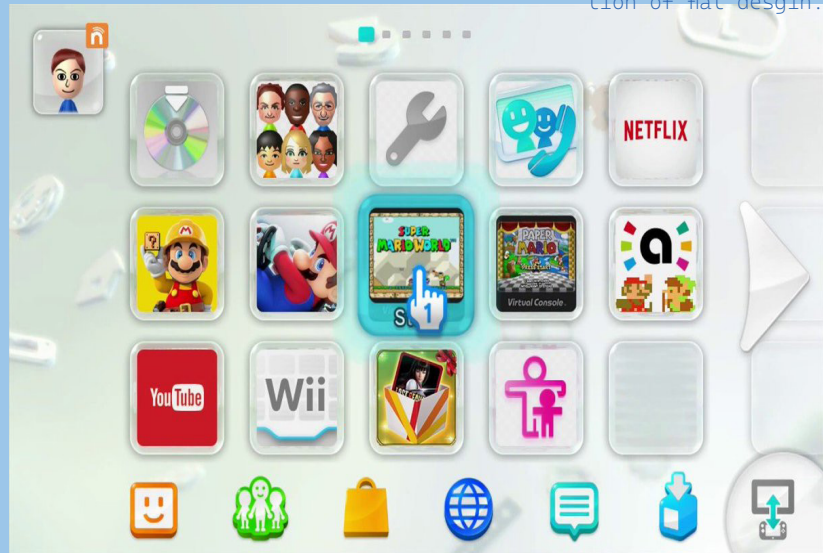
Frutiger Aero was an aesthetic that was prevalent in advertising, stock imagery and technology from roughly 2004 to 2013, following the end of the Y2K era.

- This picture is just one of the many examples of fruitiger area. A windows xp interface from 2007.



The artstyle itself was originated during the late 2000's as a form of a futuristic, clean, minimalistic interface layout for the technology being used during the time starting with stock images on computers and cellphones.

- eighth-generation Nintendo "Wii U" (2012) one of the very last fruitger area interfaces weve seen since the integration of flat desgin.



Not too long after, other compaines started incorporated this new aesthetic into their own products.



- An Interface from the second console in the Xbox Series, The Xbox 360. You can see the inspration taken from the aesthetic when you look at the glass like icons and gradients along the background



Both of these images were found on
pinterest. Its very easy to find this
kind of imagery online.

A large majority of this aesthetic is found thorough stock images and this is because its the easiest kind of graphic to use for companies with no actual brand identity.





the Frutiger Area aesthetic has undoubtedly left a strong impact on the evolution of design looking past the y2k era. Some really easy ways of identifying it is looking for really light and open spaces displaying bright and colorful gradients with a mixture of calming landscapes.

Frutitigerao

Windows 7 Ultimate

Think Different

