

Unit AS10
AS10.2 – Reinterpretation logbook
Module lecturer: Gert Gast

Submitted: 16.11.2007
Word count: 3157

“Marcantonio Raimondi’s *Adam and Eve* reinterpretation”

Submitted in partial fulfilment of the Bachelor of Digital Media,
Major Multimedia Production

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1. Introduction

This logbook is referring to the AS10.1 Reinterpretation Assignment. I have chosen to adapt a Marcantonio Raimondi's engraving for this work, *Adam and Eve*, and I have created an advertisement for Apple Inc. in Adobe Flash. The reinterpretation is based on the forbidden fruit of the Garden of Eden that is replaced by the Apple iPhone. The idea is to connote the iPhone with 'temptation that no one can resist'. I have tried to produce a final product that could fit in the Apple advertisement program. Therefore attention has been placed to the restitution of the elements parts of the 'Think different' campaign.

2. Overview of the original work

2.1. Adam and Eve

According to the Bible, Adam ("man" in Hebrew) and Eve ("living one") were the first man and woman created by God. This story is told in chapters 1, 2 and 3 of Genesis in the Old Testament. Adam was created from the dust of the earth and became alive through the breath of God. Later Eve was created from the thirteenth rib on Adam's right side and from the flesh of his heart. Adam and Eve were living in the Garden of Eden. Eve, tempted by the serpent, ate the Forbidden Fruit from the Tree of the Knowledge of Good and Evil and then gave it to Adam. They had to leave and were punished because God told them not to eat the fruit.

2.2. Marcantonio Raimondi

Marcantonio Raimondi was an Italian engraver born around 1480 near Bologna. Giorgio Vasari called him Marcantonio Bolognese in his book *Le vite de' più eccellenti pittori scultori e architettori*. Marcantonio learnt engraving from Francesco Raibolini, a famous goldsmith and painter. No known painting has been made by Raimondi, but some of his drawings survive. Most of his early works remain undated. In 1505, he produced *Pyramus and Thisbe*. Then from 1505 till 1511, he engraved about 80 pieces, from pagan mythology, to religious scenes. In 1506, Raimondi may have met Dürer and Michelangelo that were in Bologna. At this period he started to make copies of Dürer's woodcut series, the *Life of the Virgin*. This was common practise, although normally engravers copied other expensive engravings. Around 1510, Marcantonio went to Rome and join the circle of artists surrounding Raphael. After the reproduction of Raphael's *Lucretia*, Raphael trained and assisted him personally. Marcantonio

engraved the *Judgement of Paris* in 1515 or 1516. This work became the composition source for *The Luncheon on the Grass* by Edouard Manet. Marcantonio and Raphael then started a successful printing establishment, and an engraving school. After the death of Raphael in 1520, Marcantonio and his pupils continued to make engravings based upon Raphael's work. Marcantonio was generally not copying the finished painting, but was working from early drafts and producing variations on a theme. Marcantonio was then sent in prison by Pope Clement VII for a set of erotic engravings called *I Modi* (The Ways). In 1527, during the Sack of Rome, Marcantonio fled in poverty after having to pay a heavy ransom. He died in 1534.

2.3. Raimondi's 'Adam and Eve' engraving

The *Adam and Eve* engraving (cf. Appendix A) is dated from around 1512-1514. This work is unpopular and poorly documented. It is not a reproduction of another artist's work, although Marcantonio's contemporary artists like Dürer, van Leyden, Michelangelo and Raphael have also worked on their own Adam and Eve representation. According to Misteraitch, "the division in Adam and Eve between a richly-detailed foreground and a more lightly-sketched background apparently betrays the influence of Lucas van Leyden" (Misteraitch, 2005 [online]).

The engraving describes a scene where Adam is holding out two small fruits in his hand, apparently apples, to Eve. This is contrary to the story of Genesis, where Eve is actually giving the forbidden fruit to Adam after having been tempted by the snake. The artwork is symmetric, with two trees on which Adam and Eve are leant on. The central element is Adam's hand. Both characters are nude, and a human-faced snake is muddled into the branches. Three visible houses and a church are visible in the background. This is also not in concordance with the fact that Adam and Eve were at that time the two only humans.

3. Chronological overview of production

13/08/2007 I did my first investigations on the Internet to find a subject for the reinterpretation assignment. After having viewed in class the different Narcissus reinterpretations, I decided to look for mythology themes. I randomly looked at some of the Greek myths I know, like Daedalus and Icarus, Oedipus or the Trojan War. I tried to find graphics that will inspire me for a reinterpretation.

- 15/08/2007* The idea of using the Adam and Eve biblical story lead to some more investigations. I founded the Raimondi's engraving representing the Garden of Eden. I decided to play on words with the apple of the biblical story, and the famous digital technology corporation.
- 19/08/2007* I looked for other representations of Adam and Eve, but did not find any other that would fit as good as the Marcantonio's one with my primary ideas of how to reinterpret that theme.
- 03/09/2007* I decided to create an advertisement for the Apple iPhone using the Raimondi's work, and already had a good overview of what I plan to do on my reinterpretation. As I wanted to have an iPhone preview in 3D, I started to look for a mesh of it. I found a free to use 3dsmax model, but without the textures.
- 04/09/2007* The mesh has been converted to be used in Cinema4D, and I started to work on the textures. I founded an image of the front view of the iPhone that I have used, and after looking to some iPhone pictures, I reproduced the back with a random text in Photoshop. I placed then a camera and three lights on the stage and started to work on the materials to have them making the iPhone looking real. I created the animation for the rotating iPhone, and a lot of different versions were rendered. I desperately tried to have an export with an alpha layer to remove the background, but did not manage to. I read a few tutorials on how to do it, but all leading to the same result. I had an alpha layer, but it was blank.
- 05/09/2007* I worked again on the iPhone and continued to implement some details to make it more realistic. I looked on the internet for the vectorial Apple logo. The last touch was the addition of the Apple logo as a mesh on the back, to add a reflection on it.
- 06/09/2007* A lot of different renders were done until I felt happy with the reflection and the lightning in the scene. As I was not able to have exports without the background I tried with different textures, gradients and materials. I finally decided to use a simple black background.
- 22/09/2007* I investigated the internet to know more about Apple advertisements. I watched the new iPhone video advertisements on Apple website, and founded a few web pages displaying some old Apple advertisements. I read some articles about the Apple 'Think different' campaign. Some interesting Wikipedia articles permitted me to find interesting sources about it. The Raimondi's image was processed in Photoshop. I first unsaturated it, set the levels of contrast and lighting, and I removed the

sky. I added then a yellow-orange gradient in the sky, and placed Steve Job's head on the snake's head. The idea was to have a funny element to unlock in the Flash final product. I reoriented and stretched an iPhone picture to put it into Adam's hand, with Eve staring at the screen. I added the Apple logo with the gradient of the background colours and the 'Think different' catchphrase on the bottom right corner. I looked on the internet to find the Apple fonts to make it realistic. I added a transparent grey layer on the bottom to have the text being more readable. I also added an Apple logo in the sky, behind the tree and Adam's head.

23/09/2007 Some minor changes were applied to my reinterpretation, removing the leaves from Adam's hand under the iPhone, and the text being slightly moved.

04/11/2007 I finally started again to work on the reinterpretation. I removed the background with the houses and I decided to put an aquarelle instead of the gradient. I founded on a Computer Art magazine a free to use image that I saturated to orange and yellow. I created the Flash document, adding my Photoshop work as a background image, and created the rotating iPhone movieclip from my past Cinema4D renders.

05/11/2007 I started to look at the ActionScript code to have the central iPhone picture as an active zone to display the rotating iPhone. I created a circle on the top of the iPhone picture, and set it transparent using the alpha property. The movieclip of the rotating iPhone start with a blank frame and when the cursor is over the activation surface, it automatically jumps to the beginning of the animation. On the last frame, the movieclip jumps to the first frame of the animation to have a continued effect of rotation. When the mouse quits the activation zone, the movieclip is putted again on the blank frame. I added also the fade-in effect on the iPhone title.

07/11/2007 I added an aura around the iPhone in Adam's hand to show the zone of activation for the iPhone preview. I started by creating a simple dotted circle that was rotating, and added an arrow going from the word 'temptation' to the zone. I was not really satisfied how it looks. I searched on the internet for some ideas of aura and decided to use a loading screen animation that I found. I decompiled the file with the Sothink SWF Decompiler as I did not have the editable FLA Flash file. I putted a mask in the centre the make the aura thinner. I removed also the arrow that I previously created. I added the link to the Apple iPhone

website on the Apple logo. To have the link clearly visible, I coded the change of cursor to a 'www' when it is over the surface. I published the last version of my Flash animation.

4. Analysis of the reinterpretation

4.1. Influences

After having the idea of using Adam and Eve for an Apple advertisement, the first sentence that came to my mind was 'Think different'. Therefore I have done investigations on the Apple 'Think Different' campaign to do this reinterpretation. 'Think different' was an advertising slogan created for Apple Computer in 1997 by the Los Angeles office of advertising agency TBWA\Chiat\Day. The whole campaign, consisting of television commercial and several print advertisements, was realised mainly in black and white. It consists of pictures of celebrities, like Bob Dylan, Einstein, Picasso, John Lennon and Yoko Ono, Edison, or Muhammad Ali, with a small Apple logo and the words "Think different" in one corner, with no reference to the company's products. Lee Claw of The TBWA agency said: *"Think Different has a lot of meanings for me. Think Different is, I think, Steve's original idea of the personal computer, a tool to allow you to think more productively. So Think Different, first, speaks to the dedication of personal computers. Think Different is also, be creative, imagine something that hasn't been done before. It's the "change the world" kind of challenge that Apple has always been part of. Personally, I hope the advertising campaign that we did, that celebrates people who artistically or imaginatively did creative things, could become part of the school curriculum so that kids don't forget what it means to think out of the box"* (Elliott 1998 [online]). I have incorporated in my reinterpretation the concepts that form the campaign: a celebrity in black and white, and the Apple logo with the 'Think different' catchphrase.

4.2. Technical elements

For this work, I had to work in Photoshop, Illustrator, Cinema4D and Flash. Photoshop has been used for the collage of Raimondi's engraving with the aquarelle sky, and the realisation of the bottom banner with Apple's catchphrase and logo. Illustrator has been used to process Apple vectorial logo for use with Cinema4D. A Cinema4D model of the iPhone has been realised to add a 3D animation in the Flash animation.

4.3. Aesthetic elements

I tried during this project to mix old art techniques, like engraving and painting, to new media. I paid special attention to the font used, as I looked for the ones used by Apple, to make it look like a real Apple advertisement. The 'Think different' uses Apple Garamond and the iPhone title is in Myriad. As the catchphrase announces 'Think different', I tried to work as much as possible on contrasts. The aquarelle background melts in my opinion perfectly with the engraving. The colour has been changed from a purple and blue to an orange and yellow background, as I didn't want to have the green/blue dominance present in almost all Adam and Eve representations. Temptation therefore is linked with colours of passion and hell. The background colours have also been used to fill the Apple logo. The iPhone itself mainly black and grey is the extension of the characters. It is in central position.

5. Analysis of the outcomes

The final Flash product is an advertisement that could be added in a popup window, or on a webpage. Apple is well known for a distinctive high quality design, and I think my reinterpretation would fit with their vision. The product is still seen as an 'art product', but with an informative and marketing value added with the iPhone 3D preview, and the links to Apple iPhone website.

6. Remaining issues

Even after reading some forums about Cinema4D, I was not able to render my iPhone with alpha layers to remove the background. An alpha was added to the file, but was completely white. I tried several settings and options, but all of them were leading to the same result. To overstep the issue, I created in Flash a black rectangle with a white stroke to contain the iPhone renders that were done on a black background.

The Apple logo has been added to the background image and therefore I was not able to work with it for the hover effect. As I decided only at the end to add the link to Apple website, I simply added a change of cursor to make the link clear.

The aura around the iPhone does not clearly explain that the surface is active. I could have added some extra text, or manage to do it differently. I wanted to keep the product seen as a piece of art, and did not want to overload it with elements.

7. Conclusion

Through this work of reinterpretation I have tried to reconstitute the atmosphere of the Apple 'Think different' campaign to an engraving of Marcantonio Raimondi representing Adam and Eve. Even if no Flash advertisement were created by the TBWA\Chiat\Day agency for the 'Think Different' campaign, I have tried to include all the different elements that were part of the TV spots and print advertisements. The new element of 'temptation' is transplanted on the original concept, and justifies the choice of the Raimondi's original work as a basis of the final product. The word game between the company and the fruit makes it even more relevant. Raimondi's Adam and Eve representation have some contradictions. Adam is tempting Eve with the fruit. That aspect of contradiction has been kept in the final product with the contrast generated with the blazing background in the Garden of Eden, and with the 'interaction dilemma' generated of the loading-style aura used to embrace the zone that activates the 3D view of the iPhone.

The reinterpretation could be seen as satirical, even if it was not the aim of it. People with deep religious conviction could also take the final product too much in the first degree, and therefore see the iPhone as something bad. According to their belief, Adam and Eve did a bad thing that made God punish them. I think the mainstream will go over that aspect.

The main idea of the Apple 'Think Different' campaign was to invite their customers to be creative and not to stick in a routine. Adam and Eve represent that idea pretty well too as they infringed what they have been told not to do, and create a new future for humanity; like all celebrities shown in the original campaign.

In a technical point of view, the use in conjunction of Photoshop, Cinema4D and Flash has permitted me to create a well designed interactive product, and to demonstrate my practical knowledge on these softwares. Some more features could have been added in Flash, but I really wanted to keep a rather simple design to have the product still being seen as an artwork.

I have through this reinterpretation tried to put together in a proper way some classical graphic works, the engraving and the aquarelle, with some new media elements like animated fonts and vectors, 3D renders and layers collage.

I suggest for a rework of that reinterpretation a more subtle keying of the 3D preview of the iPhone, without the black background around it. Some hints for the interactive elements perhaps should be also added to show in a clearer way that they are effectively cursor sensitive.

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Appendix

Appendix A



Marcantonio Raimondi, *Adam and Eve* (1512-1514)

Notes