

Salad oil: part 2: the research!

What is the influence of commercial assignments on the reputations of autonomous artists?

And do these assignments influence the rest of their works?

I started out with [Jan Toorop](#) and his poster for the [NSF](#).

If you look at his career, painting and drawing.

Even though he earned a lot of respect in the art world as a painter. His most famous work is probably the poster he did.

The same goes for Alphonse Mucha, everybody knows his [art nouveau posters](#). But who really knows his lifework? A series of paintings about the history of the Slavic people. Called; [The Slav Epic](#), exhibited in Moravsky Kromlov, Czech Republic.

We could say that his illustrative work became way more important than his epic series! Even though he wanted to be famous as a painter, he never got the acknowledgement for it, like he got for illustrating.

Looking at modern day artists, I would to discuss two dutchies:

Joep van Lieshout, sculptor/ drawings

Erwin Olaf, Photographer/ video artist

Joep van Lieshout and his [AVL](#) are famous for creating big sculptures, installations, design and even architecture.

But Joep also does commercial assignments for example [ILLY coffee](#) & TNT post. He started out as an autonomous artist. After he got famous in art. He could afford to take these extra jobs on the side.

AVL and Joep however, became so big, that things like this wouldn't damage their reputation any more. They already got taken seriously in the art world because of their autonomous work!

With Erwin Olaf it's the other way around. He started out working as a photographer doing commissions. And ended up making autonomous pieces. His pictures and videos are being exhibited in galleries and museums worldwide nowadays. His work [Fashion Victims](#) combines his commercial and free work. But is seen as autonomous work.

[The Nicorette campaign](#), (most people with a TV have seen it!) however is a commissioned work.. But if you compare it to other free work, it doesn't differ that much!

Conclusion:

I conclude that commissioned work can help an artist make fame and money.

But if you look at for example Mucha and Toorop, history decided that their most famous works are the commissioned. Not their free work.

Even though they probably would have rather been remembered differently!

And I think an artist should think about a commission twice, before he gets the Mucha effect!

