

Wes Anderson, director and advertiser (or “The Wes Anderson-ification of advertising”)

Julie Assouly – julie.assouly@gmail.com

Wes Anderson has directed nine feature films, three shorts and eight commercials between 1994 and today. The latter are so in keeping with his cinematic world, that it is sometimes hard to tell what their purpose is: selling a product or adding a new chapter to the Andersonian oeuvre. This paper will seek to analyze the symbiotic relation between Anderson’s art and advertisement. I will particularly focus on Anderson’s aesthetic choices that make his films perfect advertising tools that are often exploited by advertisers worldwide. I will then wonder if auteur films, by creating a cinematic world based on a specific visual grammar, in a way adopt a marketing strategy, bridging the gap between art and consumerism.

BIO

Julie Assouly is an Associate Professor of American studies (history and cinema) at the University of Artois (Arras, France). Her research concerns American cinema, focusing on visual intertextuality and the representation of American myths in contemporary films. She is the author of *L’Amérique des frères Coen* (2012-2015 CNRS editions) and is currently working on director Wes Anderson.