

Most societies place great value on beauty whether in art and architecture, fashion and appearance, or design and advertising. The Greeks believed that they had discovered the mathematical formula that represented perfect beauty, which was based wide as it was high. Throughout history, elegance and beauty have been the subjects of admiration and fascination. According to this formula, for example, the ideal face was two-thirds as wide as it was high. Beauty does seem to relate to proportion and balance. Modern research has proven that the basic concept of the Greeks' formula, if not the formula itself on proportions in nature. When related to beauty, these qualities are called symmetry.