

# MoodReport : 2

## religion







**RELIGION : TRENDY**



Is **religion** back in 2020?

Which **mediums** are used to represent faith?

A need of spirituality : meaning

Association to old and established ideologies

Symbols of belonging







## Religion

the belief in and worship of a **superhuman** controlling power, especially a personal God or gods.

## Ideology

a **system of ideas** and ideals, especially one which forms the basis of economic or political theory and policy.

## Spirituality

the quality of being concerned with the **human spirit or soul** as opposed to material or physical things.

## Symbols

something that is used to represent a **quality or idea**



## A NEED OF SPIRITUALITY : MEANING



conveying  
faith

using  
religious  
aesthetics

representing  
religious  
ideologies

to be  
transmitted  
through  
“artistic”  
products

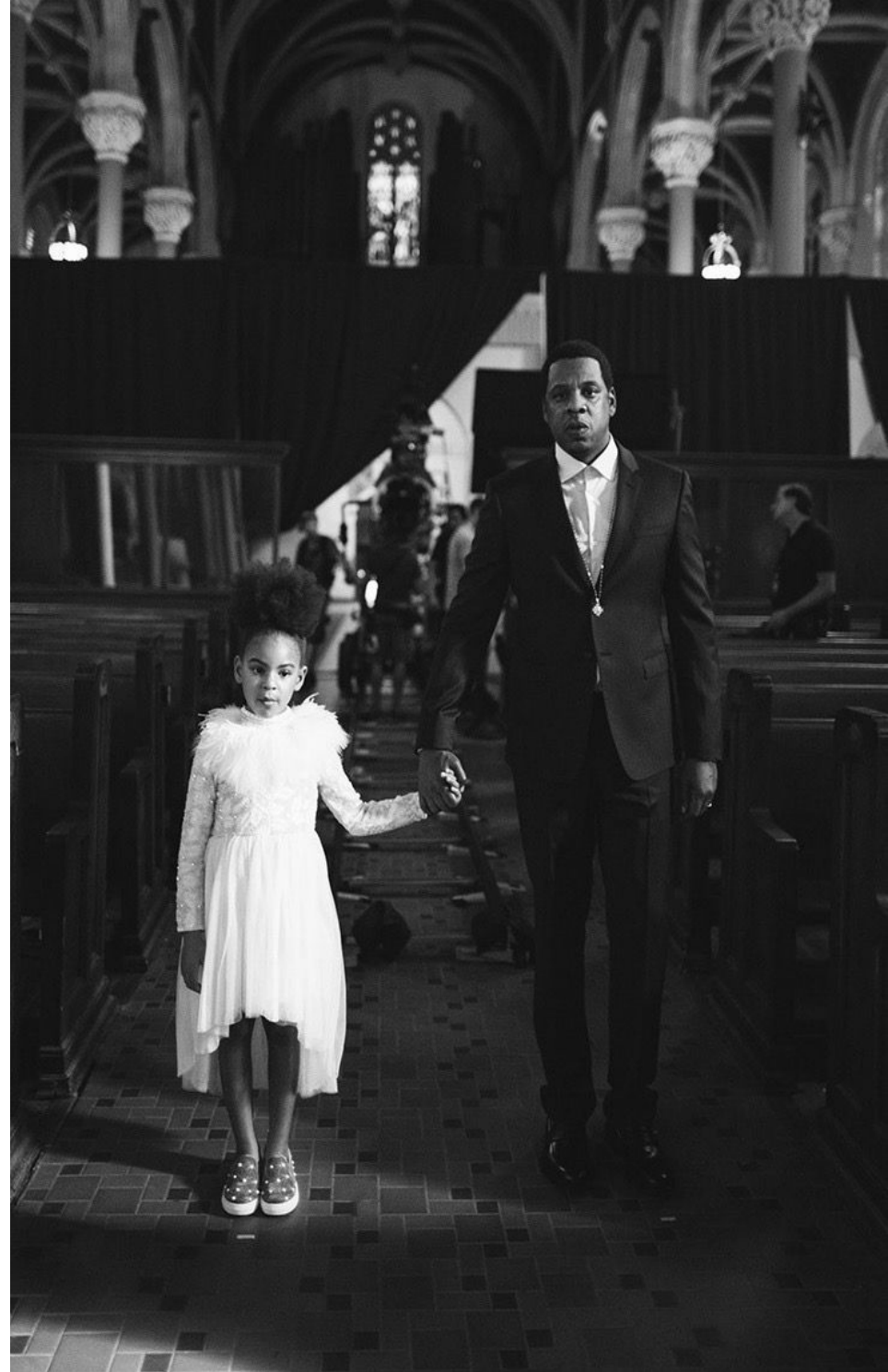




**B  
e  
y  
o  
n  
c  
e**



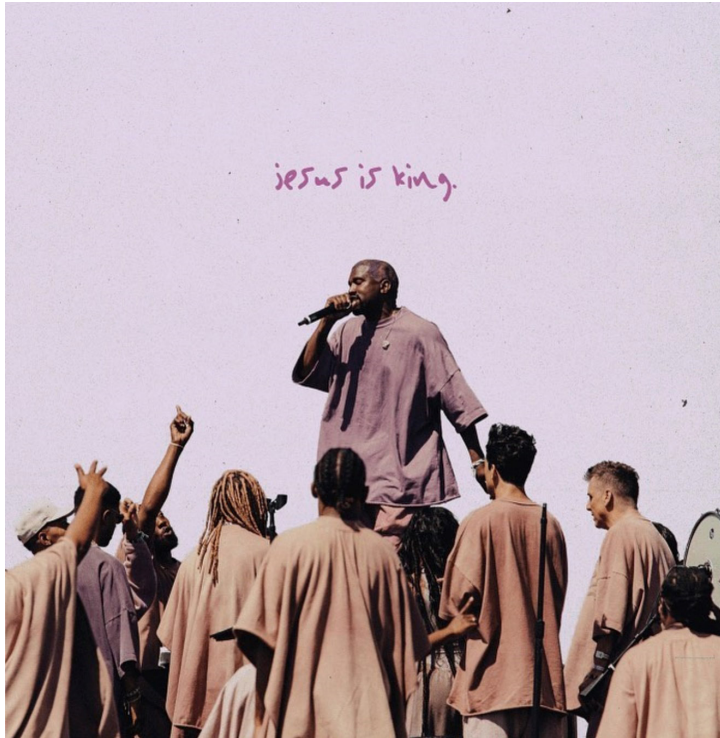












K  
a  
n  
y  
e



W  
e  
s  
t

Sunday  
Service







Met Gala







S  
t  
o  
r  
m  
z  
y



R  
o  
s  
a  
l  
i  
a







## Effects

- \_unconscious use of religion
- \_use of religious symbols & appropriation of ideas
- \_conversation
- \_shift in consumer behaviour trends
- \_Kanye West might be leading an “epidemic” trend





**ASSOCIATION TO OLD AND  
ESTABLISHED IDEOLOGIES**

**SYMBOLS OF BELONGING  
AND REPRESENTATION**

Gucci AW18





Azeema magazine







Marine Serre AW18





**The Nike Pro Hijab**





**Damien Hirst New Religion blanket**



---

**Cultural knowledge**

---

**Connecting with a broader audience**

---

**Engage audience on a spiritual level**

---

**Gather people through religious ideas/representations**

**Opportunities**



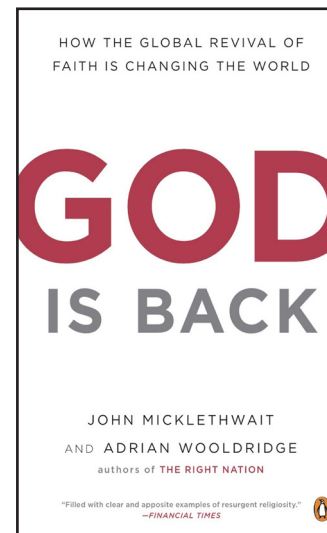


***My Next Guest- David Letterman***

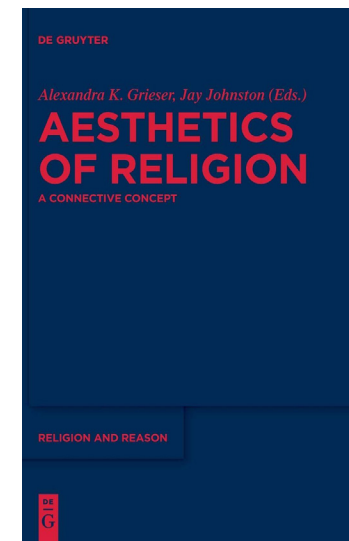


***Religion- Polarised***

**Why Religion Is More Durable Than  
Commonly Thought In Modern Society-  
NPR**



***God is back- J. Micklethwait  
Adrian Wooldridge***

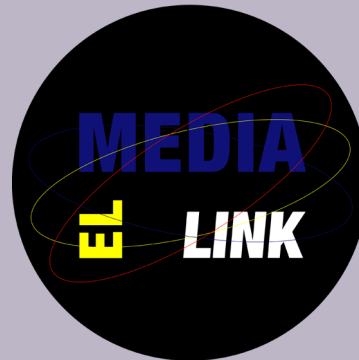


***Aesthetics of religion-  
A.K. Grieser  
Jay Johnston***

**Watchings/ Listenings/ Readings**



**This report was created by**



**gaelpineiro@gmail.com**