

# Actresses' Beauty Image in Cleopatra Films

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## Abstract

**Background/Objectives:** Seeking a research in Role of Cleopatra VII, Definition of Film and Egyptian Make up in Cleopatra Period. **Methods/Statistical analysis:** Films of Cleopatra-related. Analysis of Actress in Cleopatra-related films. Analysis of Beauty image and makeup. **Findings:** Many Cleopatra-related films presented from 1899 to 2007 produced in the various genres, it will be produced continually in the future. The representative actress at that time took the role of Cleopatra, becomes the results of the study. Especially, in terms of beauty image, it is found that films with various image have been produced through the trend at the time, historical research and scenarios. Hopefully, films on Cleopatra with the new image or makeup techniques will continue to influence the future audiences too. **Application/Improvements:** Beauty image and makeup techniques.

**Keywords:** Actress, Beauty Image, Cleopatra, Film, Makeup

## 1. Introduction

In June 2014 over a BBC Radio program, American actress, Angelina Jolie said that she would retire after appearing in new film 'Cleopatra'. Why did the world famous actress choose Cleopatra as her retirement film? This study began with this question.

Cleopatra is expressed as the main character of the various images such as the simple-heartedness, nudity, authority and Femme Fatale etc., in transcend time. Many films with the materials of Cleopatra produced in the various genres, and the actresses who took the role of Cleopatra had an image continuously representing the beauty and they can influence the public.

Cleopatra, an Egyptian Queen, is one of the beauty leaders. She became a subject of all art fields such as painting, sculpture, theater, opera, film, musical, fashion and beauty as well as literature like a novel, since the Roman Empire era. It is certain that she will be a material in the future.

Therefore, this study aims to analyze the image of actresses based on the excellent film with the experts' reviews and Academy Awards winner films among the re-engineering of theory about Cleopatra and Cleopatra-related films presented from 1899 to 2007.

For this, the study will look into Cleopatra and the film, briefly, and analyze the film, 'Cleopatra and beauty image' the actresses tried to express focusing on make-up.

## 2. General Background

For an understanding of this study, the make-up of Cleopatra, the film and the era of Cleopatra can be briefly examined based on Britannica<sup>1</sup>, Doosan Encyclopedia<sup>2</sup>, preceding research and figures as follows:

### 2.1 Role of Cleopatra

Cleopatra VII (69~30 BC), Cleopatra VII Thea Philopator in full, was the last Queen of the Egypt Ptolemaic dynasty(323 BC~30 BC).<sup>1 2</sup> She is Macedonians' descendant, but she was called Egypt Sol's daughter, Isis for the political reason. She was historically real character, and the lover of Julius Caesar(100 BC~44 BC, Roman General and Statesman) and the wife of Mark Antony(82 BC~30 BC, Roman General), so she is the character becoming the material of the several literary works. Cleopatra became a Queen when she was 18 years-old(51 BC). She realized the need of support from Rome. So she got the support from Caesar(48 BC~44 BC) and Antony(40 BC~30 BC). But she lost the war against

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the Octavian (the future Roman first emperor Augustus), she finally committed suicide with Antony when she was 39 years-old (30 BC). Due to this, Egypt became a subject state of Rome, and Rome has changed from the republican government into the Monarchy. Cleopatra was a beautiful and a talented woman, she managed Egypt during turbulent era by using Caesar and Antony. She was represented as the image of a typical femme fatale by the Romans<sup>3</sup>. Recently, Cleopatra is described as intelligent, smart, visionary, upright and virtuous woman from the preceding research, and she loved two men, like she worshiped Caesar and she longed for Antony<sup>4</sup>.

Figures 1, 2 and 3 show the coinage, gem and statue at that time, and she showed as vibrant expressions, but the beautiful woman, and it can be judged that she had the sensual mouth and high nose<sup>5</sup>.

Cleopatra's life became good materials of many literary works, and the representative works are Plutarch (45~126 AD)'s "Story of Hero, Antonio", William Shakespeare's "Antony and Cleopatra (1606~07)", and George B. Show's "Caesar and Cleopatra (1868)" etc. In addition, Cleopatra was used by the various art fields such as the plays, films, poetry, paintings and operas etc., and advertising as well, and it will continually use in the future. Especially, many Cleopatra-related films produced, the first of such film is by Georges Melies in 1899. Since then, many contemporary famous actresses took the role of Cleopatra



**Figure 1.** Denarius of Cleopatra<sup>5</sup>.



**Figure 2.** Gem of Cleopatra<sup>5</sup>.



**Figure 3.** Limestone head of Cleopatra<sup>5</sup>.

such as Theda Bara (1917), Claudette Colbert (1934), Vivien Leigh (1943), Elizabeth Taylor (1963) and Monica Bellucci (2002) etc.

## 2.2 Definition of Film

The film, called movies, cinema, or motion picture, is the representative synthetic art of the modern times and it belongs to the popular entertainment genre. The movie is the animated video reproducing the film on the screen subsequently the screen by projecting.

Min defined the film as the most influential popular media, science, story, art, industry, healing and communication<sup>6</sup>.

The birth of film is through the darkroom stage, photography stage, magic lantern stage, Continuous photo stage and operating segments stage. It means that the film is from the photos and especially, Thomas Edison invented the rain gauge in 1877 and motion cameras in 1888 and through these, the Kinetoscopes invented in 1894. Lumiere Brothers in France discovered the Cinematography in 1895 inspired by kinetoscopes and they were the progenitors of the film of documentary-centered realism personality based on the daily life of the public. The beginning of the story film was Georges Melies, a French filmmaker, and he became a progenitor of the film of the story-driven fantasy affiliation based on the magical tricks and fancy<sup>1,7</sup>.

The film has changed its role from a tool for delivering a story, a tool for delivering the development of artistic image technique and it grew as the film industry based on the popularization especially, Hollywood by the development of the popular film.

In his article Lee, Do-Kyun wrote that the development of film technique evolved from silent-film through sound film and color film to widescreen<sup>7</sup>.

Lee, Hee-Seung analyzed the film by the age as Table 1 in his thesis, and the movie stars are the fruit of popular culture as the subject of entertainment, and they have many influences on the public<sup>8</sup>. A words "the star" started from the movie stars, and the stars marketing of the various fields of the popular stars and new media age conducted, and it shows significant effects such as the exposure of stars' privacy, hair style, fashion, and action through the media.

For helping to understand of analysis on the beauty image in the films, the brief definition about the actor (or actress) and make-up are as follows<sup>1,2,6</sup>.

**Table 1.** Relationship between Entertainment-Star<sup>8</sup>.

	1920's~1950's	1960's~1970's	1980's~
Entertainment	<i>Age of Cinema (Hollywood)</i>	<i>Age of Mass Media (TV &amp; Pop Music)</i>	<i>Age of New Media</i>
Star	Movie Star (Stereotyped Image)	Popularization Star (Familiar & Universal Image)	Star marketing (Various Image)

An actor(actress) is the performer as the person who shows the dramatic acts the character in the film by the scenario through the behavior and metabolism such as the gestures and expressions. And the act(actress) can be called the movie stars depending on the popularization of the film.

Make-up is for the actor(actress) to express the character in the film through all make-up, suitable action and conversation for the hair styles and costume, age and social status of the role, era, area, age, job, status and personality etc., of the character in the film.

Kim, Yu-Kyoung explained the characteristic of make-up which expresses the exterior characteristic of the job, position, age, and temperament defined by the play and scenario. And it can express by the facial feature after realizing the internal life and feelings from her thesis<sup>9</sup>. The Character Make-up is the main expression media to deliver the 'internal personality' and 'external appearance' of the character in the film to the audiences<sup>10</sup>.

### 2.3 Egyptian Makeup in Cleopatra Period

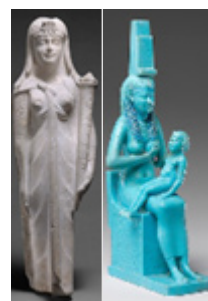
Egypt is one of the four major civilizations over the world located in Northeastern Africa. For 3,000 years after Narmer(or Mēnēs) unified North and South Egypt in 2925 BC, the rulers from the mainland ruled it, but it was invaded by Assyria in 7th Century BC, Persia in 525 BC, Macedonian-Greek Army by Alexander the Great of Macedonia in 332 BC. The Ptolemaic dynasty that ruled Egypt by Alexander the Great and one of his generals was a foreign dynasty coming from Hellenism world, but it respected the Egyptian tradition, culture and prospered Egypt, maintaining friendly relations with the ruling classes of Egypt<sup>3</sup>.

In other words, the era of Cleopatra VII was a time when Hellenism culture and Egypt culture formed har-

mony, and it was very likely that in terms of beauty image, the style of Egyptian Queen of new Kingdom era or Queen was maintained as it was. Figures 4 and 5 are art collections of Metropolitan Museum of Art<sup>11</sup>, and Figure 4 shows the statues at that time and mummy's mask, and Figure 5 shows the statues of Queen and Isis at that time. Isis is the most important and beloved Goddess by Egyptian and it symbolizes the wife and a mother's love with the powerful magic. Figure 6 shows the collection of the Louvre Museum<sup>12</sup>, its content, is Cleopatra represented Egyptian Isis.



**Figure 4.** Objects from Cleopatra Period.



**Figure 5.** State of Queen and Isis<sup>11</sup>.



**Figure 6.** Making an Offering of Cleopatra<sup>12</sup>.

### 3. Characteristic of Cleopatra

Beauty images of the film of Cleopatra, the actresses who played the role of Cleopatra and the actresses in the films are as follows:

#### 3.1 Film of Cleopatra

Through the preceding research for the Cleopatra-related films, associated to Internet Site such as [www.imdb.com](http://www.imdb.com)<sup>13</sup>, [www.ew.com](http://www.ew.com)<sup>14</sup>, [www.movist.com](http://www.movist.com)<sup>15</sup>, and Internet information ([www.naver.com](http://www.naver.com) and [www.daum.net](http://www.daum.net)), showed based on the Academy Awards winning or highly rating reviewed films as Table 2.







Yun, Duck-Hoon wrote that Cleopatra-related films include about 20 works from 4-minute "Cleopatra" by Director Georges Melies produced in 1899 to "Mission

Cleopatra" produced by Director Alain Chabat in 2002, and of them, "Cleopatra" in 1963 by Director Joseph Mankiewicz is the best masterpiece<sup>3</sup>.

The film of 1917 is the silent-film, and the film of 1934 is the black and white film, and all films after 1945 are color films. Most of stories are from Cleopatra, Caesar and Antony related contents, but the films of 1945 and 2002 show the background of the confused political situation in Rome and Egypt and the relationship between Caesar and Cleopatra<sup>13,15</sup>.

The films produced by the major studios are Paramount in 1934 and 20th Century Fox in 1963. 1963's film spends the most production costs and has nominated for the nine parts of Academy Awards, and finally it won four Awards.

**Table 2.** Films of Cleopatra<sup>13,15</sup>

Title	Director	Writer	Actress(Cleopatra)	Actor	Poster	Note
Asterix & Obelix :Mission Cleopatra (2002)	Alain Chabat	Rene Goscinny	Monica Bellucci	Gerard Depardieu(Obelix) Christian Clavier(Asterix)		Comedy France/ Germany 107Min.
Cleopatra(1999)	Franc Roddam	Margret George	Leonor Varela	Billy Zane(Antony) Timothy Dalton(Caesar)		Drama USA 177Min.
Cleopatra(1963)	Joseph L. Mankiewicz	Joseph L. Mankiewicz	Elizabeth Taylor	Richard Burton(Antony) Rex Harrison(Caesar)		Drama UK/ USA/ Swiss 192Min. 36 <sup>th</sup> Academy Award- 4Win. 20 <sup>th</sup> Century Fox
Caesar And Cleopatra(1945)	Gabriel Pascal	George B. Show	Vivien Leigh	Claude Rains(Caesar)		Drama/ Comedy UK/ USA 138Min. 18 <sup>th</sup> Academy Award- 1D
Cleopatra(1934)	Cecil B. DeMille	Bortlett Cormark	Claudette Colbert	Henry Wilcoxon(Antony) Warren William(Caesar)		Drama USA, 102Min. 7 <sup>th</sup> Academy Award – 1 Win Paramount Picture
Cleopatra(1917)	J. Gordon Edwards	Adrian Johnson	Theda Bara	Thurston Hall (Antony) Fritz Leiber(Caesar)		Drama USA 125Min. Fox



### 3.2 Actress of Cleopatra

Of the actresses who took the role of Cleopatra in Table 2, their beauty images of the representative actresses were analyzed based on the general case and the scenes in the film, and Cleopatra (See Table 3). Yun, Duck-Hoon said that the Cleopatra's image was introduced and diffused through the film as the popular art of 20th century to the public<sup>3</sup>.

Yun, Bo-Ok wrote that, in the film that reproduces the characters in the myth or film like Salome or Cleopatra, the female title role shows a very instinctive image belonging to nature<sup>16</sup>. Through the Femme Fatale, sexually strong temptress, it reveals the double personality of a man who allows provocative femininity but at last, punishes the temptress with death or destruction. Many Hollywood actresses tried to be movie stars playing the

roles of a witch, betrayed temptress and wicked widow with both good face and evil face<sup>17</sup>.

The representative actresses took the role of Cleopatra from 1917 to 1963, and the tall actresses or models took the role of Cleopatra from 1999 to 2002. Theda Bara was the first vampire in the era of silent-film in 1917 as the sex symbol of early Hollywood, and Claudette Colbert took the role of lascivious Cleopatra in 1934. In the case of 1945, Vivian Leigh became a global movie star by the film, "Gone with the Wind" in 1939, and in 1963, Elizabeth Taylor is also a representative beautiful woman at that century and she was the representative actress of Hollywood in 1950-60s<sup>2,19</sup>. Elizabeth Taylor and Richard Burton became lovers by this film and Elizabeth Taylor received the highest appearance fee in 1963<sup>20</sup>. In this meaning, the researcher is curious about how Angelina Jolie<sup>2,19</sup> will act the role of Cleopatra in the future, who

**Table 3.** Actress of Cleopatra<sup>13,15,18</sup>

Name	Picture of Biography		Picture of Cleopatra		
Theda Bara					
Claudette Colbert					
Vivien Leigh					
Elizabeth Taylor					
Leonor Varela					
Monica Bellucci					

receives the highest appearance fee now, and it may be one of the research topics in the future.

### 3.3 Analysis of Beauty Image and Makeup

The analysis based on the preceding research on the beauty image and make-up of the actresses in the main scene of the film and the figure are as follows.

#### 3.3.1 Beauty Images in Main Scenes

##### 3.3.1.1 The first meeting of Caesar and Cleopatra

The scenes of the first meeting of Caesar and Cleopatra showed on the films in 1934, 1945, 1963 and 1999. As one of the most unusual situations in history, Cleopatra's superior intelligence and power to protect herself who appeared on the carpet seems to show the anticipation and anxiety. Except 1963, it is an image made as Cleopatra who was in a crisis by her brother and opponents, contemplated for advices from a magician or right-hand man to exclude her authoritative image as the Queen, by showing her political unstable situation to gain Caesar support. The dramatic appearance in which she appeared in front of Caesar as the carpet spread when she camouflaged as a gift expressed a rustic image appropriate for showing her position like "candle in the wind". In his article, Yun, Duck-Hoon wrote that Cleopatra's red costume is a symbolic color of Queen, and it seems that the style was a rustic but the color symbolized the Queen<sup>3</sup>.

##### 3.3.1.2 The Scene of Entry into Rome

The entry scene into Rome is expressed best in the film in 1934 and film in 1963, because of that produced by the major studios such as Paramount and 20th Century Fox. In these scenes, Caesar's son was born and Caesar's triumphal celebration in Rome them Cleopatra entered Rome, showing off her being Queen of the world richest country. Cleopatra was the Queen representing Egypt, and to express her authority and portentous image, she

was the most glamorously embellished, e.g. wearing dark make-up and putting on the golden crown of a goddess, from the head to toes. To express this image, effectively, spectacle procession was well expressed (See Figures 7 and 8).

##### 3.3.1.3 The Meeting of Antony and Cleopatra

The meeting scene of Antony and Cleopatra showed on the films in 1934, 1963 and 1999. Shakespeare described the mature and artificial love of the middle age through this scene<sup>21</sup>. Figure 9 is a scene of the most brilliant work of 1963, and the left image shows Cleopatra, standing on the Egyptian ship that arrived Tarsus and Shakespeare expressed it, "Her cruise ship is like a shining throne... No praises are colorless!"<sup>5</sup>. The right image is a scene of a banquet, in which Shakespeare expressed it as a poem,







Figure 7. The Scene of Cleopatra (1934)<sup>18</sup>



Figure 8. The Scene of Cleopatra (1963)<sup>18</sup>

Table 4. The scene of the first meeting<sup>18</sup>

1934	1945	1963	1999
			

“Slipping on a thin golden dress... Having true beauty... Even Venus is made colorless!”<sup>5</sup>. In these scenes, rather than Egyptian image, Roman image and Femme Fatale image are emphasized.

#### 3.3.1.4 Death Scene

Death scene found in all films except for those of 1945 and 2002, and Shakespeare made a scene of glorious death, putting a desire for keeping honor rather than shame and being with the loved one even after death through this scene. On the scenario, it is described that the last Pharaoh in Egypt is lying on the golden bed, putting on royal clothing and jewelry. The deaths of Antony and Cleopatra became an element touching audiences by proving their greatness and love<sup>21</sup>. Especially, the last scene of Cleopatra shows the most brilliant make-up and hair style. Figure 10 shows the scene from the film in 1963, and the same make-up as the entry into Rome showed, and Figure 11 shows the most ritual and authoritative image of the film in 1999.

#### 3.3.1.5 Beauty Scene

Each film shows scenes related to beauty. Figures 12 and 13 are bathing and massage scene, in which the actresses take a bath in full make-up, which supplemented. Figure 12 is a scene from the film in 1963, while Figure 13 is a scene from 2002, in which the actress is

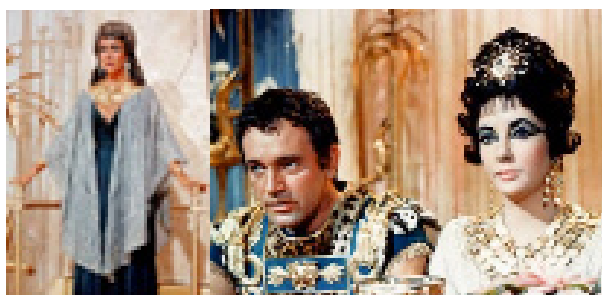


Figure 9. The scene of Cleopatra (1963)<sup>18</sup>

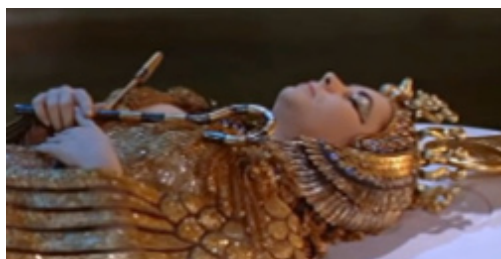


Figure 10. The scene of Cleopatra (1963)<sup>18</sup>.

taking a bath with milk. Figure 14 is a scene in which she is putting make-up in front of mirror.

Through the film, Cleopatra shows the various beauty images. The image of Femme Fatale which produced by Romans, powerful Charismatic Queen, pure and assertive image showed by the film in 1943.



Figure 11. The scene of Cleopatra (1999)<sup>18</sup>.



Figure 12. The scene of Cleopatra (1963)<sup>18</sup>.



Figure 13. The scene of Mission Cleopatra (2002)<sup>18</sup>.



Figure 14. The scene of Cleopatra (1963)<sup>18</sup>.



### 3.3.2 Analysis of Makeup in the Film

Cleopatra's Make-up in the film based on the figure of hair style is as follows.

From the preceding studies<sup>3,16,17,19</sup> from 1910 through the 1950s, make-up reflecting the trend of the times was the mainstream and since 1960, there is make-up showing the trend of the times and going through historical research on that of the time of Cleopatra. Especially, Yun, Duck-Hoon explained the make-up in the film in 1963 which considered the trend, actress' taste and the historical research of Egypt data in his thesis.

The success of film is decided by the scenario and audiences' response, so the fact to considering the actress' taste should study in the future.

But in the case of hair style, old style and solid type composed the trend like the preceding research<sup>3,16,17,19</sup>. Especially, in the case of film in 1963, all hair styles and hair decoration of Egypt Queen and Isis, Greek and Roman hairstyle were shown as well.

In the case of make-up, the features were shown certainly through the periodic trend and historical research by the presented films as the preceding research. Films from 1917 to 1945 strongly showed the trend at the time of presentation, and since 1963, make-up considering the historical aspects and the trend of the times could be observed. Most make-up shows the eye lines with smoky technique, but not overly except for 1963 and 2002. Historically, Egyptian emphasized their eye make-up to avoid insects, which 1963 and 2002 films expressed it well as Table 5.

Eyebrows were arch-shaped in both example, eyes were fish shaped, Horus's eye shape and triangular shape. The highlight gave for cubic effect to eyes as shown 2002 film. It noted that lips were pink and orange in 1963 while they were brown and orange in 2002.

## 4. Conclusions

The result of analysis of the beauty image in the films related-Cleopatra and the actresses who took the role of Cleopatra are as follows.

Cleopatra VII is an Egyptian Queen, who was called the most loved Isis by Macedonia consanguinity or Egyptians. Romans expressed her as an image of Femme Fatale because she destroyed Caesar and Antony. But recent studies see her was the Queen who was smart and tried to maintain Egypt in crisis. The Film began from a photo became the most influential popular medium, in which characters expressed according to the scenario. The era of Cleopatra VII was a time when there was harmony between Hellenism and Egyptian culture, and in terms of beauty images, too, the style of the Queen of the New Kingdom era.



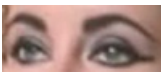









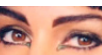

Many films of the various genres related-Cleopatra presented from 1899 to 2007. Analysis on film sites at home and abroad based on Academy Awards winning films is Table 2, the silent-film in 1917, the black and white film in 1934, the color film since 1945. Especially the film produced in 1963 with the maximum production costs.

The actresses who took the representative role of Cleopatra in the films from 1917 until 2002 are as Table 3. Theda Bara, Claudette Colbert, Vivian Leigh and Elizabeth Taylor were the best actresses at their times.

The results of analysis of the scenes related the first meeting of Caesar and Cleopatra, entry into Rome, the meeting of Antony and Cleopatra, death and beauty based on the Figures are as Tables 4, 5 and Figures 7-14. The Femme Fatale image is strong. But Cleopatra with the various images also shows in the film such as innocent look.

The result of analysis of the make-up based on the eye make-up is Table 5, and most emphasizes eye lines

**Table 5.** Analysis of Makeup<sup>5,11,18</sup>

Cleopatra VII		1963		2002	
Birth Museum	Met. Museum				
					
					
					



by smoky technique and the film in 1963 showed the strongest eye make-up through historical research data of Egypt and in 2002, there was a cubic effect by using highlight.

Cleopatra is a material of film that can keep produce in the future since the Melies's, which is the progenitor of story film in 1899. Actresses, who plays Cleopatra, are the character actresses or the trendiest movie stars of their times. It is found in the film, the trendy Make-up techniques of the times were used, along with various beauty images.

Hopefully, Cleopatra-related films based on the accurate understanding of her human aspect will be produced with more audience friendly scenarios. From these films beauty images or make-up techniques will influence the 21st century smart generation.

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