Study on Plasticity Make-Up Design of Modern Make-Up Artist Alex Box

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Abstract

Objectives: The make-up is the visual language containing the meaning that it expresses the person’s appearance through figurative factors using the color and texture and form of body. In order to understand of the modern makeup, it would be essential to study the formativeness of makeup design by Alex Box. Methods/Statistical analysis: The makeup design of a European makeup artist, Alex Box establishing the world of unique art works in the modern makeup area has been examined under the formative characteristics like color; texture, and form. Analyzing the personal backgrounds and figurative features of make-up design patterns of the Alex Box through European fashion magazines and fashion shows European countries. Findings: The figurative characteristic by the color was in harmony so that the sense of difference may not be felt in the coexistence of diverse color; splendid patterns have outstood with the action painting technique and harmony of diverse color. What aimed to be expressed getting out of the limit called whether or not of gloss has been expressed with the cubic effect by using the excessive objet in the figurative characteristic by the texture, the texture of make-up has been expressed with more cubic effect. The only weird, hideous and grotesque characteristics have been exposed a lot in the figurative characteristic by the form by Alex Box; those have been emerged as the surrealistic pattern of pale skin, the harmony of geometric patter, the expression of hatred form and eyelashes reminding the bugs, etc. Improvements/Applications: It aims to understand the modern make-up by understanding and analyzing the diverse expression technique focused on the figurative characteristic of make-up design and contributes to the specialized research development of make-up design pattern through this research.

Keywords: Artist, Alex Box, Design, Make-Up, Modern, Plasticity

1. Introduction

The makeup before modern times was defined as a basic expression of human’s aesthetic instinct while the makeup in the 20th century has been settled down as a symbolic way to express individual’s thinking and action, exceeding the decorative and camouflage functions in the past. Furthermore, the modern makeup gets diversified and also emphasizes individuals’ sentiment and individuality as diverse attempts to get out of the frame of essential concept of beauty have been essentially continued. The make-up is the visual language containing the meaning that it expresses the person’s appearance through figurative factors using the color and texture and form of body, is being settled down as one of art field having the formativeness based on the development of specialized, sub-specialized diverse technique.

Thus, in order to understand the characteristics of the modern makeup, it would be essential to study the formativeness of makeup design patterns by Alex Box, the world-class modern makeup artist showing her own individuality and sensitivity. Like this, this research has been progressed to handle the figurative characteristic of make-up design in depth because the make-up of Alex Box is building the formativeness of make-up as the unique pattern stained with her idea only.

Photo data have been collected in the local preceding research, magazines, pictorials and internet search sites, etc. considering the object of research of this thesis is the visual object. The figurative characteristic has been classified as the color, texture and form by getting the advice of specialist in relation to the make-up for the verification of empirical validity of work based on these data, the make-up design that characteristics of color,
texture and form are well expressed has been selected out of works of Alex Box. The bibliographic data, preceding thesis, fashion magazine, interview data of artists of magazines and broadcastings and internet site, etc. have been utilized as the reference to research the person's background of Alex Box and the figurative characteristic based on the proceeding research concerning the figurative characteristic of make-up. The range is determined as European countries including England; it aims to arrange how the person's background and figurative characteristic of make-up artist Alex Box drawn through the fashion show of Europe, the fashion magazine of European countries (Collections, VOGUE, W) are investigated.

Accordingly, the objective of this research aims to understand the modern make-up by understanding and analyzing the creativity of works and diverse expression techniques focused on make-up designs and figurative characteristics of make-up design pattern appeared in the various kind of collection and fashion magazine, etc. of make-up artist Alex Box of Europe building the creative work field in the modern make-up field and further to contribute to the development for the research of specialized make-up design pattern.

2. Theoretical Background

2.1 The Image Expression Factor of Modern Make-Up

2.1.1 Color

The beauty of formative arts is realized as the form, color and material are generalized, the color is most important out of these. The aesthetic effect becomes different how the color is arranged rather than the natural color in terms of color\(^1\). The case that it exists alone is rare whatever color it would be, nearly many colors are in harmony. It is being felt beautifully or not such how colors of more than\(^2\) kinds have been arranged and have become the make-up as the color is relative rather than the keeping the absolute value\(^3\). The color and color sense may be revealed by the tone as the color is classified as the achromatic color and chromatic color, the achromatic color is expressed by the brightness, the achromatic color possesses the unique color respectively, as it is expressed as the diverse color according to the light and darkness, light and shade, etc. even though same color, therefore, the tone is representing the brightness and chroma at the same time. The chromaticity may be expressed as Vivid, Strong, Bright, Pale, Very Pale, Light Grayish, Light, Grayish, Dull, Dark, Dark Grayish, etc. as the various chromaticity is classified as 12 kinds of out of one color. The cool color and warm color expressed in the make-up is the factor of visual design being recognized preferentially, not only it becomes the means expressing the image by expressing the preference psychology state of individual but also, it gives the proper effect in expressing the image of make-up wanting to convey\(^4\).

The most important characteristic in the harmony between the fashion and make-up in the total fashion is the harmony by the color, the color is harmonized and been developed by having the close relationship with the characteristic factors of the era. Also, the color possesses the feeling as the temper that itself has, the meaning is said to be bigger as the color in the make-up is being expressed in the human body. As it is to express by harmonizing the ideal beauty of its own different from the bare face in the bare face\(^5\) the color may be said to be the tool of make-up expression when the make-up is one method expressing the individual beauty.

2.1.2 Texture

As ‘the texture’ is the word calling the material property, it is said to be the tactility felt when the superficial structure of screen material including the paper, cloth is titivated with the hand, there\(^6\) are Mat, Pearl, Gliter and Glossy in the texture expressed in the make-up according to the whether or not and kinds of gloss.

The Mat is divided into the Soft Mat and Hard Mat as the matt texture expression removing the moisture and fraction as the state that there is no gloss and dried surface. The Soft Mat is said to be the dry and cosy and natural skin as the skin surface is expressed very smooth and soft, the material property is much rough as the Hard Mat is expressed as hard and artificial like the plaster. The Pearl, Gliter is the expression method giving the glint and gloss by giving the point in the skin or color make-up by using the glittering material. The Pearl has the effect giving the quiet gloss in the larger area by using the powder of fine particle, the effect giving more splendid and glittering gloss by using the powder of big particle than the Pearl in terms of the Gliter. The Glossy means the soft and moist texture as the surface state with the gloss...
and glittering. It is used a lot to express the healthy and sexy, the expression of part Glossy material property may be the point of make-up design.

2.1.3 Form

The form is composed of dot, line and face. Even though there is no size and location only in the geometrical meaning as it is defined that the dot shall cannot be divided further by the Pythagorean school, has the location only, it gives the effect on the make-up expression with the diversity and complexity intended by the very fine change according to the size in the make-up, it is used as the point.

The line there is no width and depth as the simple form factor next to the dot as composed of the dot is gathered, only there is the length, it shall be used as the form expression stage of all visual art, the expression of movement and the texture and sense of volume shall be different according to the object. The image may be seen differently according to the shape of eyebrow stripe, eye line and lips line, normally the straight line gives the refined and characteristic image, and the curved line may express the soft and feminine image.

The face is molded with the community of line and the community of dot, the eye shadow or face contour and expression of lips, etc. have the component power as it takes the possession of most parts in the face. If the inside of cheek is applied as the circle form focused on the cheek when the blusher is directed, the cute and lovely image may be directed, the agile image if applied as the form of oblique line face from the outside of cheek, the long face type if applied as the horizontal type may be supplemented.

Also, from what the make-up is designed in the natural face as the composition of dot, line and face further the design made as the form with the cubic effect by adding the detailed factor may be identified through a lot of collections. For example, the printing is made on the skin or it is decorated with the heterogeneous diverse props of the Ring, Piercing, feather and flower, etc., the diverse feeling is shown and the completeness of design pattern is being raised by using the collage techniques being the attaching technique.

2.2 Modern Make-Up Artist Alex Box

As shown in Figure 1 Alex Box from the Chelsea College of Art and Design acted as the installation artist before acted as the make-up artist, these careers may be watched in the make-up pattern of Alex Box focused on between the body of human and surrounding environment. Alex Box is one of the most creative artists in the business world of make-up, she is the artist enjoying the more active and surrealistic make-up design rather than the make-up design of Pat McGrath.

![Figure 1. Alex box.](image)

Alex Box has been showing the make-up of bold pattern not bound to the type in the show of Karl Lagerfeld, Alexander McQueen and Gareth Pugh being the avant-garde designer of England, melted the existing boundary line aggressively with the new interpretation for the make-up with a background of art. Also, she tried to convey the know-how of her make-up making the human beautiful and happy by establishing the cosmetics brand Illamasqua in 2008. The artistic intention that she aimed to express through the make-up by classifying the pattern of make-up design of Alex Box that the creativity and experimental nature are stood out as the figurative characteristics has been examined.

3. The Figurative Characteristic of Make-Up Design of Alex Box

3.1 Make-Up Image on Color

The color is regarded to be the most important reason in the image is because it is the visual image. The importance as the media of communication representing what the color aims to express more prompt and directly is growing bigger. What it becomes to be interpreted emotionally according to the subjective judgment in the stage passing through the process the ray is recognized in the brain through the eye when the color is recognized in terms of image of color is the image that the color is possessing what the image that the color is giving based
Study on Plasticity Make-Up Design of Modern Make-Up Artist Alex Box

on the understanding for the temper of color is recognized accurately is reasonable in the expression of color of make-up, the effective use of color shall be possible. The artistry and the literary value shall have to be felt by the person who look at this as the harmony is realized so that the sense of difference may not be felt even though diverse colors coexist in one make-up pattern.

As shown in Figure 2 the whole of face is recognized as one drawing paper rather than the make-up has been designed by adding certain color in the form of eye, nose and mouth, the color has been expressed freely, the strong and splendid feeling is given with the bold harmony of contrast color. The color has been expressed as the feeling that the paint is painted in the wall, the figurative characteristic of Alex Box only in the irregular pattern with the action painting technique is exposed. The pleasure has been presented to the person who is looking at with the harmony of diverse color only of blue, green, yellow, red and pink, etc.; the combination of color flowing in the whole face is re-illuminating the contour of face.

3.2 Make-Up Image on Texture

Alex Box expressed what to be expressed solidly with the excessive use of objet, getting out of limitations of texture with the matter of glossiness. The use of solid objet remarkably showing her creativity showed texture great enough to express intended patterns even when excluding the design of color and form. Also, expressing the originality of works by using objects un-harmful to human body getting out of the concept of cosmetics painting on human body, she designed makeup in the form of formative art applying diverse small props, surrounding objects, and structures.

As shown in Figure 3 the feeling of dried and rough texture of form that the white mud has been covered with has been expressed boldly, the irregular surface is reminding of like the form of old statue. The dried texture has been dramatically directed as the crack of dried land is expressed, the dramatic matt has been expressed with the use of products without the fraction also in the surface of face. The point of make-up design may be saved more effectively by using and completing the objet not stopping in Gliter, Pearl in terms of texture of gloss. The texture expressing the bubble of seawater sticked in the scale of fish with the make-up reminding like the Human fish is felt.

3.3 Make-Up Image on Form

Alex Box’s makeup design especially shows lots of grotesque characteristics. The word, ‘grotesque’ is used to call a strange, vague, hideous, ridiculous, and unbelievable condition. Originally, ‘grotesque’ was originated from the area of formative art, meaning a mural style with a unique scroll pattern discovered in the Roman relics in around 1,500 when the medieval European society was collapsed. Such a combined style with the elaborate harmony between humane elements and animal/plant elements in a painting was developed and the combination of such different elements brought in ridiculous and unique effects. People called a style with different characteristics in which laws about balance or ratio were invalid as ‘la grotetesca’, and after that, ‘grotesque’ was expanded to the concept of calling images mixed with disorder between human, animal, and plant forms in the area of painting or architecture.

As ‘grotesque’ was developed into an artistic concept by Wieland in the later 1,700s, the makeup design today also shows grotesque images with the destruction of design rules. Such grotesque makeup attempts diverse expressions like emphasizing what has not be emphasized, and destroying the facial form or symmetric composition on top of the expression of ugly form. Understanding beings on the point where the original functions and form of object are transcended, the formative characteristics are shown in the method of differently understanding general location and space. Such characteristics can be represented as the formative characteristics with grotesqueness. By
expressing grotesqueness into makeup design, artists can express dissatisfaction and also participate in social phenomenon based on confidence and satisfaction by paradoxically reflecting their individuality and sensitivity after getting out of the existing form just to be shown to others.

As shown in Figure 4 even though the repulsion or hatred is felt with the change of form refusing the stability of body image, these designs, this design may be expressed as the make-up design like the artistic pattern possessing the aesthetic beauty of imperfection. The make-up has been designed with the geometric design only in the body, the harmony of black design and pale skin expression are giving the horrifying feeling. The surrealist feeling of work has been maximized with the expression of hatred form that the cubic effect is felt by adding the paper or plaster soaked in the water in the grotesque color sense or the small objet. The sorrow is felt in the harmony of pale face, finely cremated form of eye, nose and mouth by pointing the thin and flabby eyelashes like the bug is moving. The black circle of comparatively regular pattern on the circle of romantic pastel tone is realizing the disharmony, is expressing the romantic grotesques.

Figure 4. Makeup image on form.

4. Conclusion

In order to examine the formative characteristics of makeup design patterns by Alex Box, the formative characteristics of makeup design were classified into makeup images by color, texture, and form and the results are like below.

Regarding the formative characteristics of color by Alex Box, through the correct awareness of images given from colors, a single makeup pattern should be harmonized with diverse colors, so that viewers can feel its artistry and the quality of work. There were also glamorous patterns with the action painting technique and harmony of diverse colors. In regard of the formative characteristics of texture, what to be expressed was solidly expressed with the excessive use of objet, and the texture of makeup was more solidly expressed by designing makeup in the form of formative art applying diverse small props, surrounding objects, and structures. In the formative characteristics of form by Alex Box, on top of especially strange, vague, grotesque, and hideous form with broken rules, there were lots of grotesque characteristics emphasizing what has not been emphasized, and also destroying the facial form or symmetric composition. The makeup showed such surrealistic patterns like harmony between pale skin and geometric pattern, expression of disgusting form, and eyelashes reminding of worms. The grotesque bizarre is felt in the figurative characteristic of overall Alex Box, these appear as the expression of ugly form as the rule is destroyed and gives the bizarre together the characteristic of formless diverse expressions of the part that has not been emphasized is emphasized is appeared.

It aims to understand the modern make-up by understanding and analyzing the creativity of work and diverse expression technique focused on the figurative characteristic of make-up design pattern of Alex Box and further to contribute to the specialized research development of make-up design pattern through this research. As the uppermost limit of research, there has been difficulty in collecting in-depth data to justify the figurative characteristic as there is nearly no data of previously preceding domestic research in analyzing the make-up photos of make-up artists. It is expected that the diverse data would be deduced as the research of formativeness has been active for the design pattern of make-up artists in the future.

5. References

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