



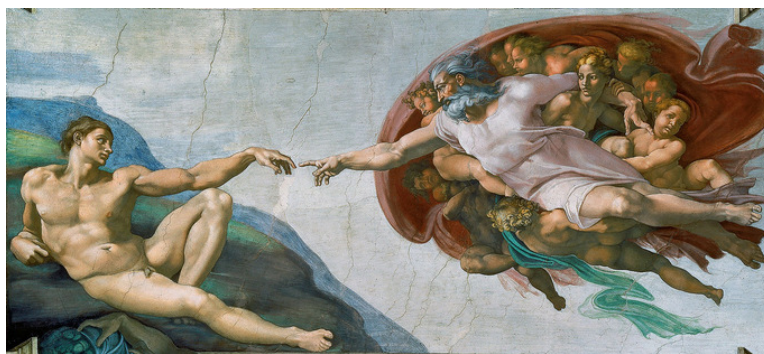
THE MARKETING DEAL

Creativity Curated

IMAGE AND INSPIRATION

Our series begins with one of the most iconic images in the history of art. A High Renaissance artist of major influence and accomplishment in painting, sculpture, poetry and architecture, **Michelangelo** was given the daunting commission not only to paint the ceiling of the Sistine Chapel, but to oversee completion of its architectural design, both of which he dramatically transformed. Called "Il Divino," he inspired the Mannerist style of art. He rose beyond the intrigue spurring this commission (another project architect persuaded Pope Julius II to give Michelangelo a task at which he was expected to fail) to expand the scope and pictorial breadth of his subject from 12 figures to over 300 figures.

Selected today as our inspiration for creativity that transcends time and place.



Credits:
**The Creation
of Adam**
(about 1508-1512)
by
**Michelangelo
di Lodovico Buonarroti
Simoni**
(1475 - 1564)
Italian

Fresco paintings and
detail from St. Peter's
**Basilica in the Sistine
Chapel of the Vatican.**

Images in the
public domain.

Biographical reference:
The World of
Michelangelo
by
Robert Coughlan,
(1978),
pub. Time-Life.

