

Work in small groups.

Write an advertisement to people interested in helping you to make a video. In your ad, take into consideration these applicant characteristics: active teenagers, summer job, hard working, able to travel, student visa.

Then, interview the interested persons. The interview should collect the following information: age, availability, experience. You should give this information: duration of job, filming schedule/location, payment (\$!), etc.

Skill: Inferring ideas

Task

Check the following **Yes** or **No**. Underline in the text the words or sentences that help you to make your decisions.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 It is possible to make an educational video without any help. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Only professionals in communication can make educational videos. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 To make a semi-professional video you just point the camera and shoot. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 The weather is not an important consideration when shooting videos outside. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 The material you shoot is the final version of the video. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Mel Stabin, the author, is an imaginative, creative person. | <input type="checkbox"/> | <input type="checkbox"/> |

Clearing it up

Complete the following exercise using verbs in parentheses.
Example:

Watercolor painting has become (become) a recognized artwork all over the world since the 1980's.

- 1 Since Thursday, the crew _____ (spend) hours filming the last scene.
- 2 Don Tortiello _____ always _____ (work) with highly-professional producers.
- 3 The producers _____ (include) classical music in all their videos since they got involved in this type of work.
- 4 The director _____ (choose) seascope locations for all his videos.
- 5 I _____ (write) all the basic story lines since I began to work here.

Words at work

Work in teams.

Task 1

Put these words into three groups. (Use 3 of the words as a title for each group. For example: GROUP # 1, PAINTING). Most words are in the text. If you cannot find some of them and do not understand them, ask other teams or check in a dictionary.

When you have finished, check with other teams to see if you agree, and explain your reasons.

watercolor	scenery	painting	storyboard
surf	palette	sketch	easel
crew	jagged bluffs	seagulls	production
	budget	schedule	

GROUP # 1
PAINTING

GROUP # 2

GROUP # 3

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Task 2

Answer the following questions:

If you could, what kind of artist would you like to be?

- | | | | |
|--------------|--------------------------|----------|--------------------------|
| Painter | <input type="checkbox"/> | Sculptor | <input type="checkbox"/> |
| Photographer | <input type="checkbox"/> | Poet | <input type="checkbox"/> |
| Author | <input type="checkbox"/> | Musician | <input type="checkbox"/> |
| Singer | <input type="checkbox"/> | Actor | <input type="checkbox"/> |

Why?

What kind of painter, musician, etc. would you be?

What would you need to do to become this kind of artist?

What kind of things would you need for your job?

Have you heard of the seven forms of art? Can you mention them?

- 1 music _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 cinema _____

Why is "cinema" number 7?

Have you ever heard about the following artists? Can you match these columns?

- | | |
|---------------------------|------------|
| • Miguel Angel Buonarroti | Dancing |
| • Octavio Paz | Cinema |
| • Steven Spielberg | Painting |
| • William Shakespeare | Sculpture |
| • Pablo Picasso | Literature |
| • Wolfgang Amadeus Mozart | Music |
| • Rudolph Nureyev | Theater |

Do you know the names of any of their works? Can you mention them?



Time to read! (3)

You have bought the magazine ARTnews. Here is the content page.

VOLUME 93, NUMBER 4
FOUNDED 1902

ARTnews

FEATURES

MEXICO

126 THE KAHLO CULT

Frida Kahlo, considered marginal when she died in 1954, is now a superstar and her paintings command multimillion-dollar prices. How did it happen? **JUDD TULLY**

134 MYTHS, MAGIC, GRUNGE, AND GLAMOUR

Funky artists mix with high society, alternative spaces with commercial ones, and government with business. "More artists live off their art than ten years ago," says an observer. **MARY SCHNEIDER ENRIQUEZ**

139 MEXICO'S TOP 25 COLLECTORS

ARTnews interviewed art dealers, auctioneers, art historians, art consultants, critics, and artists to compile this list of Mexico's foremost collectors.

140 "CALL IT A MID-LIFE CRISIS"

Jeopardizing his success as a Minimalist, Brice Marden took a dramatic turn in the mid-'80s toward a more gestural abstraction. "I don't know if I'm good," he says, "but I'm beginning to like the work more and more." **PAUL GARDNER**

PHOTOGRAPHY

144 OUT OF THE GHETTO?

While postmodernism and digital imaging offer a way out of the "ghetto" of traditional photography, those working in the modernist vein are continuing to enrich the medium. **PEPE KARMELE**

150 NOT YOUR TYPICAL SOCIALLY CONCERNED PHOTOGRAPHER

Sebastião Salgado's images of workers throughout the world present a portrait of the end of the industrial age. **CHARLES HAGEN**

154 THE LOVED ONES IN THE CASTLE

Since they were teenagers Franz Joseph and Hans van der Grinten have been collecting art, especially by Joseph Beuys. Now the collection is moving across the moat and into the castle to a museum of its own. **JOHN DORNBERG**

DEPARTMENTS

27 YASARI

"Funny, Really Funny": Virtual Places; An Artist at My Table; A Queen for Queens; The Self Enclosed

33 ART MARKET

Collectors' Choices: New York; Case Closed, but Questions Linger; London; The Grandee and Her Chubby Daughter; Stockholm: A Warning Trend

41 NATION

New York: A Master "Empiricist"; Brooklyn: "No, My Boy, It's a Fête Champêtre"; Washington, D.C.: Sexist, Racist, or Otherwise Offensive; 'O' is for O'Keeffe; Chicago: The City Wasn't Going to Burn; New York: Confrontation on 155th Street

51 INTERNATIONAL

Bremen: "Never Look a Gift Horse in the Mouth"; Sarajevo: Taking the Place of Armies; Florence: Lives of the Frescoes; Rediscovered Raphael—Musée; Berlin: It's a Wrap

71 SPOTLIGHT

Kinshasha Holman Conwill: Against the Odds

81 LOOKING AT ART

Francisco Goya: The Spanish Royal Family; Warts and All

101 STUDIO

Heather Hutchison: Gravity and Light

109 BOOKS

How to Get Kids to Look at a Rembrandt

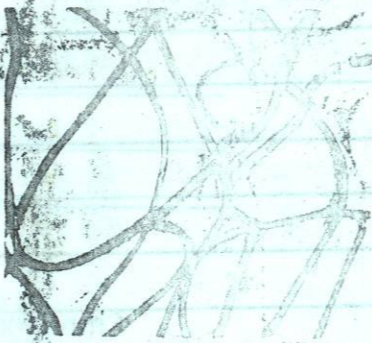
159 REVIEWS

New York; Washington, D.C.; Boston; Los Angeles; Santa Monica; Beverly Hills; San Francisco; Chicago; Santa Fe; Sewan, Nev. Pa.; Atlanta; Philadelphia; Memphis; Zurich; Cologne; Munich; Paris; London; Rome; Madrid; Santiago; Stockholm

190 PERSPECTIVE

How Duchamp Rode the Elevators

COVER: Frida with Crossed Arms and Rings, 1942-43 ©Bernard Silberstein. Courtesy Carla Stellweg Gallery. Story begins on page 126



On what pages would you expect to find an answer to the following questions?

- 1 Are there any books on art and artists for children? _____
- 2 What is new in the art world in Mexico? _____
- 3 Who's who in Mexico about art collection? _____
- 4 What does Frida Kahlo and women's liberation in the 70's have in common? _____
- 5 How has a changing world been photographed? _____

Task 1

Read the following text as quickly as you can and tick the right completion.

The text is about:

- Art marketing through the selling of T-shirts, clocks, pins, posters, etc.
- How a female painter has attracted a big group of followers for the last two decades.
- How life and artistic works of an unknown artist become famous all around the world because of a bus accident.
- The members of a religion founded by a Mexican artist.

The text probably comes from:

- a weekly newspaper
- a specialized magazine
- an art book
- a Mexican art brochure

ARTNEWS

MEXICO

APRIL 1

THE KAHLO CULT

BY JUDD TULLY



At Little Frida's, you can order a "Frida Salad" (radicchio, olives, avocado, and other vegetables). The neo-Mexican folk-art decor is based on "Casa Azul," Frida Kahlo's house and museum in Mexico City. There are postcards and T-shirts to buy, too. "We're thinking of starting a Frida Kahlo merchandising company with an '800' number," says co-owner Rita Boyadjan.

Little Frida's is but one outpost in an amorphous merchandising empire that grinds out T-shirts, earrings, aprons, clocks, pins, calendars, posters, and postcards bearing Kahlo's now world-famous images, especially her self-portraits.

In addition to this loosely organized industry devoted to popular culture, a number of serious Kahlo biographies—most of them profusely illustrated—clog the shelves of bookstores and museum shops. Major works have been written in Spanish, English, German, French, and Japanese. There's even a children's biography of the artist (see page 104). Several high-profile Hollywood figures, including Madonna, have invested sizable sums in the hopes of bringing Kahlo's mythic

story to the silver screen.

What is it about this strikingly beautiful but tragically handicapped artist (she suffered a near-fatal bus accident as a teenager in Mexico city in which she was literally impaled on a metal pole), who eventually painted her painful and romantic life story on tin and Masonite, that has inspired a huge cult to grow up around her? How was Kahlo, who died at the age of 47 in 1954, transformed from the "wife of Diego Rivera" (as her brief obituary read) to the art world's version of Sylvia Plath? And how did her jewel-like paintings come to command multimillion-dollar prices?

FRIDA KAHLO, CONSIDERED A MARGINAL FIGURE WHEN SHE DIED IN 1954, IS NOW A SUPERSTAR. HER IMAGE ADORNS T-SHIRTS, HOLLYWOOD STARS OPTION HER BIOGRAPHY, AND HER PAINTINGS COMMAND MULTIMILLION-DOLLAR PRICES. HOW DID IT HAPPEN?

Task 2

Mark these statements T (true) or F (false) according to the information of the text. Underline the sentence (s) on which you based your answer.

- | | | T | F |
|---|---|--------------------------|--------------------------|
| 1 | Kahlo's self-portraits are well known all around the world. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Frida Kahlo's house became a museum. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Kahlo's biographies are written only in Spanish. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Many people admire Frida Kahlo. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Frida Kahlo was born in 1954. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Nowadays, Kahlo's works are high-valued. | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | "Casa Azul" is a Kahlo's painting. | <input type="checkbox"/> | <input type="checkbox"/> |

Check your answers with a partner.



Write a report on Frida Kahlo. You can make inquiries at Marco, and/or Museo de Monterrey.