

ART IS THEFT

About the project

Art is Theft is a personal project I had in mind for quite sometime. It reflects on the nature of art and how the styles go from one artist to the other, not by copying, but rather by “stealing” the soul of a particular style and transforming it through our own personal artistic filter. The subject is a very serious one, but the visuals are somehow fun, lighthearted, without losing some gravitas.

The Script

The script for this animation has been composed mostly from quotes made by some famous artists about creation, stealing, inspiration and the artistic vision. Some of those artists are Picasso, Dali, Matisse, Giacometti, Van Gogh or Jean Luc-Godard.

This is the script that currently reads on the actual animation:

Creativity...

Creativity takes courage. Every act of creation is, first of all, an act of destruction. A destruction and reconstruction of one self, to find our inner artist child that we lost as we grew up.

Do not seek; find the idea, a point of departure, and no more. Ideas and emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider´s web.

Great things are done by a series of small things brought together.

Steal from around you; it is not where you take things from, it´s where you take them to.

Those who do not want to imitate, produce nothing. It is not the new ideas, but the obsession with the idea that what has already been said it is not enough.

But steal the soul, and make it your own. So, at the very end, what you are will come out as your true and unique creation.

Good artists copy; great artists steal.

The Style

This has been a long process of taking and developing references from all over the place, but specially from the Vanguard Styles of the 1920's and 1930's (Picasso, Braque, Juan Gris and Joan Miro amongst others). Everything eventually led to this final design, which I think is somehow unique and personal (at least I hope so, since that was the whole point of this project!)

The feeling of the visuals are a mix of serious forms with fun, lighthearted elements. It wants to make the viewer think, but also entertain. It's also experimental and, in some places, full of abstraction and symbolism. It has many hidden meanings and elements.

The Sound

This is such an important part of this project. The sound should somehow represent all those ideas behind the animation. Be experimental and conveying that mix of gravitas and fun visuals. Since the animation is talking about the elements of creation (and it has many geometric shapes representing those creational elements, some of them very primitive), maybe the music and sound should be also primitive, organic and a bit weird. But I trust better your judgment and I believe that you'll come with a more interesting concept and style that I could think of.

For the Voice Over, I thought about someone older, someone with gravitas to his voice. Think as if Picasso himself was talking during the animation.

I like this example, although I'm more than open to suggestions and opinions:

<https://vimeo.com/96559752>

References

Here are some animations with sound design I really love and I think it could be very helpful to get a feeling of what I have in mind (but once again, be experimental, free and use your better intuition for it)

<https://vimeo.com/166896478> → This is one of my all time favourites. The sound and the visuals work so well together. It feels magical, deep, experimental and fun at the same time.

<https://vimeo.com/107561161> → The sound and music is so perfect for those visuals. I love the “Vangelis, new age” style in the music. Feels deep and important without being pretentious.

<https://vimeo.com/143595622> → Another one of my all time favourites. I love the simplicity of the sound. It feels very organic and soft.

Overall, do whatever you think it´s better for the visuals. I´m sure you´ll do something very special that will enhance the animations!