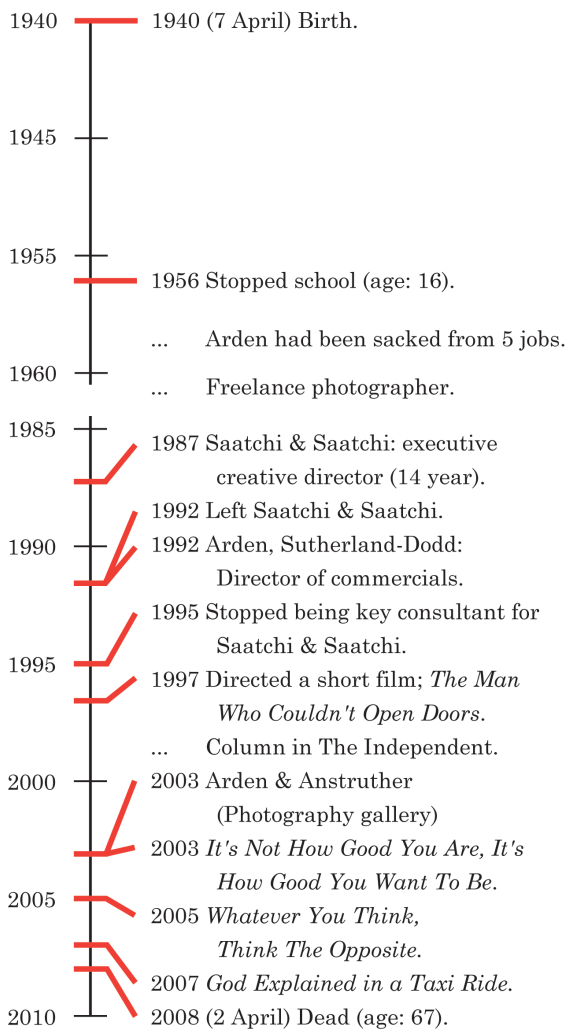


'CALL YOURSELF AN ARTIST'

- PAUL ARDEN

'YOU CAN ACHIEVE THE UNACHIEVABLE'

PAUL ARDEN



Anon, 2009? *Paul Arden*. [Online article]. s.l.: Wikipedia.

Available at: http://en.wikipedia.org/wiki/Paul_Arden, [Accessed 26 March 2009].

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'DO NOT SEEK PRAISE, SEEK CRITICISM'

PAUL ARDEN



Paul Arden was a perfectionist, he was about the details. This also made him a very difficult person. People say he drove the people of Saatchi & Saatchi nuts. But he also shaped the people. I ran across the following beautiful quote;

"Paul Arden was the spirit of the place. He was Saatchi's. It wasn't Charles or Maurice. It was Paul's agency with their name on the door."

You can find a few interesting stories in his Editorials, Book of Condolence and Tributes that tell a lot about him. Like the following one.

"Last year, when we were putting the finishing touches on his final book, he would point out some minute detail that he did not approve. He would stare at it for a couple of minutes and then burst out, in a mounting tone of derision, with "No ... no ... no. NO. NO! I DON'T like it. I don't LIKE it". The illustrator would fiddle around for a few minutes and there would be another silence. "Yes! Yes! Yes! It's marvellous! OK, next page." And so it happily went along."

In his later years Paul Arden also wrote a weekly column in The Independent. You can see the thoughts from his books going into the columns and vice versa.

Notice for example this piece he did in Oct. 18, 2004. It might have been the start of his second book *Whatever you think, think the opposite*.

"LAST WEEK, I quoted a friend of mine. He said: "Whatever you think, think the opposite." Let's see if it works.

The brief is to photograph a flower. First, we will pick a perfect specimen. Then we'll arrange it carefully, light it beautifully and spray on some dew.

It will probably be beautiful, but only up to a point; because we will have seen thousands of beautiful flower pictures before. So how are we going to make our picture memorable?

Here's how Irving Penn did it: instead of shooting a perfect fresh flower, he shot a dead flower perfectly.

In a publicity shot for himself, the photographer Adrian Flowers did it by showing a vase, not the flowers. In the Thirties, Andre Kertesz took a picture of a wilted tulip. Once you've seen it, it's impossible to forget it.

Eighty years ago, the scientific photographer Karl Blossfeldt took astounding pictures which were often unrecognizable. The one shown here looks more like the Empire State Building than a plant.

They are all beautiful, they're all memorable.

And they're all the wrong way to answer the brief.

Not very Constance Spry."

Arden, P., 2004. *It's not how good you are, it's how good you want to be*. The Independent. 27 Mar.

David, 2008 Paul Arden -RIP. [Online article]. s.l.: Paul's Book of Condolence.

Available at: <http://paularden.wordpress.com/#comment-4>, [Accessed 27 March 2009].

Elek, J, 2008 Paul Arden. [Online article]. s.l.: Guardian.co.uk.

Available at: <http://www.guardian.co.uk/culture/2008/apr/09/advertising>, [Accessed 27 March

'THE PERSON WHO DOESN'T MAKE MISTAKES IS UNLIKELY TO MAKE ANYTHING'

PAUL ARDEN

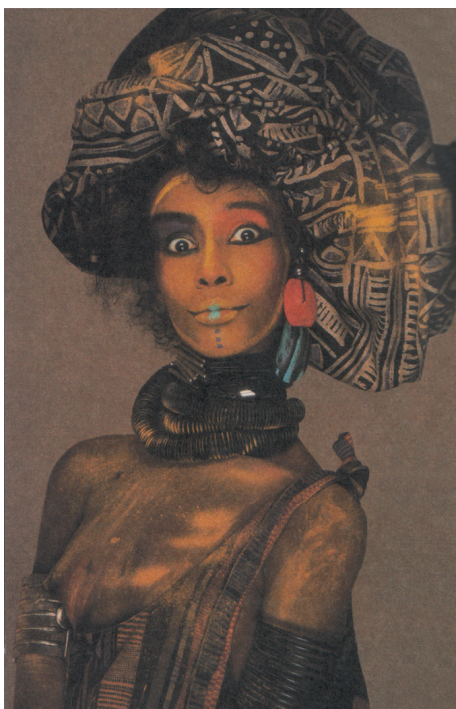


Failures and false starts are a precondition of success. Paul Arden worked at a company where you not would be fired for being wrong, but you would be fired for not having initiative.

Here is a story of Paul Arden that could have been a mistake.

I HAD been working with Richard Avedon in New York for a very ordinary client in the fashion industry.

The theme was African print dresses.



I wanted the model to be black and oily, dusty, dirty and wild. Leni Riefenstahl's Nuba woman was the brief.

Avedon asked me whether we could paint the models up, to which I said yes.

He then asked me if he could put the skirt on the head. I swallowed hard and said yes.

I didn't see the point of employing him and then not using him.

I suggested a wild pig in the background. He said no; the subject itself is the story.

A lesson in itself.

He seemed to be enjoying the shoot, and I asked why he was so enthusiastic when he was in a position to do whatever he wanted to do all the time.

He said, 'it's not true Paul. I am employed by *Vogue* and they tell me what they want, and what they want is not always what I am interested in but I have a studio to run. So I do it.'

Quite an eye opener.

I was freer that he was.

After the shoot I walked out of the studio on 74th Street into a drizzly day with a yellow box of 10 x 8 Kodachromes under my arm.

I remember the moment vividly.

My feet seemed not to touch the pavement and I thought, 'I am going to be fired for these pictures.'

Would I rather be fired having done them or not be fired having not done them?

There was no doubt in my mind. I would rather be fired.

Those few seconds on 74th Street were my greatest moment in advertising.

When I got back and showed them to my partner he thought I was mad.

Fortunately the client loved them. 'This is art,' he said.

They won every award there was to be won.

The sad conclusion is the client got fired.

'WHEN IT CAN'T BE DONE, DO IT. IF YOU DON'T DO IT, IT DOESN'T EXIST'

PAUL ARDEN



He was driven by the sense that if you want something badly enough, you would find a way to get it.

Arden was almost self-educated, he left school at age 16. He said that academic qualifications is a indicator of what someone had done rather than what that person was capable of achieving.

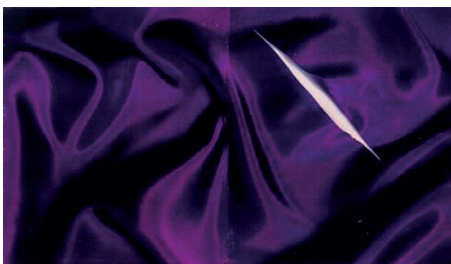
He worked for about 14 years as creative director of Saaitch & Saatchi. Before that he was fired for 6 times. Arden is well know for his work at Saaitchi & Saatchi. He did campaigns for British Airways, Fuji, the Silk

Cut print ads featuring a slashed sheet of undulating purple silk.

He also came up with the slogans "The Independent. It is - are you?" and "The car in front is a Toyota. And he was crucial to rebirth of design-led advertising.

The people sad "he was the spirit of the place. Saaitchis' was him. It wasn't Chales or Maurice. It was Paul's agency, with their name on the door.

After Saaitchi & Saatchi he found, together with daughter-in-law, Arden Sutherland-Dodd, A Soho film production company specialising in commercials, which won a Palme d'Or at Cannes 1998.



LOW TAR 11 mg. "tar" DANGER: Government Health WARNING CIGARETTES CAN SERIOUSLY DAMAGE YOUR HEALTH

Elek, J., 2008. *Paul Arden* [Online article]. The Guardian.

Available at: <http://www.guardian.co.uk/culture/2008/apr/09/advertising> [Accessed 26 March 2009]

'IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE'

PAUL ARDEN



Is one of the best known books from Paul Arden. Even though he said "I can't write" it became a very, very popular book, in a lot of countries.

The main message he wants to make is; you can become anything you want to be. It's not about talent or looks, it's about seeking criticism, taking responsibility, sharing your ideas, always do something as good as you possibly can, not promising what you can't deliver, know the goal of your client, doing the impossible, taking the risk, not taking no for an answer and being different.

It was the first book he wrote since he started writing in 2003. He says of his book style. "Because of my training from 40 years in advertising, I knew I had to make a simple point in a few words and to use an illustration as a tool of communication. I realised that long books often don't tell you more than a short book – they have written a lot of words about a small subject because it makes them sound learned and authoritative but it just means they're long-winded."

The second book he wrote was *Whatever you think think the opposite*. In that book he wants to convince people to think in a different way. Then he gives advice about how you can do that. Advice like; be unfashionable, take risks, choose for the strange option, get a good goal, aim higher, execute your ideas, ask criticism, take responsibility, present yourself the way you want to be, get your own opinion, go to work if you don't really know what you want to do, be humble, stay childish and astonish people.

The last book he wrote was *God explained in a taxi ride* in 2007.

IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE.

The world's best-selling book by **PAUL ARDEN.**

PHAIDON

WHATEVER YOU THINK THE WHOLE TRUTH IS THE OPPOSITE

PAUL ARDEN, author of the world's bestselling book 

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Since the beginning of mankind, more thought has gone into the understanding of God than any other subject under the sun – and still nobody is any the wiser. In the length of a taxi ride, this little book explains once and for all.

GOD EXPLAINED IN A TAXI RIDE.

Paul Arden author of *It's Not How Good You Are, It's How Good You Want to Be*



Copyrighted Material

Arden, P., 2003. *It's not how good you are, it's how good you want to be*. New York: Phaidon Press Inc.

Arden, P., 2006. *Whatever you think think the opposite*. London: The Penguin Group

Anon, 2007. *Paul Arden: Telling the whole truth of a business maligned*. [Online article]. s.l.: The Independent.

Available at: <http://www.independent.co.uk/news/media/>

[paul-arden-telling-the-whole-truth-of-a-business-maligned-760466.html](http://www.independent.co.uk/news/media/paul-arden-telling-the-whole-truth-of-a-business-maligned-760466.html), [Accessed 26 March 2009].

'DO NOT COVET YOUR IDEAS'

PAUL ARDEN



'GIVE AWAY EVERYTHING YOU KNOW, AND MORE WILL COME BACK TO YOU.'

Some more quotes from Paul Arden...

'DON'T GIVE A SPEECH, PUT ON A SHOW.'

**'THE PROBLEM WITH MAKING SENSIBLE DECISIONS IS THAT
SO IS EVERYONE ELSE.'**

'DO IT, THEN FIX IT AS YOU GO.'

'YOU ARE THE PERSON YOU CHOOSE TO BE.'

'DREAMING AND TALKING ABOUT IT WON'T ACHIEVE ANYTHING.'

'IF YOU WANT TO BE INTERESTING, BE INTERESTED'

'TRY TO DO THE THINGS THAT YOU'RE INCAPABLE OF.'

**'DON'T LOOK FOR THE NEXT OPPORTUNITY.
THE ONE YOU HAVE IN HAND IS THE OPPORTUNITY.'**

'YOU'RE ON YOUR OWN. FLY OR DIE.'