

# COMPOSING

# ART ADVERTISING

# TRANSFORMING

## GuckBook No. 56 ARTMAGAZINE

Transforming advertising to art changes the image of art, to a cultural service of a society that is proclaiming norms by cultural advertising of politics. The meaning of sex in ads and art has different political and cultural functions. Culture is controlled by traditions, religion and politics. The political function of art in the capitalism is different to socialism and communism, fascism, Catholicism or other religious or political systems. As different the politics are, as different is the art, that presents the culture of politics. Freedom of art is the proof of freedom a society provides. The more freedom of art a political system misses, the less tolerance is in that society at all. Art is no fashion, it is hidden under the underwear of religion, tradition and politics in the culture of a society.





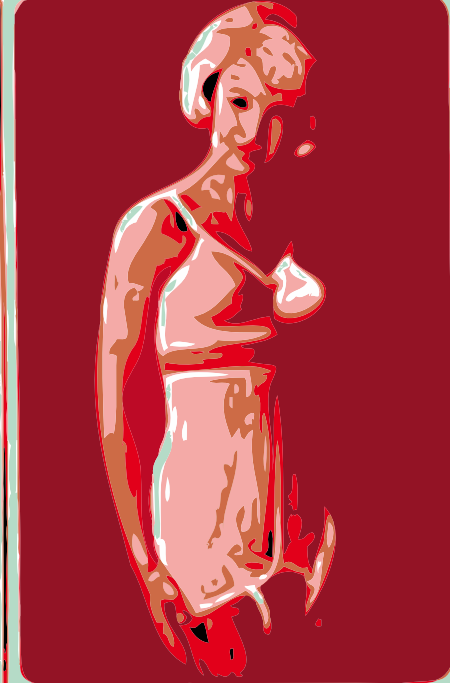
The size shown on "Corset" is four inches smaller than your dress. They fit under measure a 24 bust. Under corset size 28. 28 sizes for the above models in white, pink or light blue, price 25 cents each.

# ARTing ADDs to TRA

...look almost too light to give such slimness. But whichever 'gay Slant' style you wear, these (fragile-looking) folded-back front panels do more for your figure, giving more slimness with more freedom, than any other step-in you've ever worn.



21—The body is very slender and the bust is well defined. The front panel is made of a light material and is very soft and pliable. It is a very elegant and stylish design.



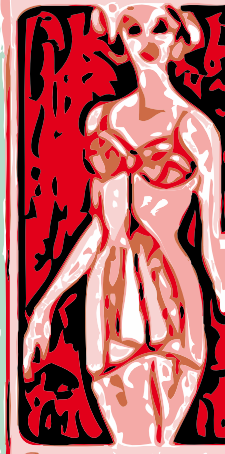
22—The body is very slender and the bust is well defined. The front panel is made of a light material and is very soft and pliable. It is a very elegant and stylish design.



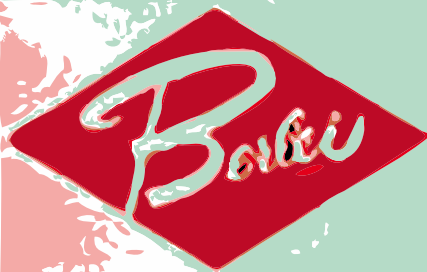
23—The body is very slender and the bust is well defined. The front panel is made of a light material and is very soft and pliable. It is a very elegant and stylish design.



24—The body is very slender and the bust is well defined. The front panel is made of a light material and is very soft and pliable. It is a very elegant and stylish design.



25—The body is very slender and the bust is well defined. The front panel is made of a light material and is very soft and pliable. It is a very elegant and stylish design.



gay Slant

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Art has no  
impressum

©Stef24

**Guck-  
Book is  
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An art-  
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with  
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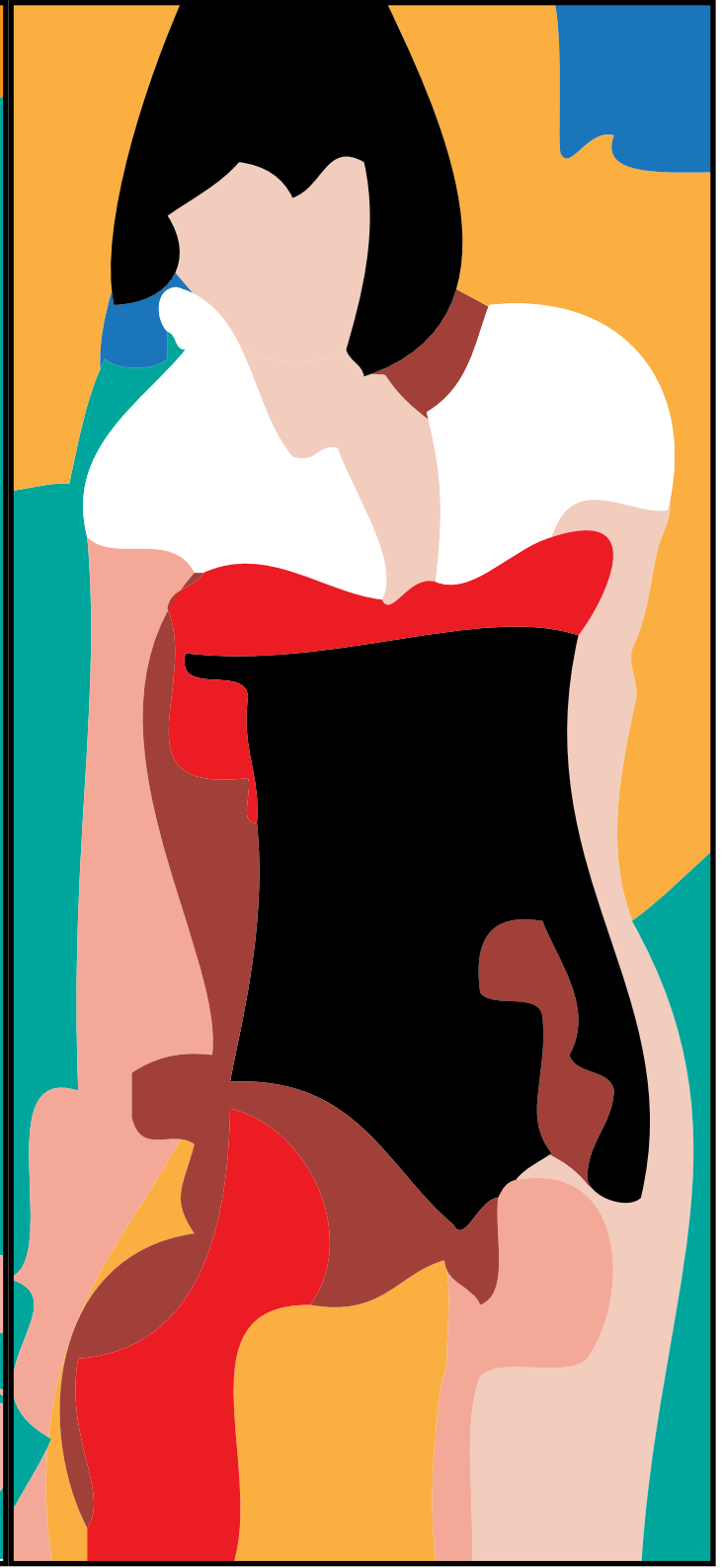
# Is advertising art? Is art advertising? Is art in advertising?

Take it out, yes you can!



If everything is art and everyone is an artist, is there a difference between art and advertising? I see the difference in the mission. Art has the mission to make you realize, to feel and think. Advertisement is creating your desires. Art educates culture. Advertising informs, designs and creates attention with an economical target as service. It proclaims designed products as art for culture. Art follows the economical target to sell itself as designed product and creates culture. Advertisement proclaims products as culture, as religion, ritual or cult. Political and religious rituals are providing our society a cultural frame of behavior out of tradition and law. What we know, we think and do, takes influence to our culture, that's shaping future. Art as work has to express personality and a cultural mission of education for the society. Art as cultural value has to proclaim a common sense, it is as political product an instrument to direct culture instead of developing ideas and aspects to enlarge it. Art as culture is political, it educates political. Art as product has a cultural function. Art with political function is restrictive when it is conserving and protecting political systems cultural. The mission of an artist to develop culture has contrary functions to the duty of art as culture in a society. The mission of art has a political function. Developing cultural values and enlarging culture as common value of freedom is the job of contemporary art and artists. A society at the end of its political philosophy has lost art as instrument to develop its future. Art as culture is political philosophy. Art as work educates individualism. Accepting individuality is the culture of art, educating tolerance to politics is freedom for everyone. Freedom of art as cultural value is elementary for freedom.





# Series are industrial products, uniqueness is manufactured.

Using products as resource of art, turns the process of development upside down. Individualizing mass products, creates uniqueness again. Doing that digital, creates a new series of ideas out of recycled products. The process, making things out of things, is the cycle from product to product. Art is recycling ideas that makes recycling to art. Individualizing mass products is an art in a world of mass products.

Manufactured art out of serial products closes the circle of transforming. What we do, will be artificial as we are separated from nature by culture. Art is ever artificial whether it is artful or not.

Culture and art are artificial products we use to define as values in a society. Art is no religion, for it is not dogmatic or restrictive as culture can be. Art as living individualism is a power of tolerance in a democratic society with freedom as culture of art.

If art represents the culture of a society, it becomes advertising and gets economically misused by political control. Culture as artificial process is setting differences to societies, religions and human behaviors. Art should educate different cultures tolerance and interactivity. That is an political aspect to the personal cultural mission of an artist. Tradition is conserving habits as culture. Art is developing culture as freedom. Politics set the frames to freedom of art and the development of freedom for all. If art gets more than an individual meaning, it gets culture by politics, economically controlled by political advertisement, for being proclaimed as a cultural value. It becomes an economical size. That can change with the political size of cultural values.



# TRANSFORMING



# TRANSFORMATION



Adds as publications reflecting a society in their time. Clothes are visualizing the standards for different classes and genders. The presentation shows habits and expresses the spirit of the times directed by politics. The roll of women in view that is presented by the adds out of that do look not so flexible and more traditional in adds and fashion, The dominant male of the ruling gender is a target that is by female power. The growing success is visible in advertisement as there public presented sceneries are reflecting a public view on adds. The female roll in the society is political advertised by the roll playing in adds. The change of

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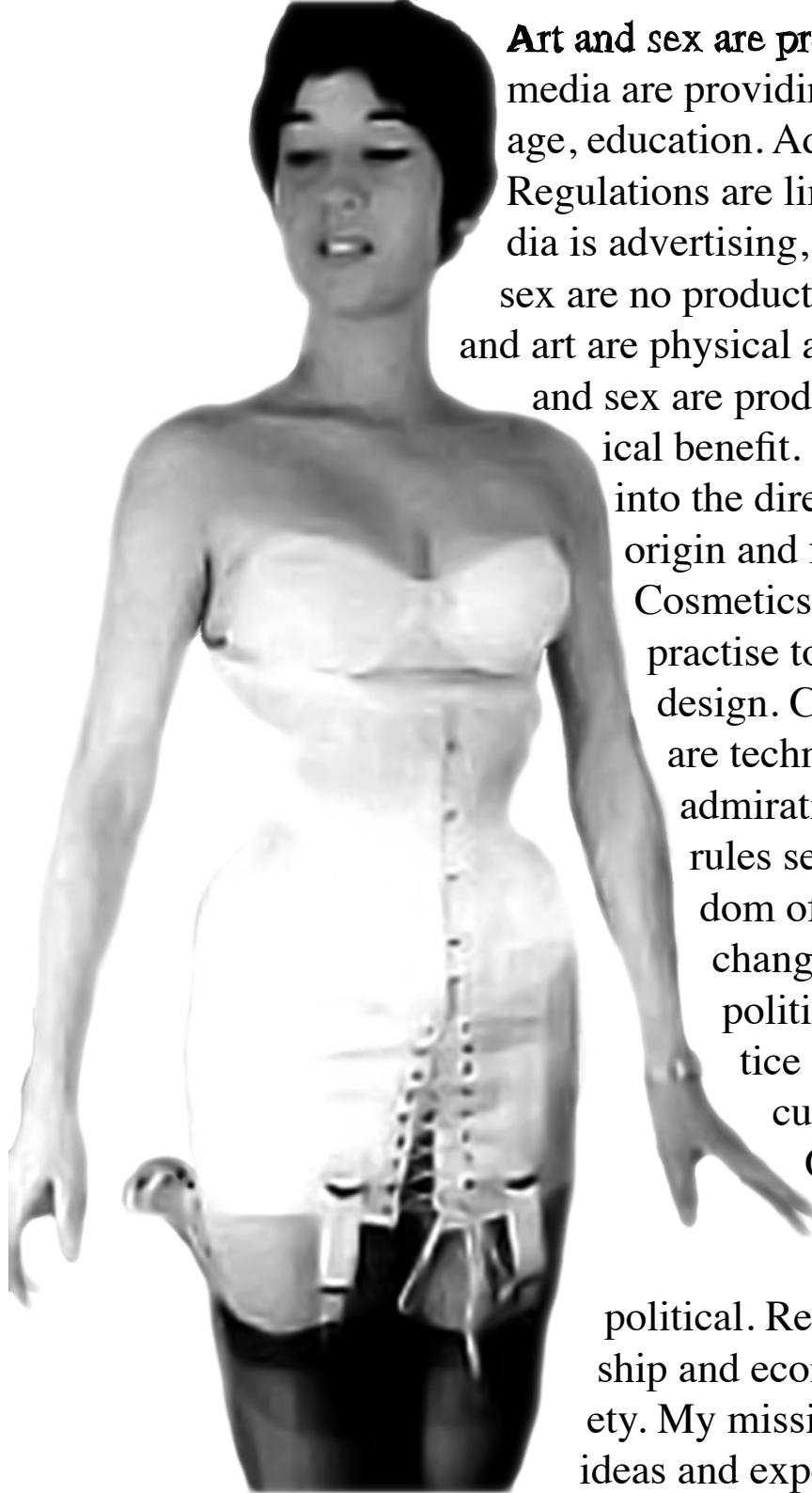


the roll is connected with economical targets or necessities out of the political situation. Ecological influences will change the political economical frame of habits and culture of populations. Culture and religion are political markers of political systems and their economical power. The roll of the genders is influencing economical targets and the meaning of culture and religion for the development.

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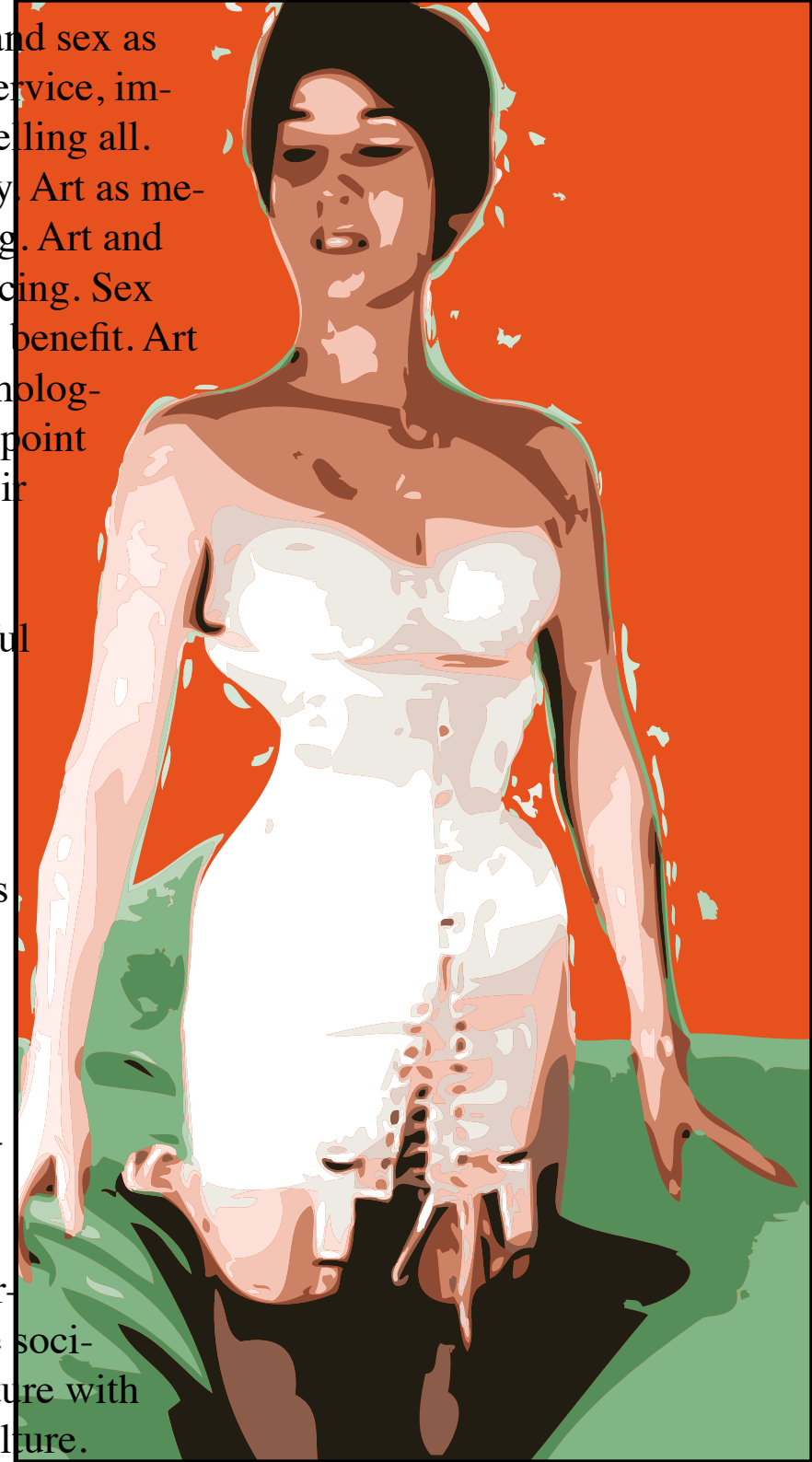




**Art and sex are products on the market.** Art and sex as media are providing products, interaction, service, image, education. Advertisement as media is selling all. Regulations are limiting the range of activity. Art as media is advertising, sex as media is advertising. Art and sex are no products for itself, both are producing. Sex and art are physical actions with psychological benefit. Art and sex are producing a physical and psychological benefit. Similarities between both point into the direction where they have their origin and function.

Cosmetics and makeup are artificial practise to get sexual benefit by artful design. Clothing and body forming are technics to find attraction and admiration. Cultural and political rules set the frame for the freedom of the individualism. Norms change by times, by culture and politics out of traditions, practice and religions. Illustrating culture is a function of art.

Constructing culture transforms art to advertisement. The direction is political. Regulated by political censorship and economical support out of the society. My mission as artist is: Feeding future with ideas and experiments by illustrating culture.



# ARTVERTISING ADDS

## ADVERTISING ARTS,

Fashion designs the image of habits and behavior. The function of fashion is political moralized. In capitalism it is reflecting the moral of a society powered by economical targets. What we realize as self-expression or style, follows the idea to get attention looking like our economical target? That means: Economical targets are driving the moral, political advertised by fashion, art and culture. If the situation sets ecological topics at the first place of the chain of necessary decisions, that will change the society, economical and cultural. Art has a function in post capitalism. Art as economical value in an ecological crisis should recycle to think about the ecological future.

pleating  
Pink, Blue, Lilac. 92.00



STF 24



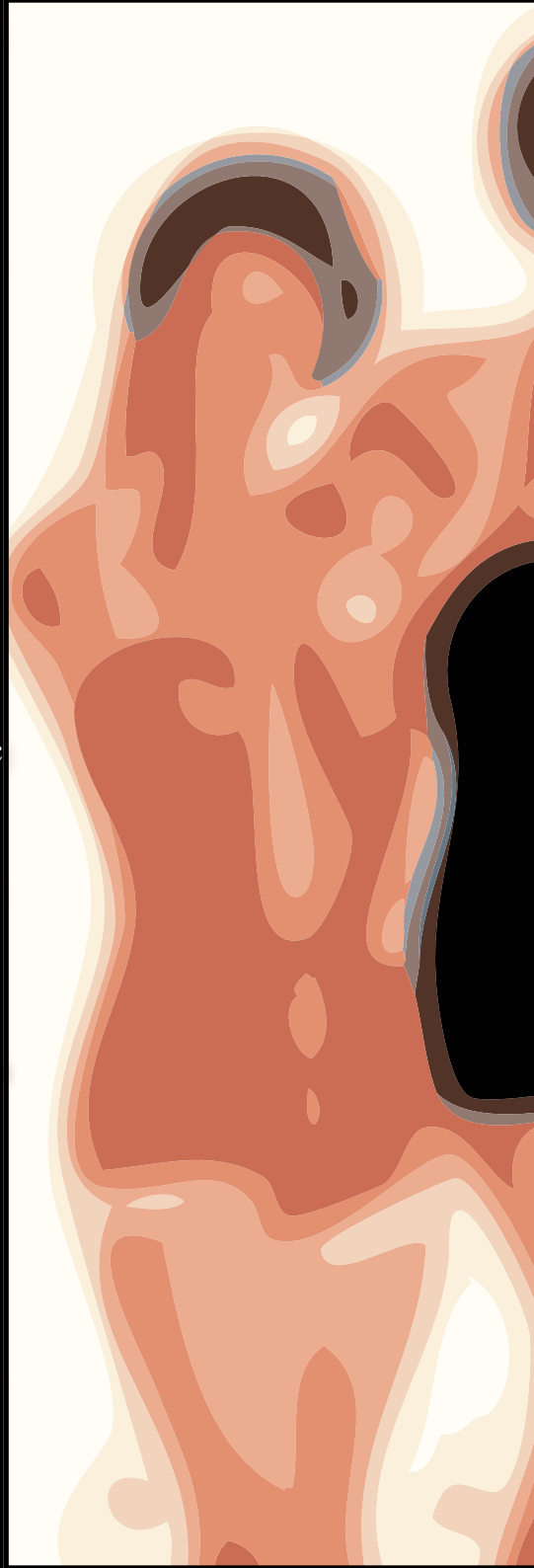
Simplifying, mixing, changing and vectoring images is the basic of these works out of adds from different times. So it might be that use of footage is not ever correct or in time. The idea behind these works is to change the use of advertising to art. Advertising is pop art, looking back it tells about history. Pictures with different origins I use as templates to work on. Abstraction of human bodies is supporting the abstract recognition of the result. Maybe that depends on habits to analyze what we see and what is important to see. For sexuality is an instinctive motive to be interested to look at. So I took some ladies being dressed to look interesting for male humans in the culture of their times.

I could have taken naked bodies to find attraction but that would set limits in the publication. Being naked is something out of the moral of many societies. In Art is a naked body something for anatomic studies or a classic view to something that stands beside of con- forming morals as a natural view to the hu- man body. Clothes show some environment of time and moral. Clothing gets to fetish- ism in a world when being naked is forbidden. So fashion is developed out of the idea of identification and advertising. It is following the common sense of the time. So being well dressed means what you wear represents what you are and what you want to look like. Underwear got an image of sex for being naked is not present in our life. Sexuality gets connected with the signals send by the dress we wear, if nudity is forbidden. So what we wear is transmitting the lifestyle we like in our adapted life and the interpretation of our moral, the censorship of sexuality and behavior. To be outstanding by individual design is exclusive in a world of conforming mass-produces.

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12.96



A method to start creativity. If there is no idea about the beginning of a work. It helps against the horror vacui, begin with things you see. Simplifying as basic and adding lines to the forms, is transforming a photographic image into a drawing. Filling the new graphic with different content is a transforming step into surrealism. So you start orientating at naturalism. The function gets lost, the more content you fill into the image by your own fantasy and you develop while doing your work, The frame of art is the cultural edge of the canvas, that an artist can work on, in the frame of cultural politics. Freedom of art is the definition of freedom in a culture a political system provides. Societies without freedom of art are directed in culture and limited in the direction of their development by their government.



The more difference you create, the more the added work stands alone and leaves the template behind. You are not creating out of yourself, you do it as you learned and as the knowledge you got. To think different to knowledge and perception is the few you can do.

Matching the demand, makes an idea fitting in time.

Art for the future will fit in the future by regarding history. It is developing acceptance to enlarge our minds to develop the future into the directions of tolerance and freedom for all people today with a future to all. Wasting recourses is no art today and not for the future.



# Art is under construction.

It is transforming it self from generation to generation. It fits into time, in politics and culture to be what it is. It is representing the change we develop and keeps taking influence to following generations. As more it defences common values, the less influence it can take to change the future and change our minds. To be restrictive and to represent the values we reached makes art to the culture we got. To develop values we cheer in the future gives art the meaning it has to following generations. To be in front of time is the job of contemporary art today to have a meaning tomorrow. To be in time means to represent the political spirit of a society in their contemporary cultural politics. Art is representing the culture a political system offers. The review of the meaning of art out of a distance in future shows the political mission of contemporary art. The view on works in the future as contemporary art, will display the roll and the influence of art to politics today as history. Restrictive influence of politics to art today won't be helpful for the meaning of the works of an artist tomorrow.

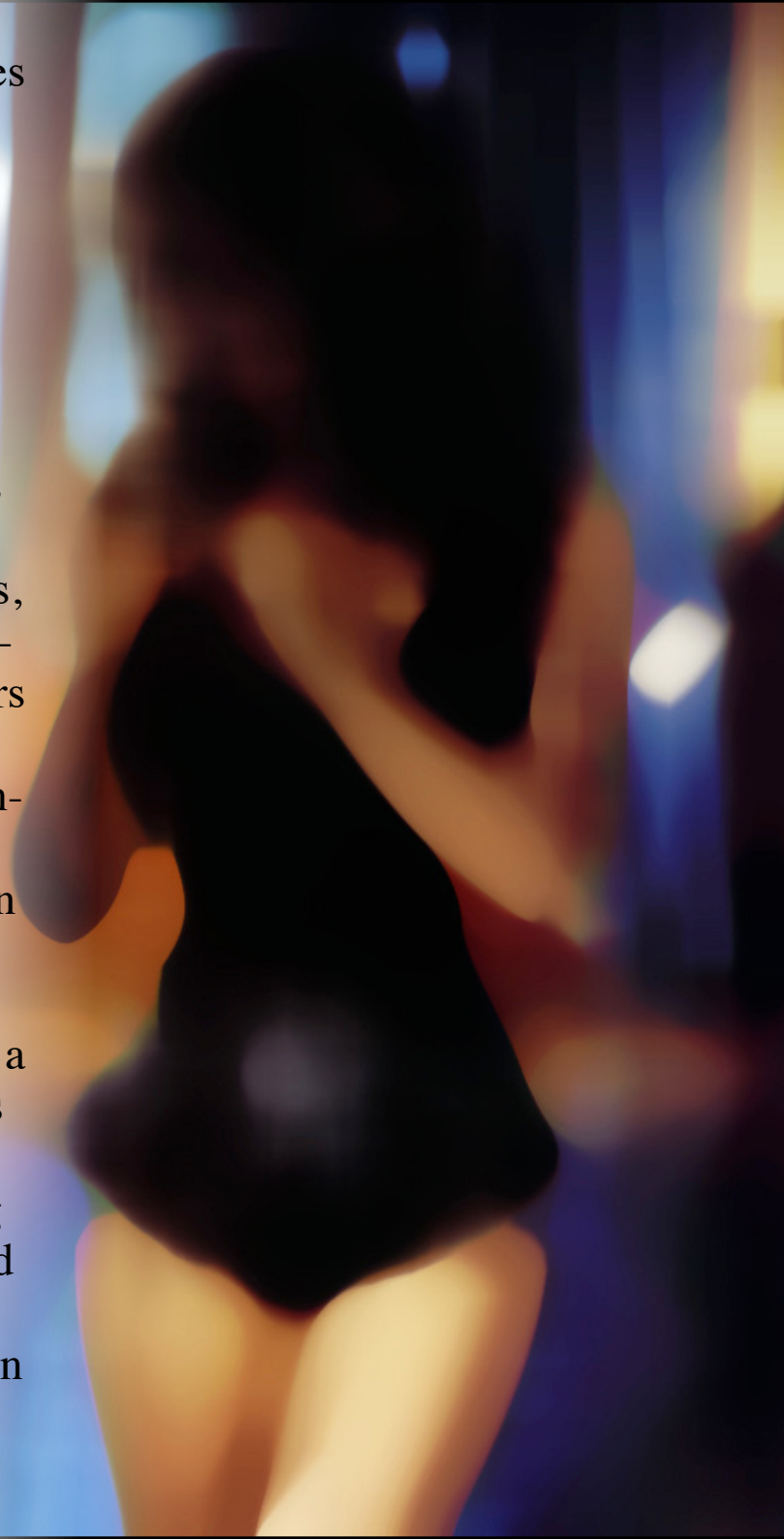






Adds, for being part of cultural environment, are a resource of inspiration to me. Fetish images and pinups are some other rare resources I use for pixel-collages, transforming to vectors. Moral is no quality in art, it is culture that is moralizing. Pointing onto moral, can't support tolerance, it is closing borderlines and separates people. Moral sets ideas into culture-political frames with the function of cultural propaganda. Culture is not developing art, freedom and acceptance. That does or don't our politics by proclaiming art to a cultural value. Moving, art follows its own direction, it has to change the point of view from time to time. Art is personal, that is the difference to industrial products. Getting serial, art is changing to a mas product. A mas-product is "Kitsch-art". Kitschy art is for every one, it has to hit the common sense and taste and loses its originality. As easy it is to follow the line as difficult is to find out what direction the timeline will go. A significant sign for the cultural value of the works we do today will be visible in our future.

For initiating fantasy I work with low res images with a lot of artefacts by jpg compression. Blowing the images up to retrace, is the first step. I use smoothing filters to simplify the lines or to get rid of structures and useless disturbing points and paths. After transforming the pixel-groups, my vector-works are getting more poppy in colors and design. Lines stay clear and sharp. The principle of postscript and vectors is: The resolution of the output is fixed by the mathematics of the digital language and not a resized number of pixels on a bit-map. Large images in vectors are using a few kilobytes on a hard disk. The quality is limited in size and resolution by the specifications of the printer.



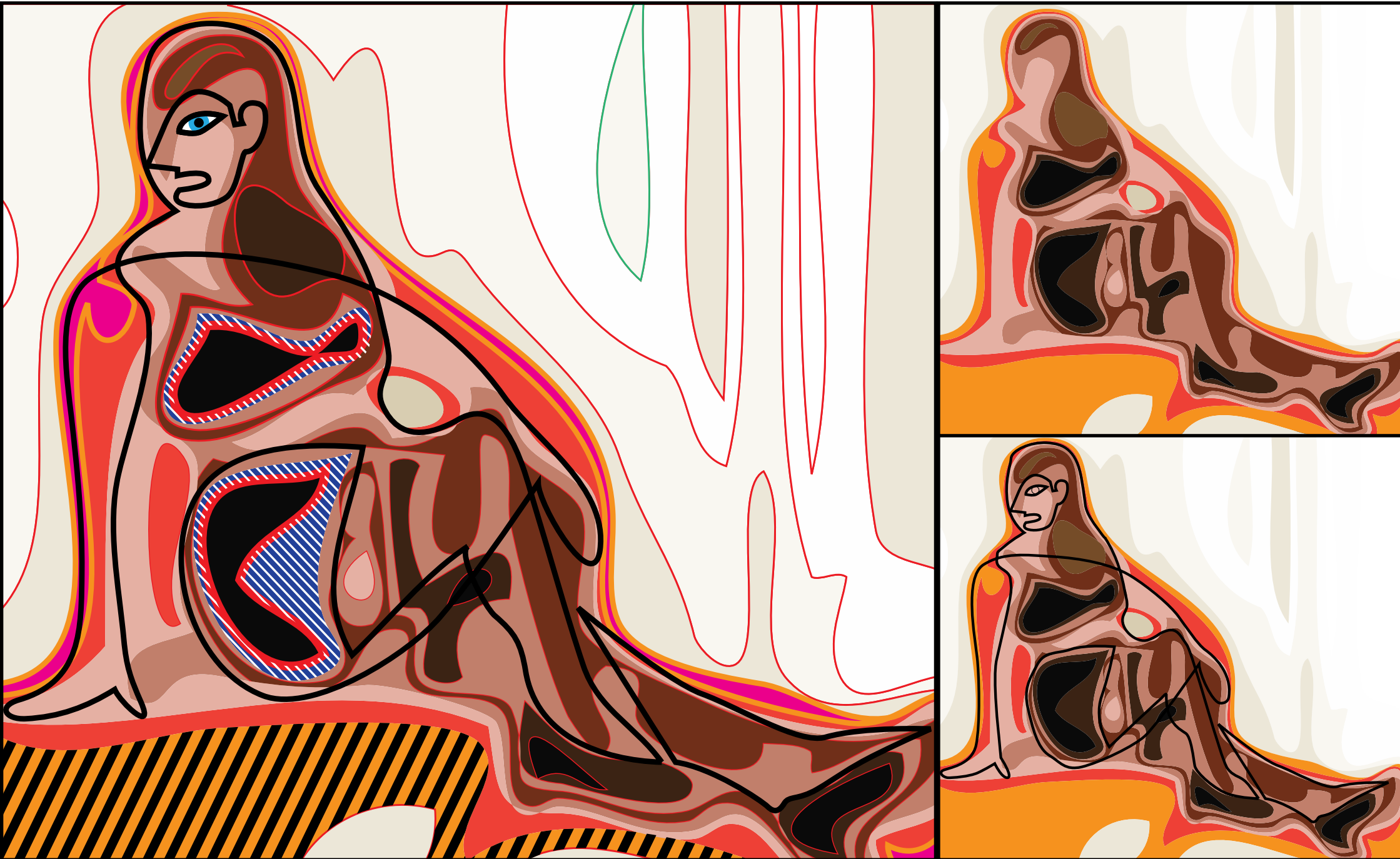
Adding lines to the vectors is a further step to change the interpretation of photographic images into a surrealistic and fantastic direction. After reducing forms and colors, there is space for a new input of ideas with a playful result.



Vectoring to reduce a photographic image to simplify the original image is not the idea behind these works. I'm not optimizing the outlines for cleaning the image. Creating a new image is the creative aspect behind my work. Showing the way



of the development is the intention of this GuckBook. To give some inspiration, to think about art and what we look upon as art or what we do as artists is, not only to repeat in tradition, but to create new points of view in the change of time. We



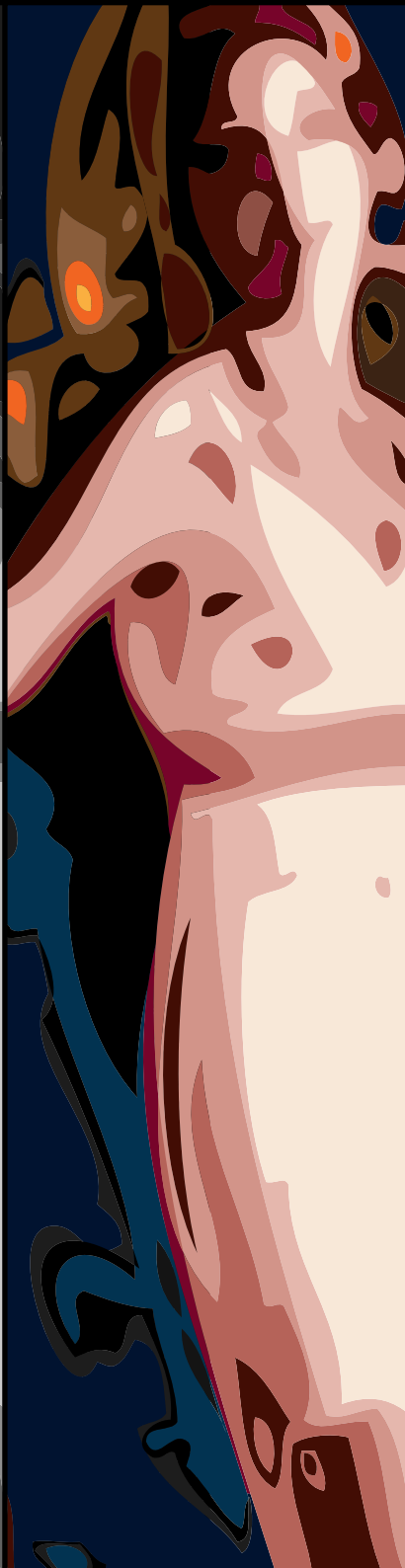
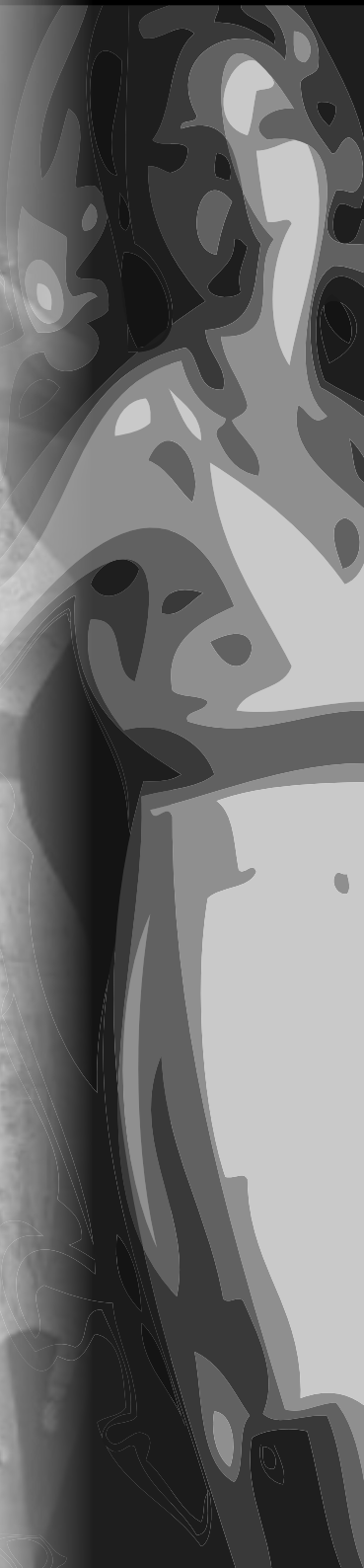
create out of a personal view an image of the times we are living in, not for the daily news, more for long time periods and following generations. What we want to do will be looked upon for a long time to become art. Art will survive, it is

for everyone to find and develop originality. What kind of art will be important is not our decision it is the decision of further generations and their cultural politics to their history as history has told. All we do is artificial whether it is artful



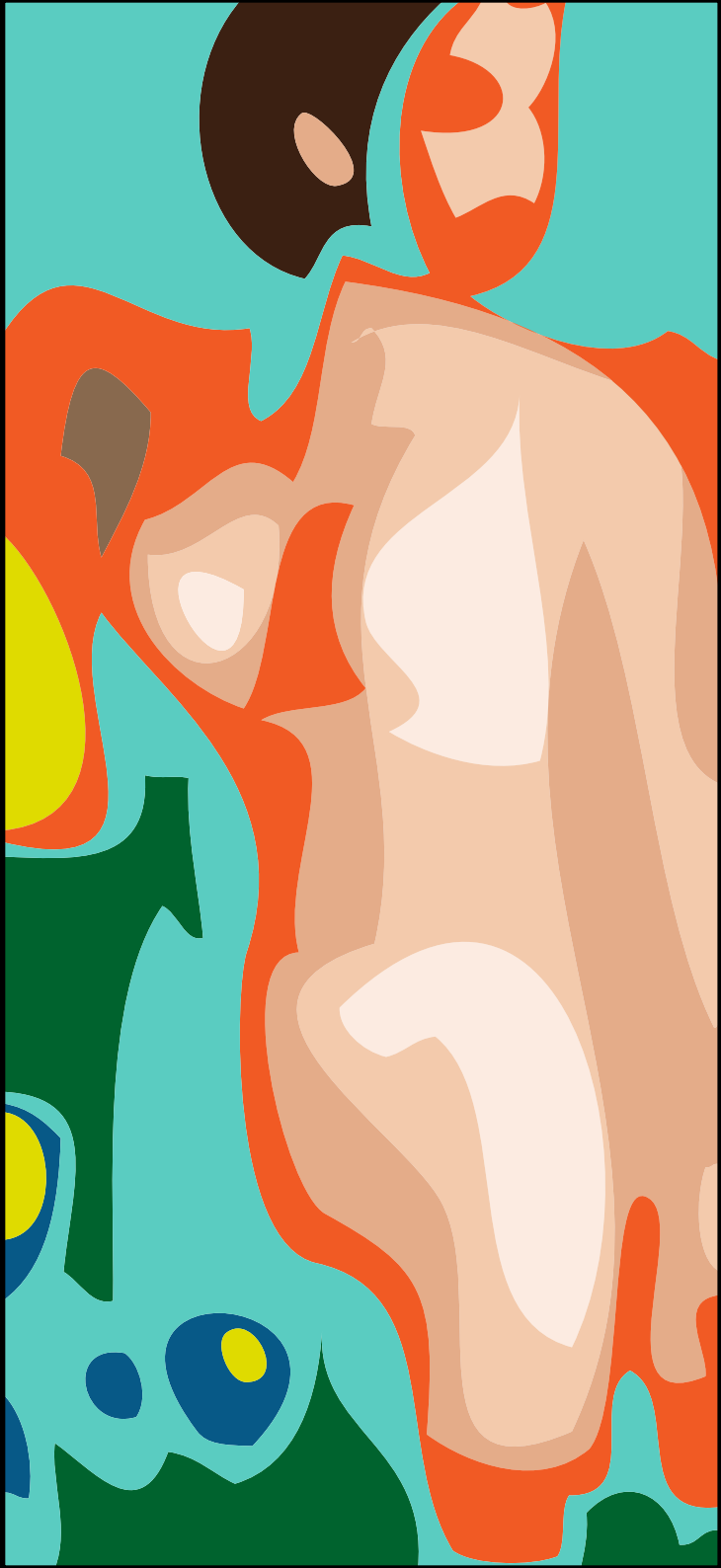
or not. Art is a value we generate and we destroy as we did with cultures. Art is the opinion to the work of an artist. In the culture of an society is art a political instrument of propaganda for those that set the rules. That's state of the art.

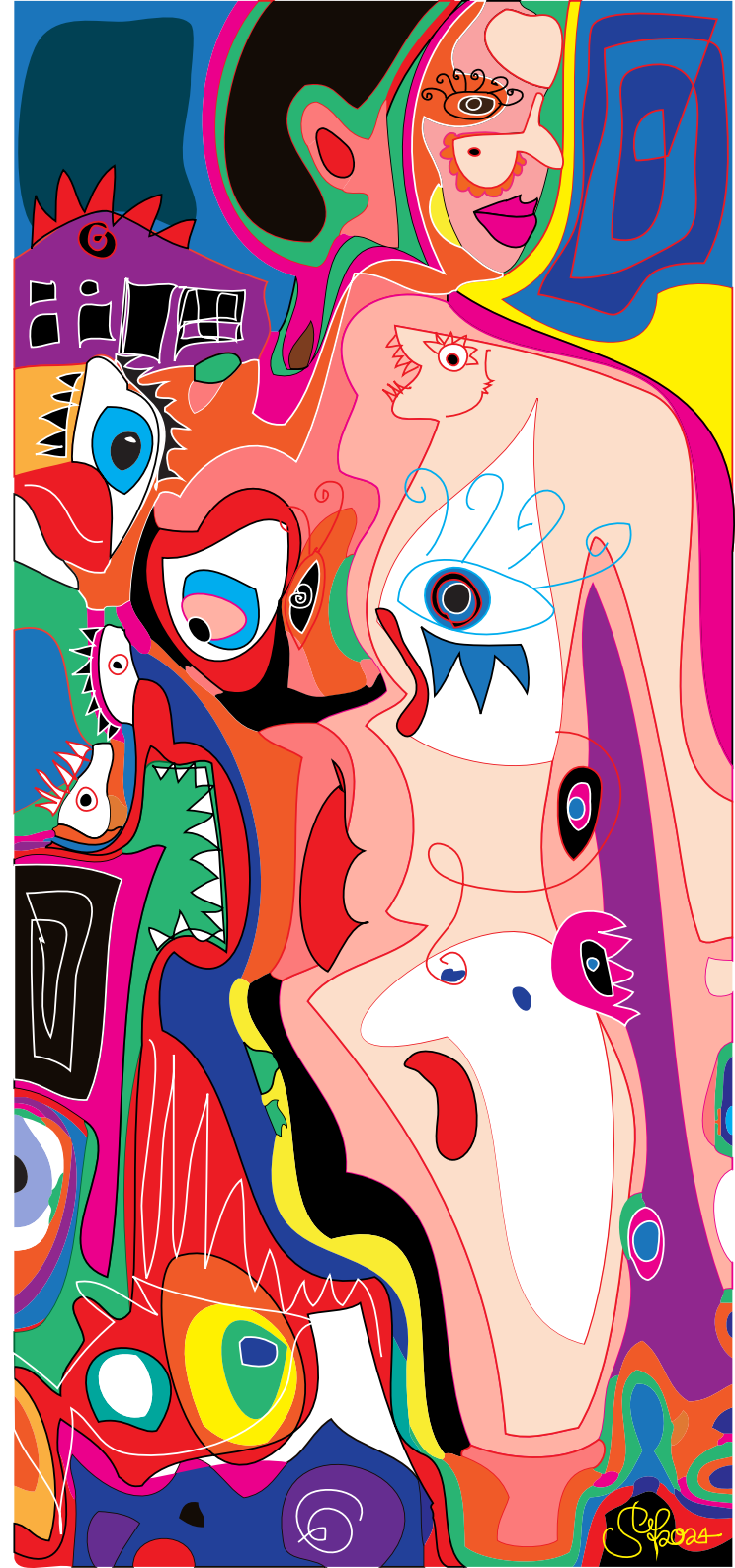
Is art a work of an artist that is famous in his time or is art recognized by further generations as an inspiration to change traditional habits to more cultural tolerance? Is art changing ideas, philosophy and times or is it reflecting the society as it likes to look upon itself in the focus of an art as glamorous self exhibition? Transforming a society in peace with tolerance should change our economics into an ecological system to give further generations a chance of development. That is a political job in an ecological crisis. Being elected to think for the future and following the wishes of today, means to change the paradox situation of: You can't have tomorrow what you ate today for it is away.







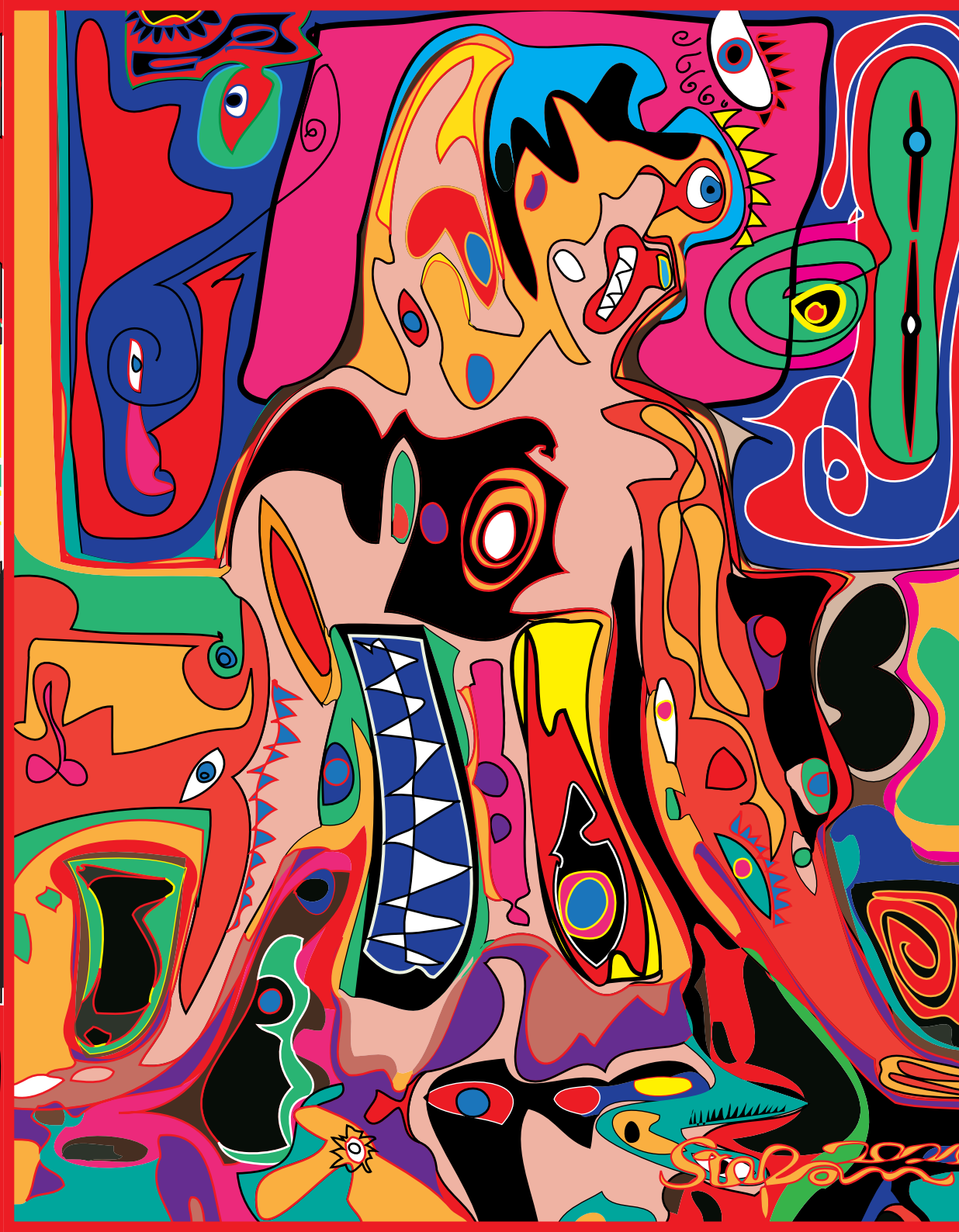




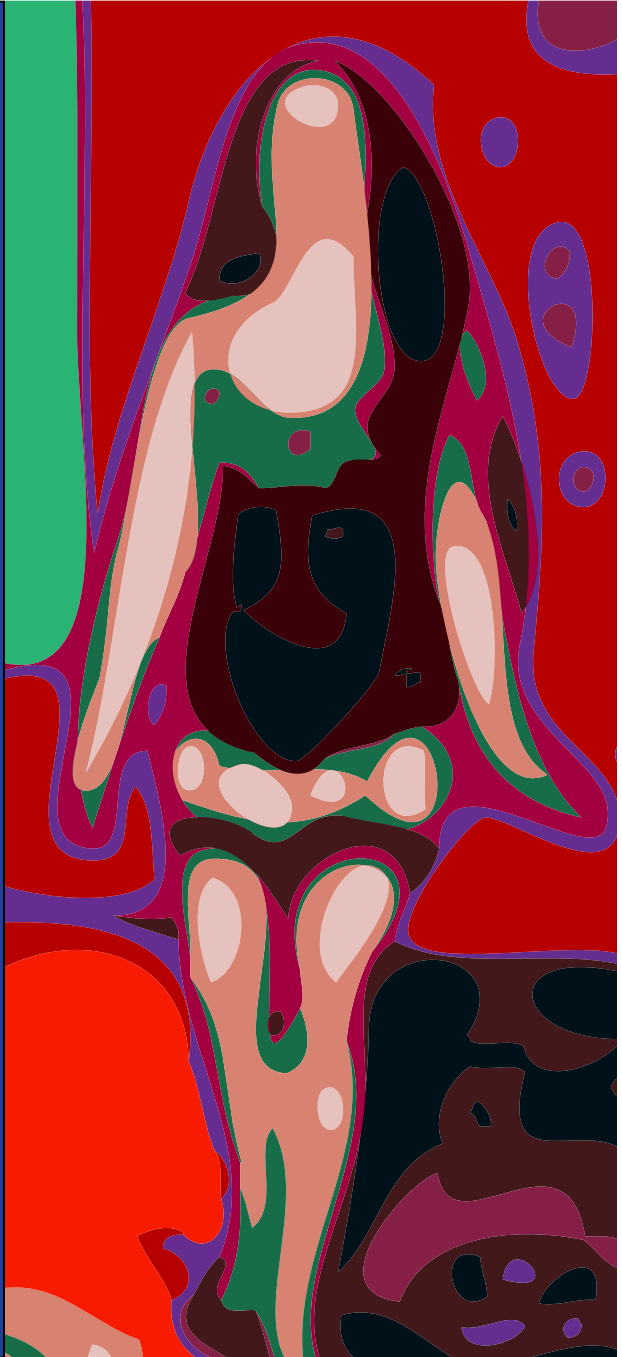
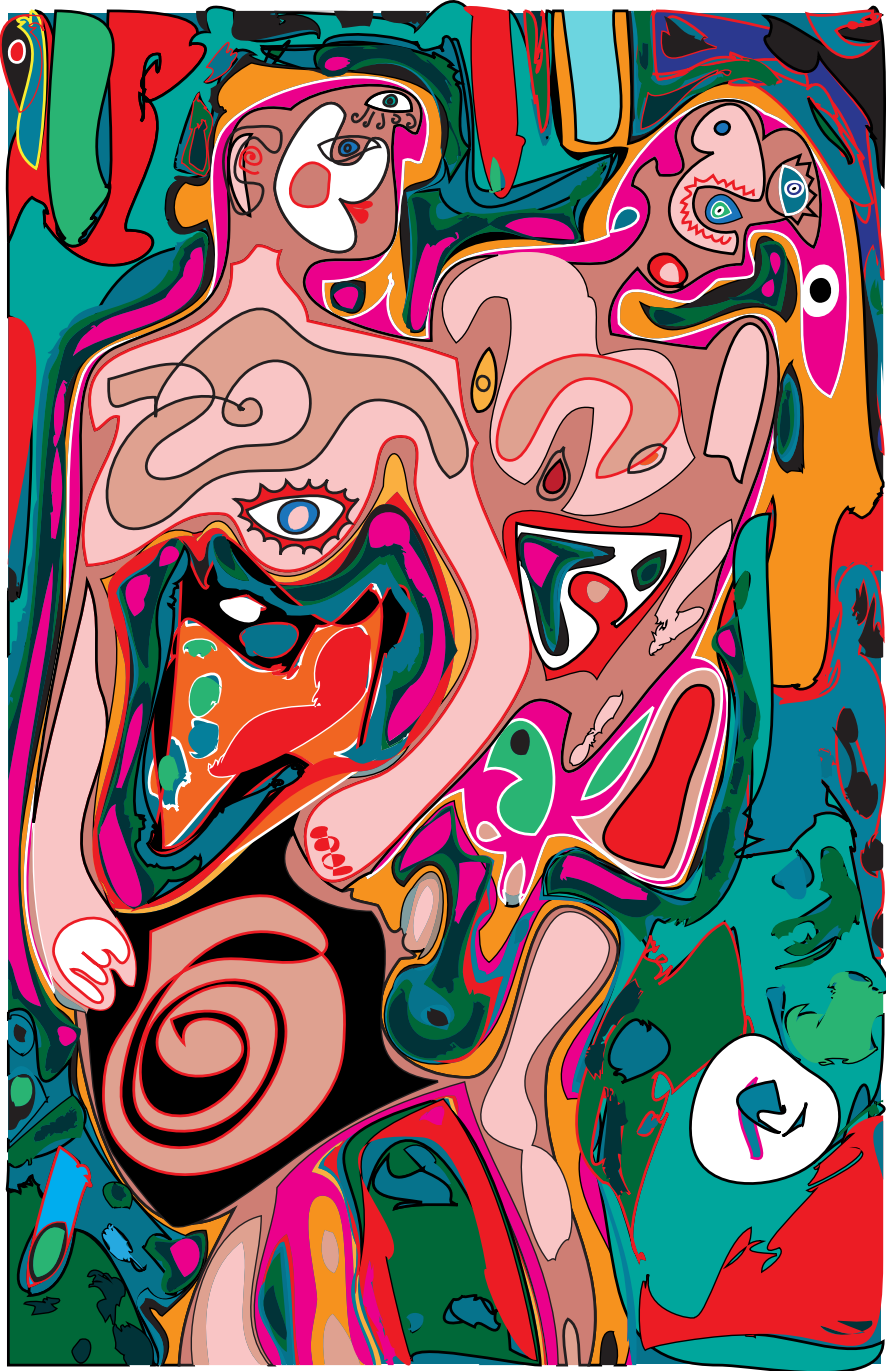


# TRANSFORMATION





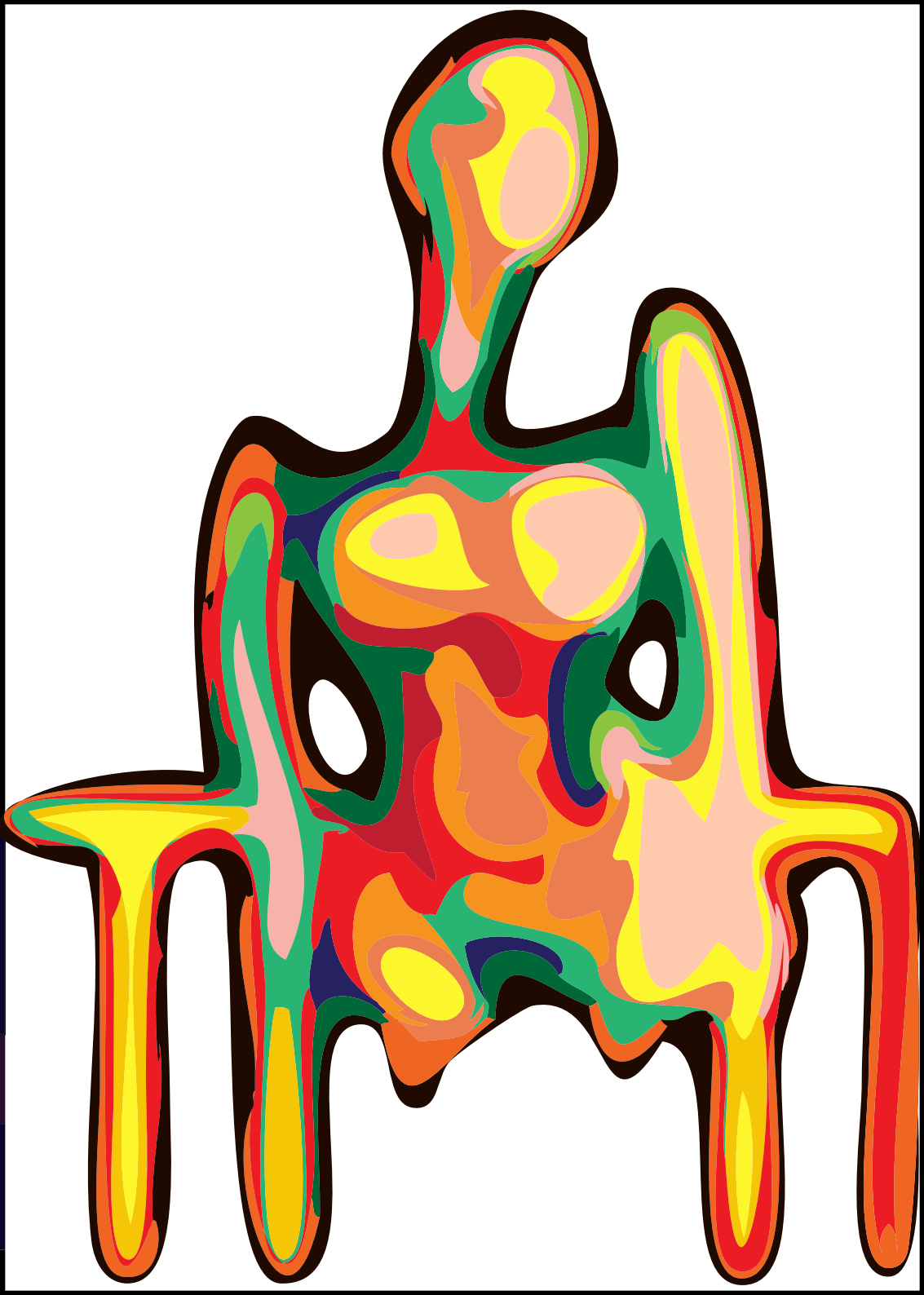




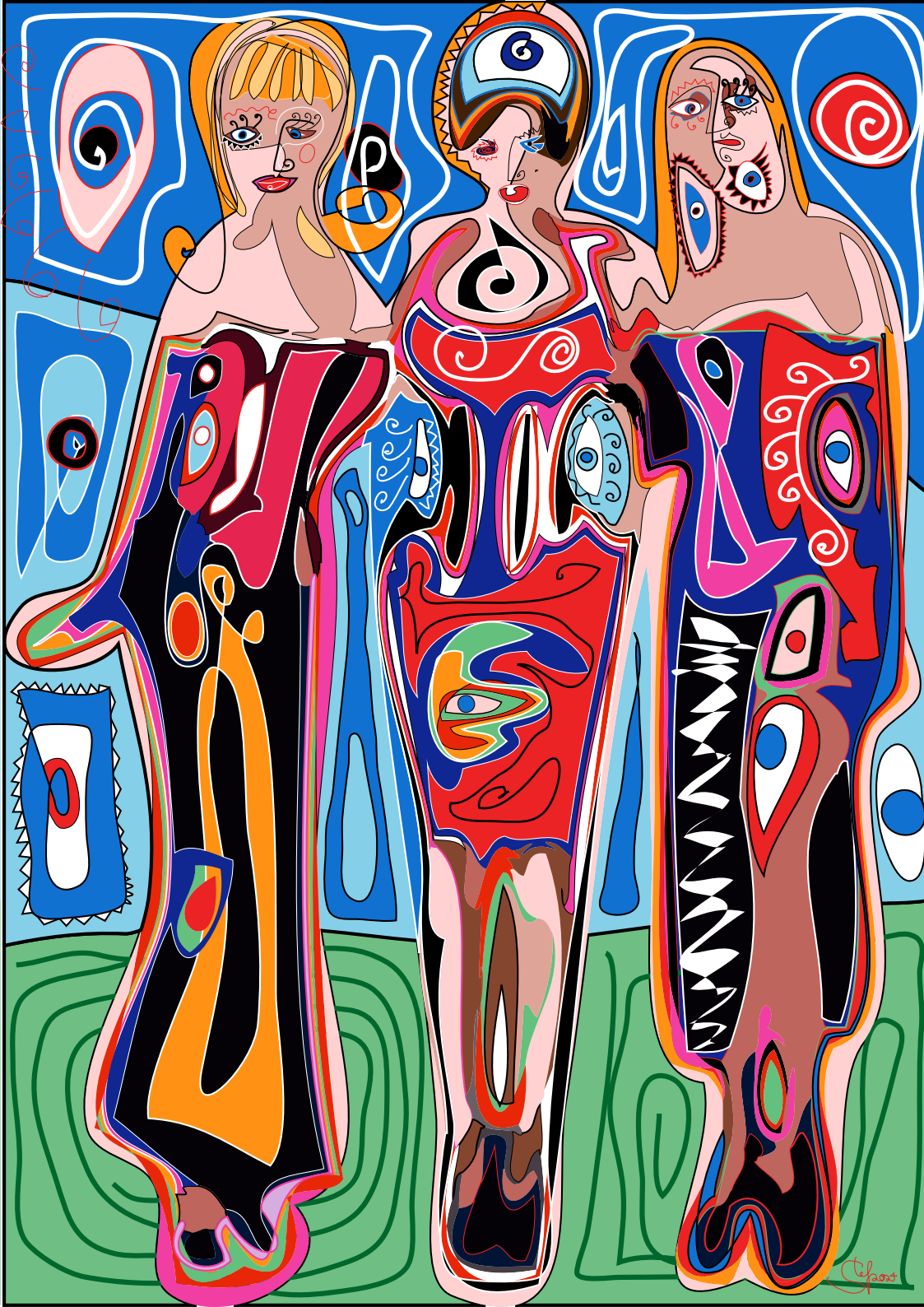


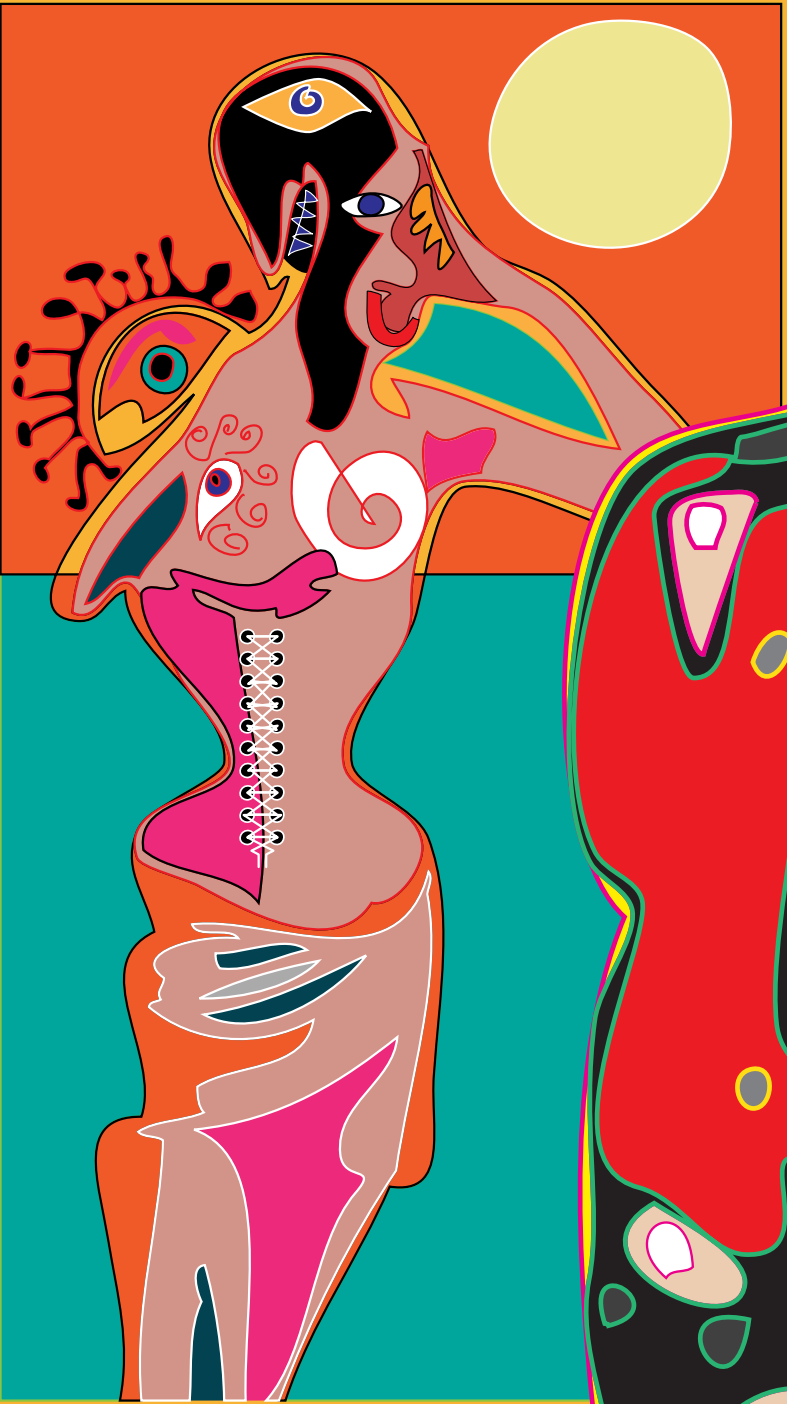












# Composing Transfo



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TRANSFORMATION

**D**

ACTS LIKE YOUR OWN PRIVATE STEAMBATH!

BEFORE! AFTER!

AMAZING NEW ALL RUBBER KNEE LENGTH GIRLE! WORKS TO REDUCE AS IT CONTROLS!

**E**

EXOTIC IMPORT

Now \$200

**F**

2 for \$595

**G**

PUSHES UP

2 for \$595

**H**

NEW! THE SOFT BO...  
\$99...  
BEFORE! AFTER!

**G**

\$799

CLIVE BIAS

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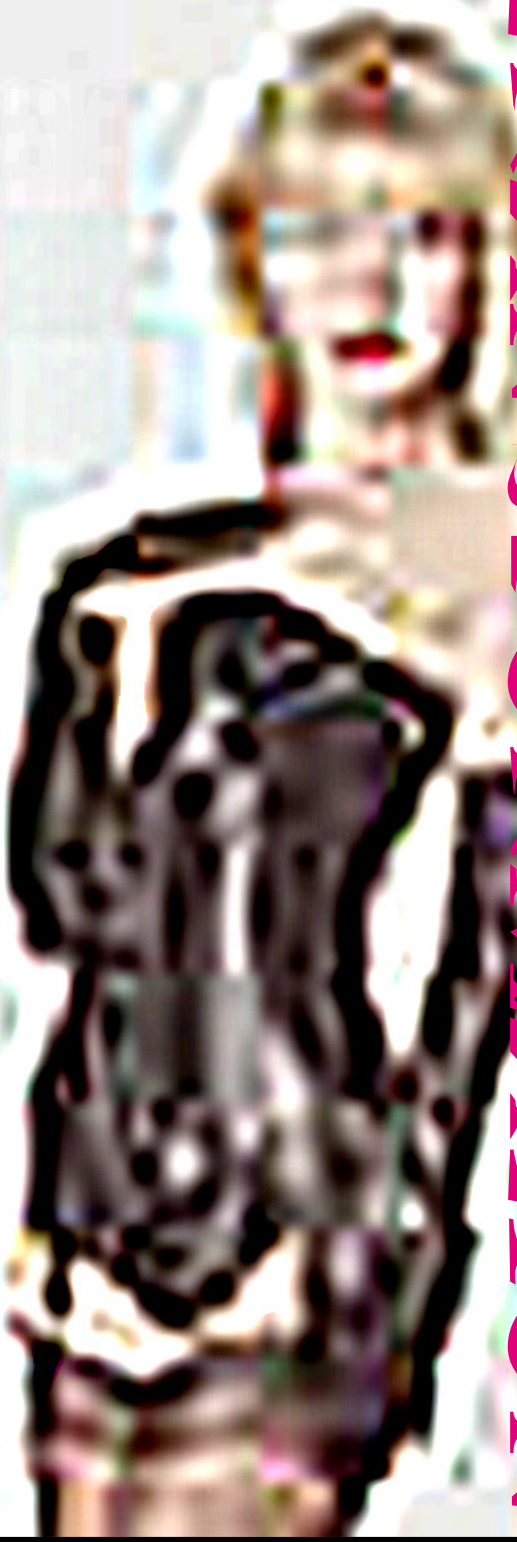
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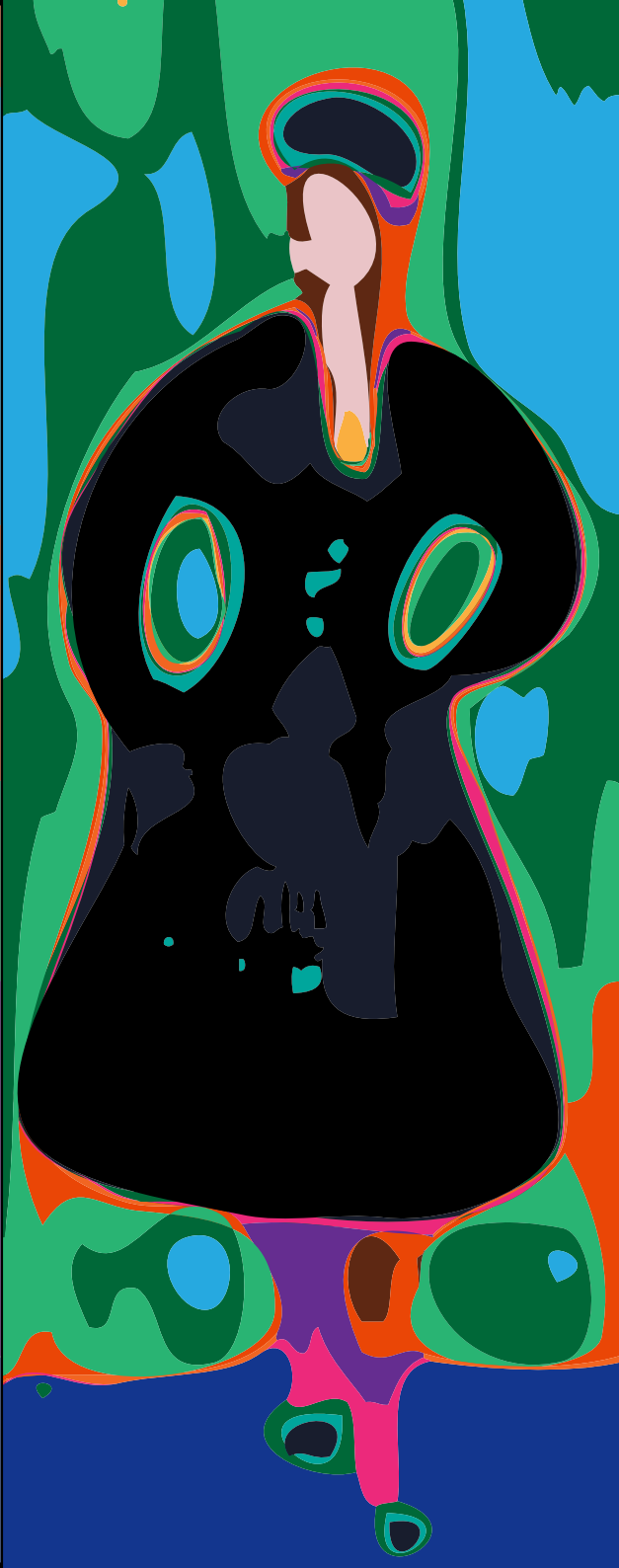
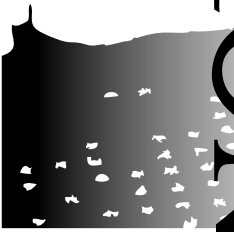
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# ARTeFACTs



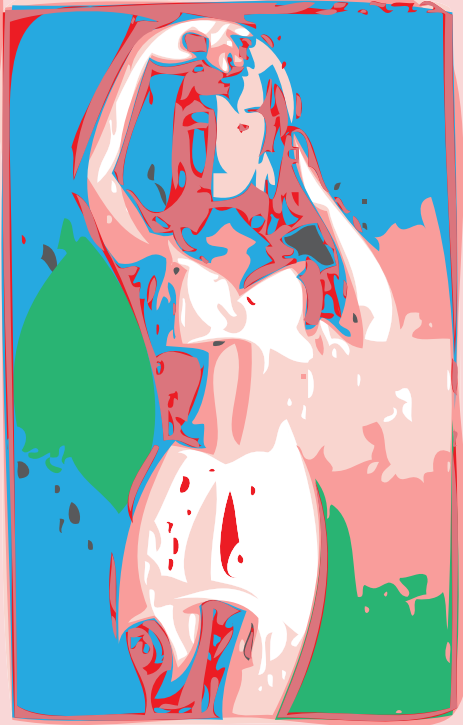




# ARTVERTISING ADD

DEEP INS BY DESIGN

...look almost too light to give such a strong  
 that whichever you choose to wear, these  
 (frag)rances (substance). From fresh to more  
 the your taste. Some are blended with these  
 freedom, then are ultra-light as you've ever worn.



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Travel & Leisure



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