

Brand Mashup



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Damien Hirst

Damien Hirst is an English artist who practices in installation, sculpture, painting and drawing. To the left are two examples of his work; the first, is his installation 'Pharmacy' and the second, a recent album cover from 30 Seconds to Mars featuring Hirst's 'Isonicotinic Acid Ethyl Ester' work.

Initially exhibited in 1992, 'Pharmacy' was an installation of different medicines and drugs packed neatly into small cabinets. The image to the left is a small section of the installation and demonstrates how the drugs were laid out in different directions but to precise measurements. As the medicines are of different shapes and sizes, the desired intention was to look categorized with nothing out of place.

The featured work on the album cover, 'Isonicotinic Acid Ethyl Ester' is one of Hirst's most famous pieces of art. Not only did this work feature on the album cover, there are clips in the music video for 'Up in the Air' by 30 Seconds to Mars. The simple design has proved very effective and the this particular pattern has been used for a variety of things.



MAC Cosmetics



MAC Cosmetics, founded in 1984 was originally designed for professional make up artists however is now sold publicly worldwide. The two images to the left are examples of the company's products.

The first image demonstrates a range of products for all areas of the face. The simple composition appears very effective and along with the layering effect looks very similar to Hirst's work. The colours are very vivid which works well for this type of product advertising.



The second image is inspiring for this task as the products are set out in precise rows and columns with nothing out of place. The range of colours is similar to Hirst's work and is similar to the initial idea.

Initial Idea

As the brief states to combine two brands or designers, it was decided that Damien Hirst and MAC would be a suitable choice. Since Hirst recently collaborated with 30 Seconds to Mars, the formulated idea would be to replace the colour spots with MAC eye make up products. After further discussion and research, Hirst's 'Pharmacy' work proved of interest and therefore a variety of products would be used in the images, constructed in different directions. By photographing the whole design, it would be easier to take sections from and duplicate the pattern to create the whole image.

Instead of purchasing actual MAC products, a collection of make up from each group member would help construct the image and the MAC logo would be put on in post production. This is the cheapest and simpler option for this task.

Research Shots



Final Images

