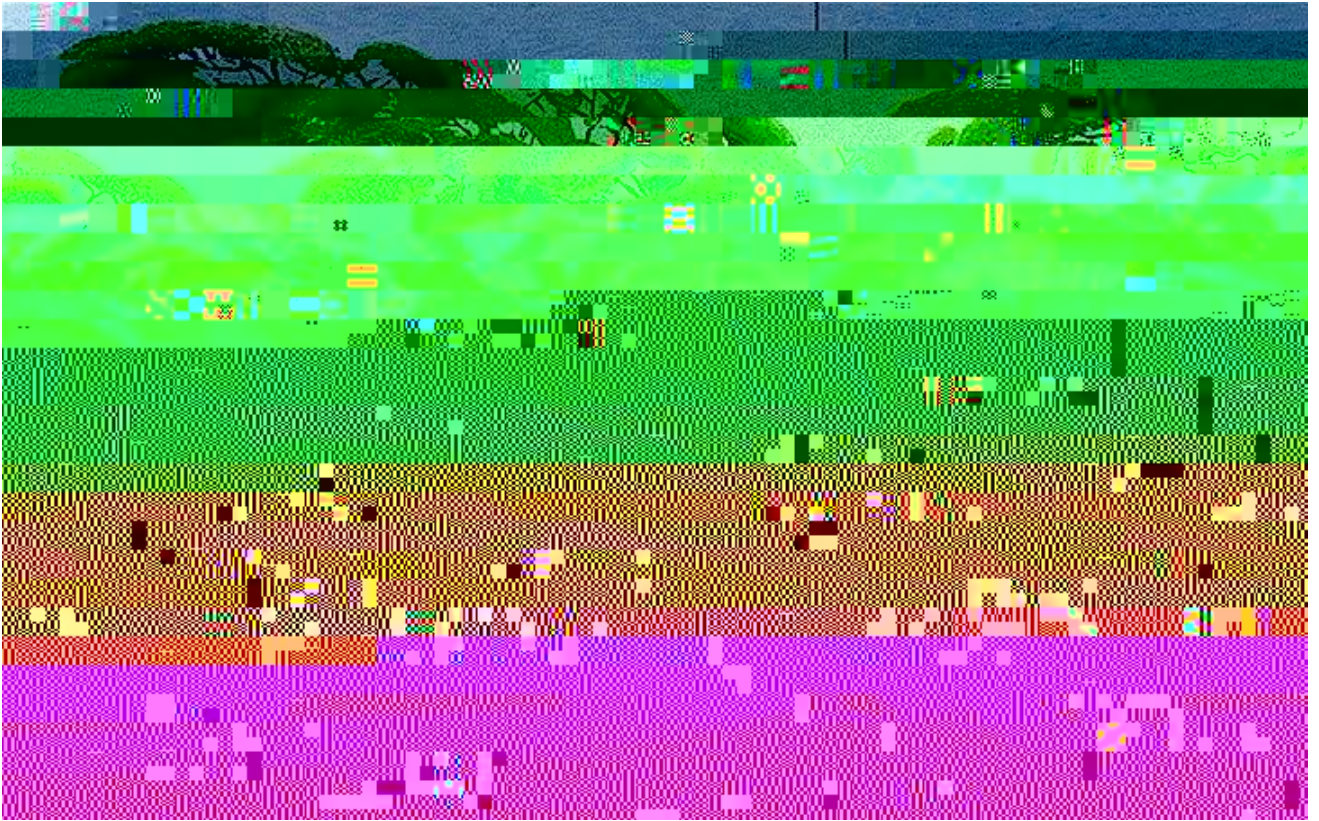


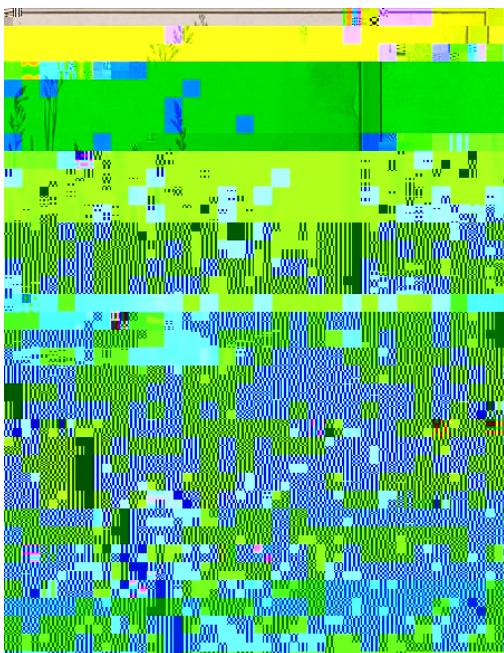
Why we need to replace Advertising with Art

One of the most powerful forces in our society is all the more powerful because it goes



David Hockney, *Three Trees Near Thixendale*, 2007

At the start of the sixteenth century, the German painter Albrecht Dürer launched a similar campaign. He had a different plant in mind – he wants you to look at grass and think about it differently. He wants you to stop seeing a mass of simple green on the lawn and to focus our minds on the value of each blade and stalk of grass.



Albrecht Dürer, *Great Piece of Turf*, 1503

Look at this celebration of the leafiness and stalkiness of the grass. Look how each blade of grass is valued equally and as without price. And in the 1830s, the Danish artist Christen Kobke did a lot of advertising for the sky, especially just before or after a rain shower.

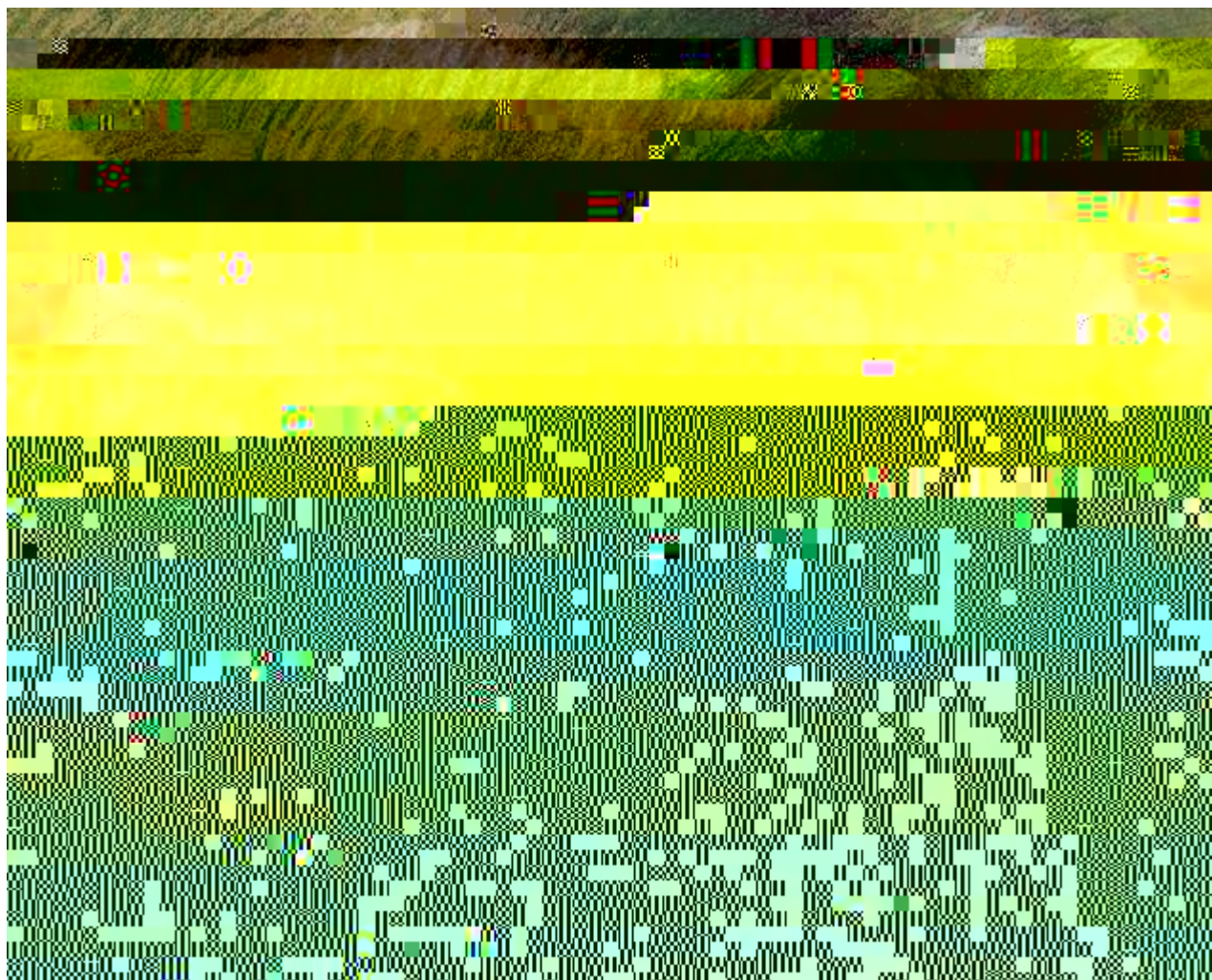
Christen Kobke, *Morning Light*, 1836

Feel the pearly light, the freshness of the morning. Those long morning shadows fill me with hope for the day ahead, as the threatening clouds blow away to reveal brightness.

In the field of human psychology, the French painter Pierre Bonnard carried out an exceptionally successful

Look at the simplicity and purity of love here. A simple meal, an adored dog and the adoring eye of Pierre, watching the woman he loves. Note the averted gazes – everything here is done with exquisite lines and use of colour.

In a similarly loving manner, the American painter Mary Cassatt made a pretty good case for the vital importance of spending some of one's life with a child.



Mary Cassatt, *Mother Playing with her Child*, 1899

Look at the intensity of the child's gaze, as it discovers the bright new world around it. The mother only has eyes for her adored child, and gazes on with both tenderness and total attention. Look at the love that has gone into clothing the child with such beautiful clothes and the grass behind – so different to Durer, but fresh and green. These painters, and thousands of others, are drawing your thought to the beauty of the everyday: the wonder of little acts of love or attention. They offer much needed correctives to the lie that what is important is found only in what is rare, remote, costly or famous.

Art can reawaken us to the genuine but too-easily forgotten value of the quiet moments in our lives. Consider Chardin's *Woman Taking Tea*. The sitter's dress might be a bit more elaborate than is normal today; but the painted table, teapot, chair, spoon and cup could be modern. The room is plain. And yet - look at the steam rising from the teacup - the picture is glamorous. It

makes this ordinary occasion and the simple furnishings, seductive. It maky