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**Mad Men and the Artists – how the
advertising industry has exploited
fine art**

by Tony Rawlins

Fine art has provided advertisers and their agencies with a great deal of material to use in their creative campaigns.

I describe some of the processes by which these advertisements have been created and why the works of Leonardo da Vinci, Raphael and Michelangelo have been a particularly rich source. From the Renaissance, through to the present day, fine art continues to provide opportunities to enhance Brand imagery with admiration, humour, satire and irony.

In what I hope is an entertaining and informative lecture, I use a wide range of visuals and video to show examples of the original works, the creative process and (not always entirely successful) advertisements that are the end result.

