

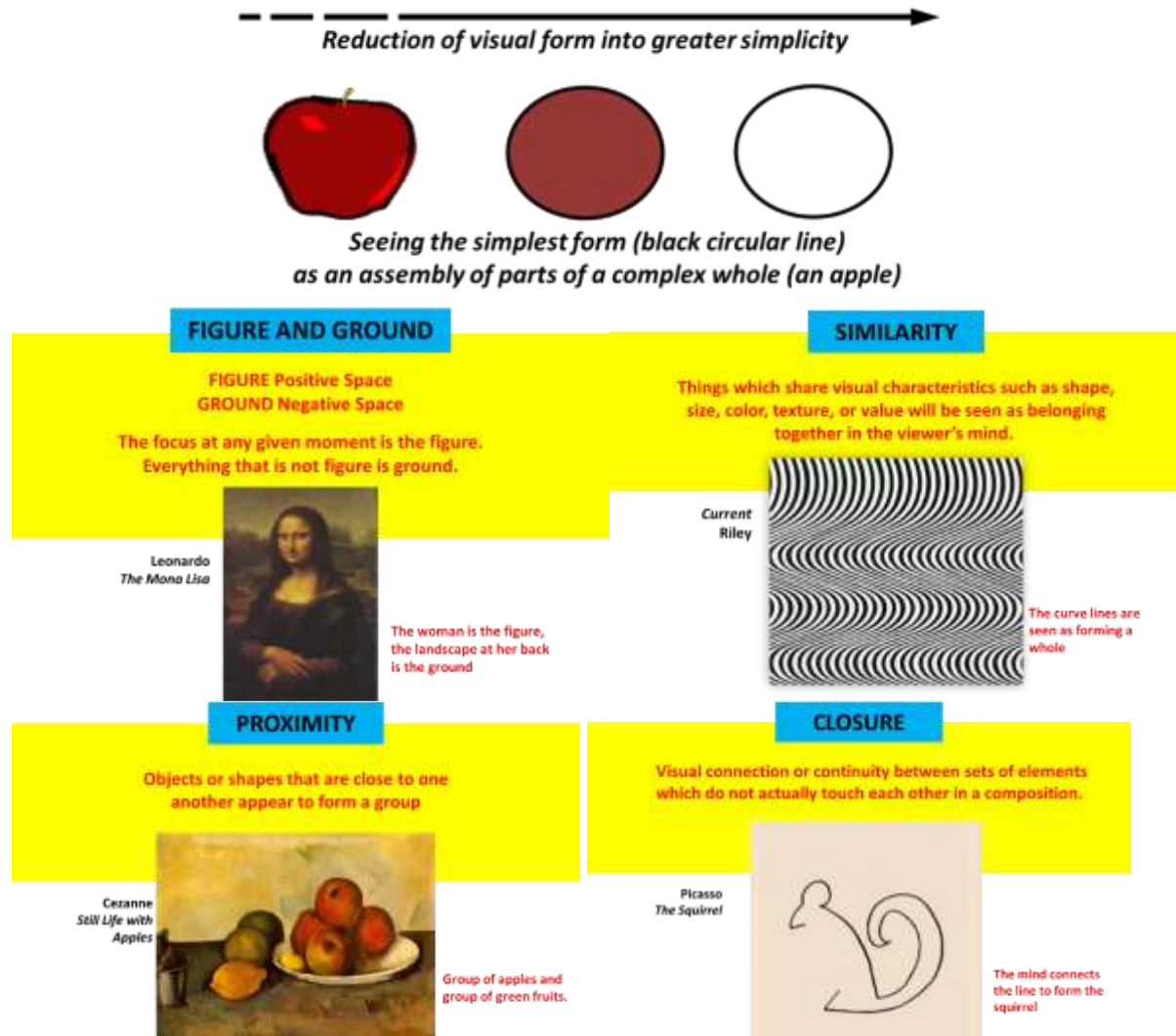
## ART AND PSYCHOLOGY

### Gestalt Principles Applied to Visual Art

Gestalt – Psychology of Perception

It is the Law of Simplicity or Law of Pragnanz.

Every stimulus is perceived in its simplest form. The whole is greater than the sum of its parts.



Objectification or Categorical Aspection – The visual form is categorized as a thing when seen as an imitation or a representation.

“We see a representational painting as an abstract configurations of forms, but we also see through the forms to the reality which they represent.” – Osborn

### The Perception of Space: Perspective

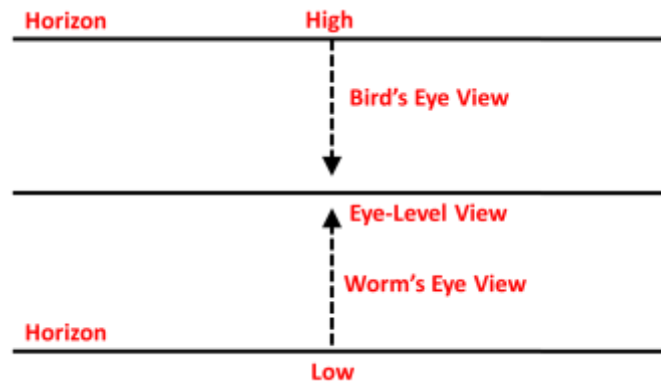
Projection – the process of transporting the visual image of an object into the picture plane

## Kinds of Projection

Flat Projection – the objects are flat as well as the perspective

Perspective Projection – the nearer the object the bigger it looks, and the farther the smaller

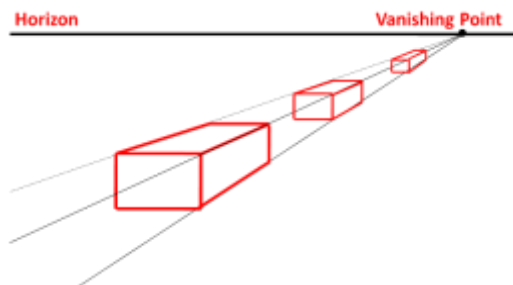
## Perspective Views



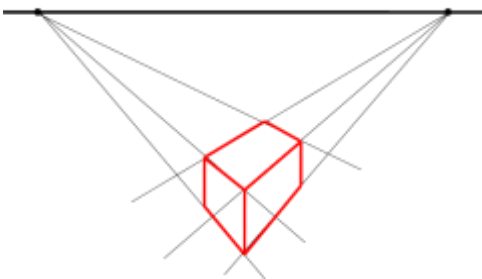
## Linear Perspective Drawing

### Structure of Linear Perspective

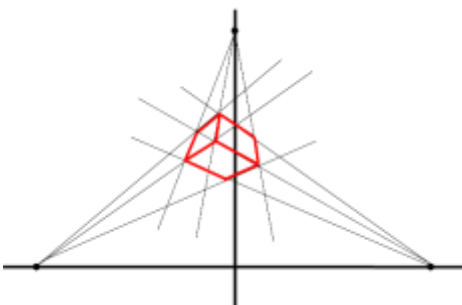
- One-Point Perspective



- Two-Point Perspective



- Three-Point Perspective



## Symbolic Meaning: Psychoanalyzing the Artist and the Art

Sigmund Freud (1856-1939) – the Father of Psychoanalysis; developed the Theory of the Subconscious Mind  
 Carl Jung (1875-1961) – developed the Theory of the Collective Consciousness

### Psychoanalytic Theory of Beauty

It is the psychological state of mind (subconscious) that perceives and conceives whether a thing or a person is beautiful or ugly.

### Trauma – Perception of Ugliness



Leonardo Self-Portrait 1512

Attributed to Leonardo, Self-Portrait (Lucan Portrait of Leonardo), 1506

**LEONARDO DA VINCI**





*di Leonardo da Vinci*

BIRTH: April 14, 1452  
 DEATH: May 2, 1519

FATHER: Pierro Froucino di Antonio da Vinci, a legal notary

MOTHER: Caterina, a peasant

**Leonardo da Vinci was a repressed homosexual.**



Leonardo  
 The Mona Lisa  
 (La Gioconda)  
 1503-07

**WHO WAS THE MODEL?**

- Wife of Francesco del Giocondo
- Madonna Lisa de Gherardini
- Duchess Isabella de Aragon
- Leonardo da Vinci himself



The Mona Lisa is a self-portrait of Leonardo da Vinci himself trying to realize subconsciously his desired personality as a woman.

According to Lilian Schwartz, a computer scientist, the digital analysis of the facial features of Leonardo and Mona Lisa align perfectly.

Freud wrote a book in 1910 about his psychoanalysis of the sexual life of Leonardo da Vinci based on his paintings. It is entitled *A Psychosexual Study of Infantile Reminiscence*.

Leonardo had:

- no children;
- never been married; and
- no female companion.

Leonardo despised the sex act by man and woman for reproduction.

"The act of procreation and everything that has any relation to it is so disgusting that human beings would soon die out if it were not a traditional custom and if there were no pretty faces and sensuous dispositions."

In 1476, when Leonardo was 22 years old, he was accused of sodomy. He was charged of having homosexual interaction with Jacopo Saltarelli, a model and a notorious male prostitute.

### SUBJECTED TO PSYCHOANALYSIS BY FREUD



Leonardo *Virgin and the Child with St. Anne*, 1510

"It seems that I should occupy myself with the vulture. I remember, when I was still in the cradle, a vulture came down to me. It opened my mouth with its tail and struck me with the tail against my lips." - Leonardo

"The tail of a vulture forcing itself inside the mouth of the baby Leonardo, represented in the painting as the baby Jesus, is equivalent to our idea of fellatio. Therefore, Leonardo's fantasy about vulture, and its occurrence in his painting is an indication of his "repressed homosexuality" manifested during infancy." – Freud

The perception of oneself is conditioned by the subconscious wish or desire to be beautiful.

### Subliminal Suggestion and Escapism in Art and Music

How to subliminally advertise popcorn?

To advertise anything, this is accompanied with music.

Subliminal Suggestion in Slow Rock Music



"Yes there are two paths you can go by but in the long run, and there's still time to change the road you're on...."



"Glory.... Woes.... Here's to my sweet Satan, the one who made a path. For it makes me sad whose power is Satan...."



"There she stood in the doorway, I heard the mission bell, And I was thinking to myself this could be heaven or this could be hell. Then she lit up a candle, and she showed me the way. There were voices down the corridor. Thought I heard them say: Welcome to the Hotel California"

"Satan, he organized his own religion...well, he knows he should...so nice it was delicious...it cooks it in a vat he fixed for his son whom he gives away."



### Reference

Orate, A. (2010). *Lecture Notes on Aesthetics: Theories of Art and Beauty*. Blended Learning Modules. University of the East.