

Office art memo essay sample

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Abstract

In this paper, I choose to discuss three pieces of art from the 19th century Impressionist period and three from the Post-Impressionist period and how these six pieces of art compare to each style. Then I will draft a memo to the CEO of my company to describe the appearance, so that they will have an idea of what the art looks like and where it should be placed throughout the corporate offices. Next, we are going to explain the historical significance for each piece of artwork that I choose. Finally, I will describe to the CEO of my company how each piece of art matches the company's overall image.

Identify three examples of 19th century Impressionist painting or sculpture and three Post-Impressionist works. Explain how the six pieces of art fall into these two styles. The three paintings that I choose from the 19th century Impressionist are the self-portraits of Pierre Auguste Renoir; Claude Monet reading a newspaper, and the last being a painting by Camille Pissarro named Boulevard Montmartre. The Post-Impressionist paintings that I choose are: A Lion Devouring its Prey by Henri Rousseau, In the Oise Valley by Paul Cezanne, and The Yellow Books by Vincent Van Gogh. The characteristics of first three pieces of art that make these ones to fall into the 19th century Impressionist are that they included somewhat small, thin, but visible brush strokes, also they put emphasis on the depiction of light in its changing qualities, so as to accentuate the effects of the passage of time. The colors, when applied, were side by side and with as little mixing as possible, which created a vibrant surface.

As for the Post-Impressionist paintings that were selected, the way they fall into these two styles is that each of them reflected innovation in their

eyes that defined modernity. As compared to impressionist, who created works to capture the optical effects of light and atmosphere, they wanted to capture something that was transcendent in their act of vision, that which captured the essence of their subject. In a memo, describe the appearance of your six choices to your CEO so he or she will know what the art looks like and where it would be placed in the corporate offices. The appearance of the first painting, Pierre Auguste Renoir, shows an old man with gray hair, gray beard, gray hat, tie, and coat. Although this portrait of him was when he was old, shows that he is dedicated to his work, a real gentleman and wants to capture the essence of his subject. The second one is another self-portrait of Claude Monet reading a newspaper, which the subject appears to be a business man in a suit keeping up with the latest news on businesses to ensure that his company is keeping up with the competition

and the last portrait of 19th century Impressionist period shows the businesses along a city street with many people walking down the street, whether going to work or possibly to go shopping at the local markets. As for the placement of the 19th century Impressionist paintings, the two self-portraits with look excellent in the board room, these ones can be a motivation point for all the personal in the company because for they could represent the founders of the company and how hard they worked to build the business that it is today. The Boulevard Montmartre could be placed at the main entrance to the firm to represent how the company started out years ago and how the city grew around the business and how it has enhanced the people around with growth and prosperity and give an

incentive for the employees to continue working hard to keep the company over the years.

Now, for the first of the Post-Impressionist period, I selected a painting with great color scheme, showing a lion devouring its prey, which could represent the company that is overcoming their competition by conducting business with ethics, and good extenders of service a take no prisoner's attitude in the jungle of business world, the next painting entitled In the Oise Valley, which shows three houses in a country setting with trees and a meadow showing the calmness and peacefulness of living in a small town , and The last painting had a stack of books spread out across the table with a small glass filled with water containing a flower, but the painting is colored mostly with yellow, some red and green.

As for placement of the last three paintings, I decided to put the A Lion Devouring its Prey in the central work area to show the employees that hard work and dedication will get them the rewards that they deserve for they have done for the company, the next one, In the Oise in the Valley, could be placed in the main break room of the company, so that the employees have a place to relax and not be disturbed in order to get away from the regular environment that any workplace create, even though just for a little while from their rigorous job, and The Yellow Books could be placed where the company keeps all its information on the business to represent how the business conducts itself and what the future holds for the business and all the customers. Explain why each piece is considered to be historically significant. Pierre Auguste Renoir made his mark historically on the surfaces of his paintings by using small dabs of pigment that were applied uniformly, <https://assignbuster.com/office-art-memo-essay-sample/>

but his brush strokes were somewhat nervous, but yet he used the sunlight effects that were achieved with colored shadows, and loose brushwork.

He was well known to have worked with other artists, such as Claude Monet, Camille Pissarro, and Paul Cezanne, Claude Monet, his significant contributions historically, came when started to specialize in paintings with uncommonly brilliant light, so that the physical objects would appear dematerialized into fantasies. During the sweeping revolutions in the history of Impressionism, he was considered a leader, Camille Pissarro was the most artistically innovative and socially concerned, most revered, and eldest of the famed and courageous group of painters known as the Impressionists and Post-Impressionists, and the only Jew among them (Gordon, 2011). Just about all of his paintings revealed quite a few sources of abstraction, Henri Rousseau was an artist who would be considered an outsider because like other Post-Impressionists, he never received any type of formal art training, but yet he became the father of outsider art. Most of his inspirations for his paintings came from magazines and art advertisements.

His works never really fit Symbolism, Cubism or Fauvism, Paul Cezanne made the technique of painting in watercolors most popular during his period, which infused art with immediacy and vitality. Cropped objects that were used in his paintings were his trademark. Because of him, many artists would engage art as a search for knowledge. The last painter, Vincent Van Gogh significance in the history of Impressionist and Post-Impressionist artists, is that he was a student of theology. He was well known for doing portraits because he knew the face was the gateway to the soul and they would appear as revelations to people of many years of time. Explain how <https://assignbuster.com/office-art-memo-essay-sample/>

each piece “ fits” your company’s overall (or desired) corporate image. Keep in mind that a piece of art is supposed to “ say” something about the owner, so describe what would these pieces of art say about your company.

The self-portraits chosen represent the founders of the company and how they were strong and dedicated businessmen that worked hard to build a business that influenced strong work ethics, dedication, and teamwork. The painting of Boulevard Montmartre shows how the company has been here for years, employing many different people, how the city around them has changed and flourished throughout the years. A Lion Devouring its Prey could show that the company has outlasted many others within the same period and in the same type of business in that they ate their competition so that they never existed, the painting of the Oise in the Valley represents how the company’s work environment can be a peaceful, but fulfilling place to work, Finally The Yellow Books portrays the company as one that exhibits high labor standards, loyalty to its customers by following all the rules and making sure the products that they produce are qualified and fulfill the highest standards.

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