



# ROCOCO MOVEMENT





Rococo art is linked with the royalty and is frequently said to be a "**feminised**" version of the Baroque style. The paintings typically show aristocrats or aristocratic pastimes, such as courting rituals, picnics in a peaceful natural setting, or journeys to romantic locations.

The wealthy individuals in the paintings are stunning and dressed impeccably. The figures are tall and lean, beautiful and lovely.

A tranquil natural landscape with fluffy trees and plant sprigs is frequently shown in the paintings. There is no suggestion of rain or other natural disaster to dampen the mood of the players in these spring or summer settings. These natural "parks" frequently have sculptures, some of which make comments on the action in the paintings.

**The colours are soft, frequently pastels.** Pink roses can occasionally bloom in an unusual abundance. Usually, they are joyful paintings, as if the subjects didn't have a worry in the world—maybe only that their love wasn't reciprocated. The atmosphere and content of these creative works are significantly distinct, despite the fact that this type of art is contemporaneous with satire in literature.



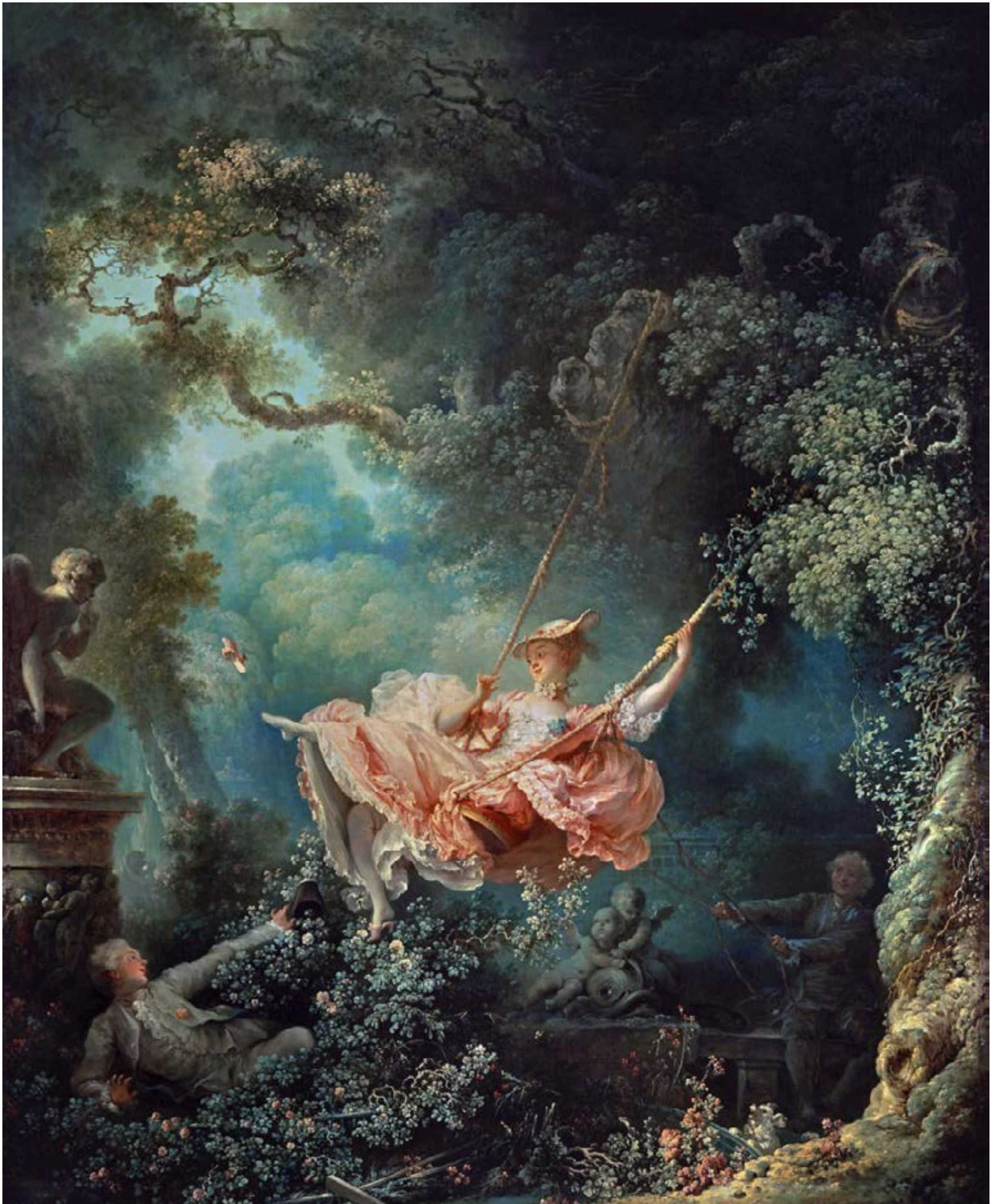
Incense is an aromatic biological substance that emits flavorful smoke. The phrase can refer to either the substance or the scent. Incense is used for ceremonial, therapeutic, meditation, and aesthetic purposes. Insect repellent or as a basic deodorant are other uses for it.

### **Common flavours -**

1. Lavender - Calm and Relaxing
2. Sandalwood - Spiritual and Divine
3. Rose - Romantic and Feminine

**Rose is a classic smell that is ideal for individuals trying to convey a romantic, feminine atmosphere. It has long been a component in cosmetics and perfumes.**





Jean-Honore Fragonard (1732-1806)  
The Swing  
ca. 1766-69





The painting itself emphasises the colour scheme of the flower rose, and because the surroundings are in stark contrast to her in terms of colours and elements, she is the one that is highlighted the most. This is appropriate for packaging because the main goal of the packaging is to highlight the flower's colour and the significance it brings. As it highlights the painting's overall mood and adds a light note of romance through its visual balance, the visual balance also plays a significant part in the composition. The composition is brought together by the detaining, which is the fundamental element of this style, to help the listener comprehend and experience the movement. Keeping these in mind used these to create the feel of the poster.







# Rose

*One rose says more  
than the dozen.*



Made using traditional elements,  
natural ingredients  
and fragrances

30 sticks | Rose Gold | Incense Sticks





Understanding how to get the feel of the required context through these paintings of the movement was an important takeaway. The importance of details was seen here and reflects on how the story of each painting is depicted which helped in bringing together the elements for the design. Understanding their use of design principles reflected on how the era was seen.

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