

SPATIAL IDEA GENERATION

Mariapia Sierra | Janine King & Esperanza Muino | Grad 2 | FIU



SPRING SUMMER 2004

Movement

Movement plays a big role in these ads. It can be found in the way the scarf is floating, the balloons, and girl's hair.

Orange Box

The collection is called "The magic Box" and in the corner of each ad, the orange box can be appreciate it. Showing a magical world inside one of their boxes.

Whimsical

The magical elements and the name of the ad, makes this collection sort of "out of this world". A parallel world happening once you buy Hermes..

Geometric Shapes

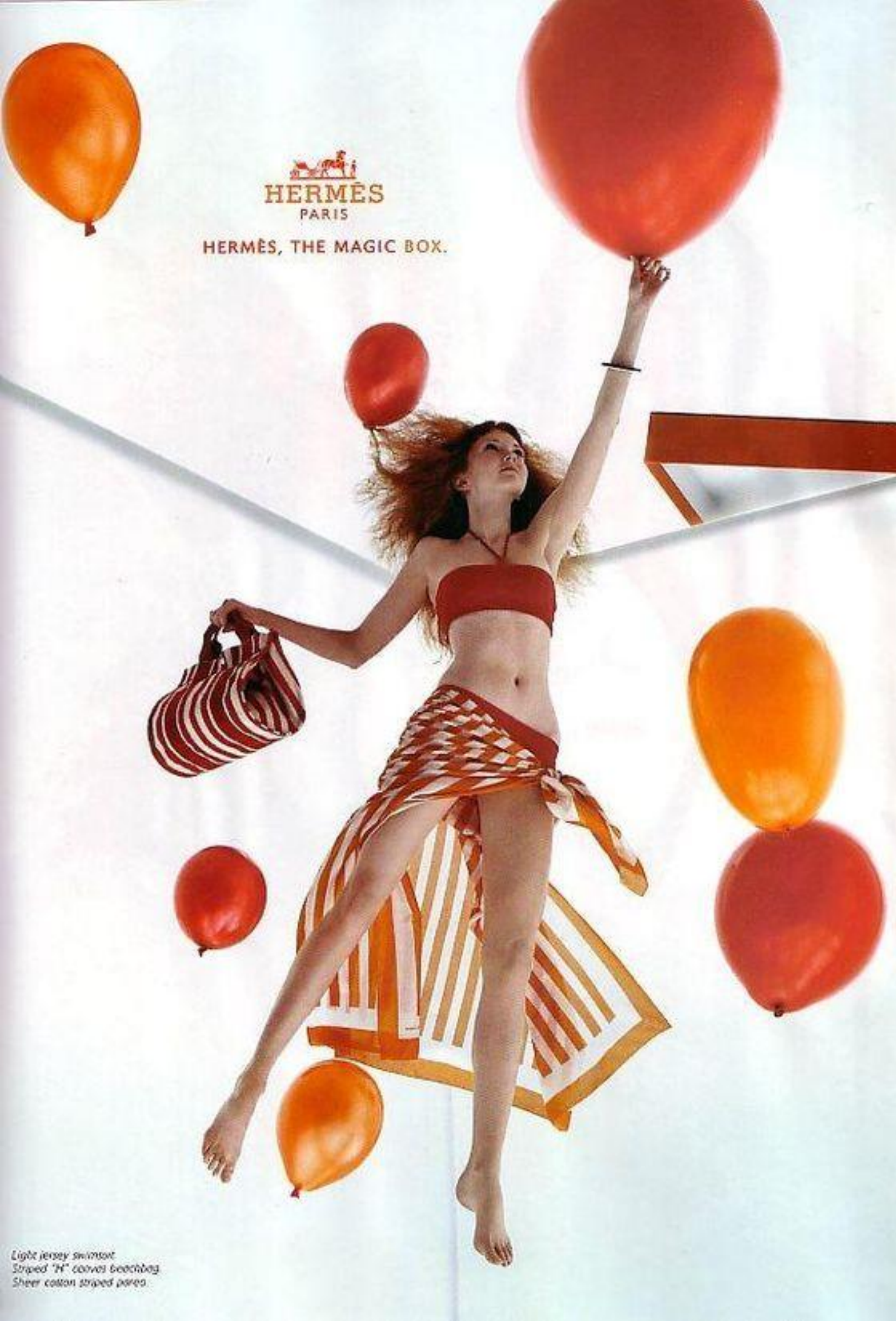
The balloons, plates and hula hoop gives balance to all the lines and angular elements in the ads.

Fragments

Only fragments of the body are shown, except in the picture of a girl floating. Which makes you understand she is not complete human.

Floating

Showed with the girl levitating, one flying away and the cups and plates.



WINTER FALL 2010

Tradition

Hermes keeps its tradition alive in this collection by showing picture of the orange boxes and horses.

Floating

Showed in the scarfs flying away, the horse only touches the ground with two legs, and the boxes falling from the horse but not touching the ground.

Fragmented

On this series of ads, the viewer cannot appreciate the whole part of the models body. Only fragments of them.

Parallel World

All these pictures seem to be taken in a more edgy world.

Geometric Shapes

Circular and squared boxed, the patterns in the floor, the windows, and the moon show geometrically.

Nature

Closer to animals and the moon.



SPRING SUMMER 2014

Nature

Becoming one with nature. This represents the connection between the materials Hermes uses and nature.

Whimsical

Ads seem to be from a fairytale. One more time, a parallel world offered with the products.

Movement

A lot of movement is perceived in the wings floating and the way the model is laying down.

Not humans

Hermes shows the metamorphosis of becoming someone more mystical when you buy its products.

Edgy

Even though these ads show just nature, it has an edgy touch. Dark edges and much more saturated colors.



WINTER FALL 2016

Whimsical

Playful series of ads that let's the viewer wondering where the woman is going to and why she is disappearing.

Nature

Becoming one with nature.
These ads show the connection with nature and how the woman blends in.

Lines

The vertical lines are everywhere represented by the trees in the back.
Big standing tree also represents grandour.

Parallel World

Woman seems to be disappearing and going to another world behind the a door.

Minimalistic

For this collection, the setting and colors are pretty minimalistic and simple while still remaining playful and mysterious.

Fragmented

The human body is never shown complete.



SPRING SUMMER 2018

Movement

It's seen in the way the plants and hair moves, and the two "ladies" are running away.

Nature | Not Humans

The connection with nature is more abstract in these ads. The hands looking like snakes, the two models that become one with the horse, the model standing in her feet and hands simulating a type of animal.

Geometric shapes

Geometric shapes are seeing everywhere. From the patterns in the carpet and in the walls, to the angles the bodies and hands form.

Fragmented

Bodies are not shown completely, only small fragments of them. Which let's the viewer thinking what is behind that.

Colors

The importance of the color orange and how it pops in every single picture.



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