

## 4. Referencing an artist or movement

**By now, you will have introduced your students to the term mis-en-scene. This exercise is aimed at giving them the confidence to undertake a mature approach to art direction in their work.**

Take any general Art History or Photography book. Phaidon's 'The Art Book' and 'The Photo Book' are perfect. Look at the relationship between Mario Giacomelli's photo 'I have no hands to caress my face' (page 172) and the recent Stella Artois Commercial: (<http://www.thinkbox.tv/server.php?show=ConCaseStudy.50>)

Now, in groups, select an artist who could be referenced in a similar way. Discuss how this could be achieved in a filmic sense (see also Hitchcock references to Hopper).

Could, for example, a moving multiple viewpoint Cubist collage be created through overlays and picture-in-picture? What kind of subject would be interesting to treat this way?

Cindy Sherman has made a career from creating movie stills where she has utilised the mise-en-scene of various iconic films and could be an integral part of this exercise.

### References

**Clip 4.1** experiments with Hopper style locations found in Derry (Incidentally, the Magilligan area nearby offers the flat landscape and tin shacks so reminiscent of Hopper)

**Clip 4.2** though a clear homage to Tim Burton, also takes time to reference Kandinsky.