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**Live Local,
Think Global**

Michelangelo, da Vinci & Dürer

The Legends
Here are some
Michelangelo
in life, but
Leonardo
sculptor—
or the revo
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6.4 CHOOS
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The same artist who might be asked to paint a series of frescoes in a cathedral one day may be asked to decorate the front of a wedding cake— chest—the next. Members of the workshop were as likely to paint backgrounds for a life-sized portrait painting as prepare plates for a new series of engravings for a publisher their master had just contracted to.

Renaissance artists were the commercial artists of their day. They marketed hope and belief for the Church, strength and power for the State, and advertised the benefits of trade and wealth for the middle classes when they painted signs for their business and painted portraits for guilds and individuals.

So much for the notion of the lone artist facing a canvas in a bare and lonely room, struggling to express some essence of the inner self. The Bauhaus revived the traditions of the Renaissance and the Middle Ages, considering itself not as a school or an academy but as a group of closely related workshops, each with two masters—the form master and the craft master—and the students, who essentially were awarded journeymans status. The ancient and the modern, art and commerce.

John Hegarty, BBH, London:
Never be afraid of having ideas. They're the most wonderful things in the world.

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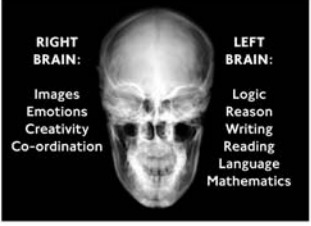

RIGHT BRAIN: Images Emotions Creativity Co-ordination		LEFT BRAIN: Logic Reason Writing Reading Language Mathematics
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Figure 1: Creatives are left brain and right brain people. Few of us
facilities.

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Think Global**

**Regional Advertising
Without
Regional Limitation**



Karin Gottschalk

generate ideas. Constantly. It is and to question and to imagine asked to or not. We do it when the stone is laid out, and study people believe in the ailes, and the patterns underneath it all. ed be, better ways, and better penences. I know that I do. e shop when we exit the door, y the same powers of acute we have become convinced is our o work believing our real job is es. A client expresses a need and nerating ideas about the ads we say, and what they will look like, we their execution will come out, h us on making them. habit of being advertising n advertising. We make ads, and **fall into the habit of advertising tradesmen...**

Writer, designer, typographer and publisher of an e-book about how to create a successful regional advertising agency.