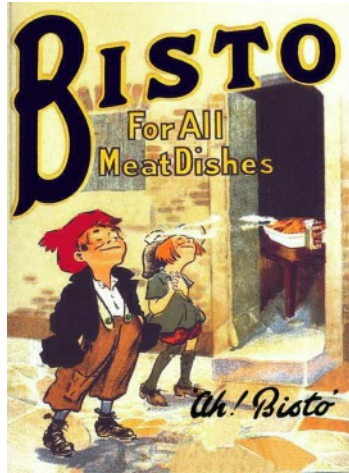




Bath Decorative and Fine Arts Society

The Urge to Buy and the Art of Advertising



The relationship of art to advertising has an early start. Sir John Everett Millais's painting of Bubbles (1885) was sold for £2,200 to help sell bars of soap. In this lecture we will trace how the advertising industry became so successful and in particular why advertising in the UK is often thought of as art. From posters to the fifteen second television adverts, we explore some of the most successful adverts and unpack the psychological and cultural context behind them. Award winning adverts by Guinness, Silk Cut and Nestle will be subject to a detailed analysis.

Lecturer - John Francis. John is an inspirational speaker who has delivered lectures, workshops in the US (Texas, California, Massachusetts), Beijing, Malaysia and the UK. Initially trained as a painter, John was awarded the Max Beckmann Memorial Scholarship in painting in Brooklyn, New York and went on to be artist in resident for the state of Texas. Later in his career John produced and directed several short films and animations. He has taught film, art and pedagogy at the University of Exeter, Arts University Bournemouth, University Sains Malaysia, Southwestern College, California, Brunel University, London and Kingston University.

Date and Time: 11.00 am, Monday 10th. May 2021.