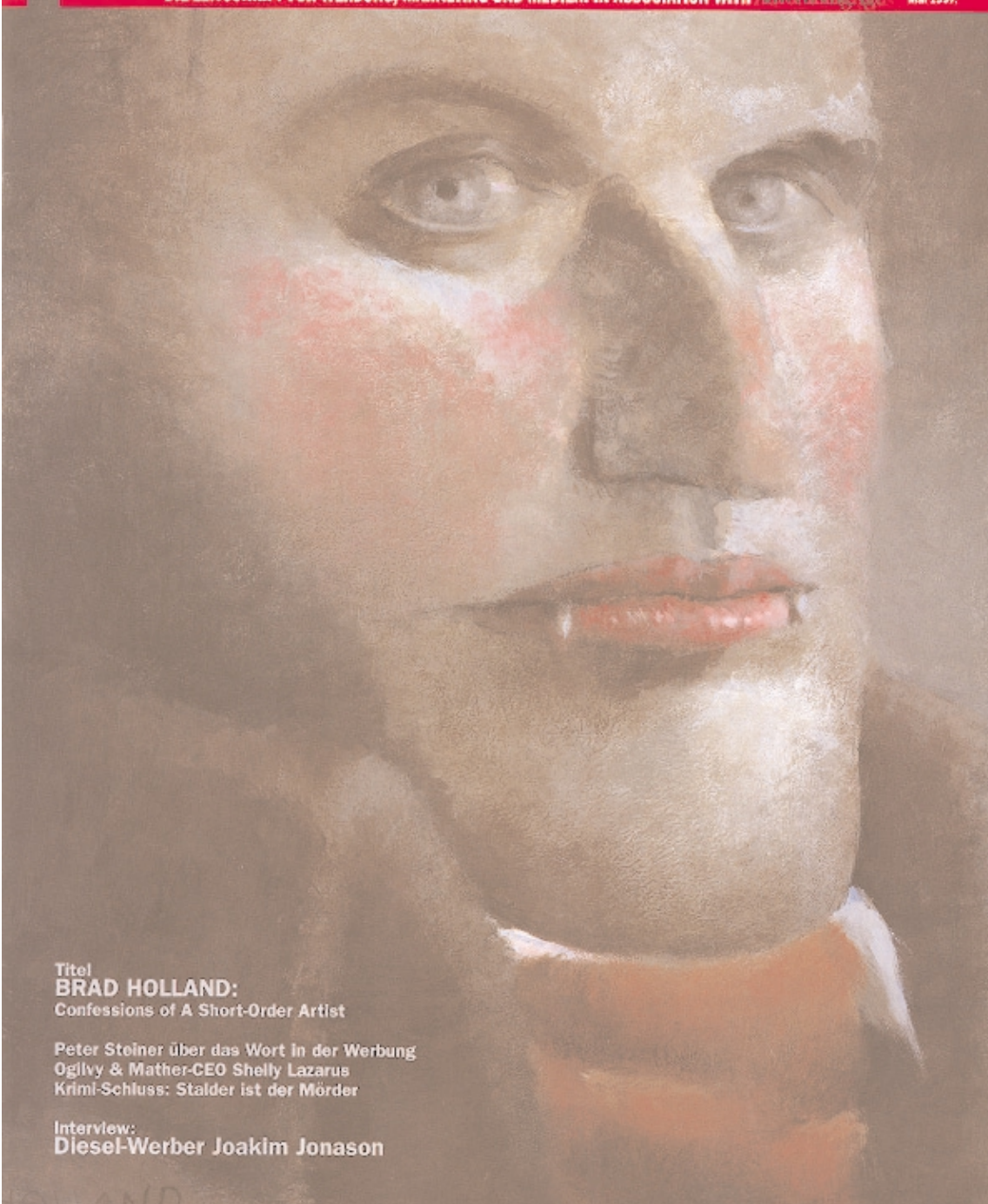


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DIE ZEITSCHRIFT FÜR WERBUNG, MARKETING UND MEDIEN. IN ASSOCIATION WITH AdvertisingAge. Mai 1997.

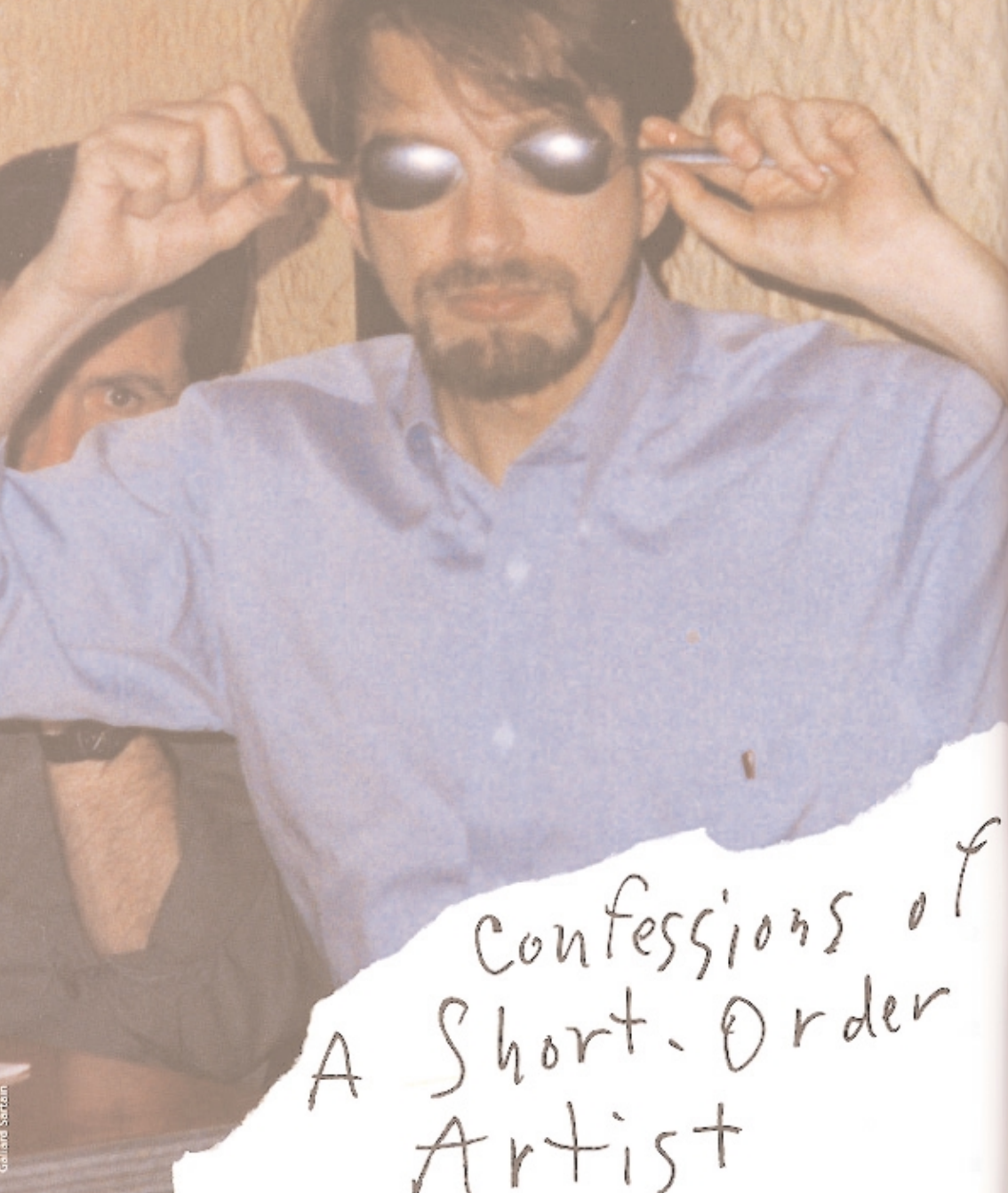


Titel
BRAD HOLLAND:
Confessions of A Short-Order Artist

Peter Steiner über das Wort in der Werbung
Ogilvy & Mather-CEO Shelly Lazarus
Krimi-Schluss: Stalder ist der Mörder

Interview:
Diesel-Werber Joakim Jonason

Brad Holland





Back in the prehistoric jungle, all the animals who trusted other animals got eaten. The only ones who survived to reproduce their kind were the ones who instinctively feared everybody else and bit their heads off. This explains why so many people, like artists, who act on their instincts, behave like crocodiles.



"THAT'S NOT ART, THAT'S ILLUSTRATION"
Everybody is an artist these days. Rock and Roll singers are artists. So are movie directors, performance artists, make-up artists, tattoo artists, cartoonists and rap artists. Madonna is an artist because she explores her own sexuality. Snoop Doggy Dogg is an artist because he explores other people's sexuality. Victims who express their pain are artists. So are guys in prison who express themselves on shirt cardboard. Even consumers are artists when they express themselves in their selection of commodities. The only people left who seem not to be artists are illustrators.

AVANT GARDE ART IS 1% INSPIRATION



AND 99% ATTITUDE

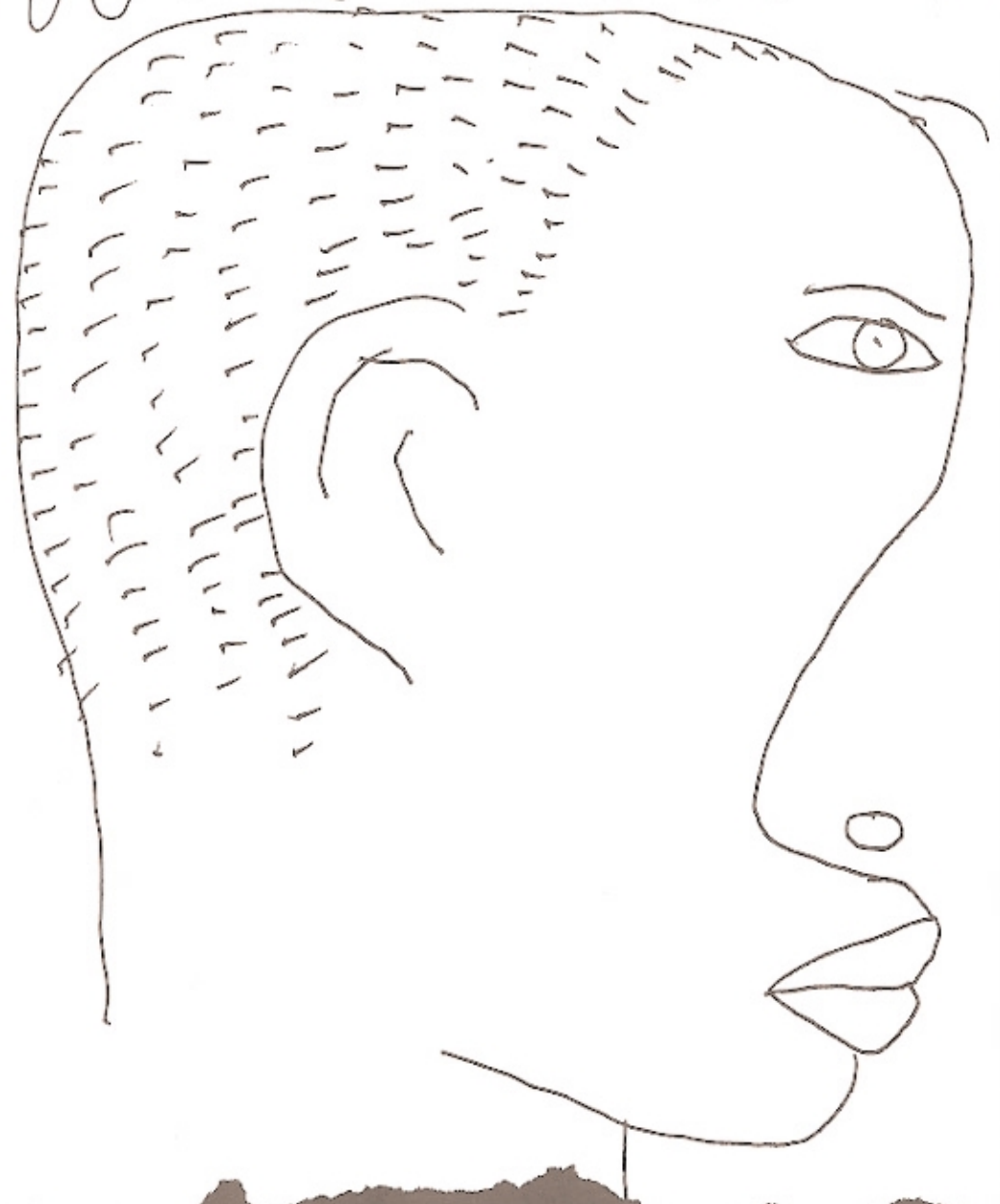
I don't believe in "self-expression." It's the crowbar used by artists to pry open the Pandora's Box of self-indulgence for everybody else in society. Fifty years ago it was the dream of every Bohemian artist to be seen getting out of a limousine wearing blue jeans and sneakers. Today it's the dream of probably half the people in America

SHORT ORDERS



Some great artist, Daumier or Delacroix, said that an artist should be able to draw a person falling from a second-story building before he hits the ground. That always used to bother me, because I'm fast, but I'm not that fast. If it were me, I'd have to have the model taken back up to the top and thrown off another couple of times in order to get it right.

YOU ARE WHAT YOU ARE



HOW DO YOU LIKE IT?



For Roland Seaton