



**Art Directors Guild Film Society and American Cinematheque  
Salute *Frida* (2002), Oscar Nominated for Both Costume and  
Production Design With Screening / Panel**

**September 25, 5:30 p.m. Aero Theatre**

**LOS ANGELES, CA September 13, 2011**— The Art Directors Guild (ADG) Film Society and American Cinematheque will spotlight *Frida* (2002), biopic of Mexican painter Frida Kahlo (Salma Hayek), Oscar® nominated for Production Design/Set Decoration and Costume Design, with a special screening and panel discussion on Sunday, September 25 at 5:30 p.m. at the Aero Theatre (1328 Montana Avenue, Santa Monica). *Frida*, designed by Production Designer Felipe Fernandez del Paso, Art Directed by Bernardo Trujillo, and Set Decorated by Hania Robledo, is the fifth in this year's series highlighting the work of renowned Production Designers and their creative colleagues. *Frida* is a unique visual collaboration of art direction, set decoration, costume design, cinematography, history and fine art, all in the service of creating the ultimate magic realist account of the life and art of the iconic Mexican surrealist painter Frida Kahlo and her lifelong love affair with the equally iconic Mexican muralist, Diego Rivera (Alfred Molina).

After the film, Production Designer John Muto will host a panel discussion enlightening the audience about the unique artistic challenges of filming *Frida*, charting her life from feisty schoolgirl to Rivera protégé to world-renowned artist in her own right. The panel will include Oscar and Tony-nominated Costume Designer Julie Weiss, as well as other panelists to follow.

For ticket information: <http://www.americancinemathequecalendar.com/content/frida-0>

“If any film can lay claim to being both magical and realistic, it is *Frida*,” according to Muto. “The film *Frida* – like the artist Frida -- uses color boldly, fearlessly, and yet with striking simplicity.” The film was shot entirely in Mexico, both onstage and on actual locations ranging from Mexico City’s Presidential Palace, to the Great Pyramid of Teotihuacan and even to the actual modernist homes of Frida and Diego, which still stand separate, connected by a third floor catwalk.

Artist Frida lived a bold and uncompromising life as a political, artistic, and sexual revolutionary. From her complex and enduring relationship with her mentor and husband, Diego Rivera, to her illicit and controversial affair with Leon Trotsky, to her

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provocative romantic entanglements with women, Frida's life set the palette for Felipe Fernandez del Paso and his artistic collaborators to create a uniquely beautiful and entirely appropriate tribute to such an artist.

Representing the ADG are Guild President Tom Walsh and Muto. Working with them are the American Cinematheque's Gwen Deglise and Grant Moninger. General admission: \$11. American Cinematheque members: \$7. Students/Seniors with valid ID: \$9. All screenings start at 5:30 p.m. 24-hour information is available at 323-466-FILM (3456).

For images: <http://bit.ly/oHjinJ> For trailer: <http://goo.gl/3mNtr>

NOTE TO MEDIA: Major media are invited to cover.

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**About the Art Directors Guild:**

The Art Directors Guild (IATSE Local 800) represents nearly 2,000 members who work throughout the United States, Canada and the rest of the world in film, television and theater as Production Designers, Art Directors, and Assistant Art Directors; Scenic, Title and Graphic Artists; Illustrators and Matte Artists; and Set Designers and Model Makers. Established in 1937, ADG's ongoing activities include a Film Society; an annual Awards Banquet, a creative/technology community (5D: The Future of Immersive Design) and Membership Directory; a bimonthly professional magazine (Perspective); and extensive technology-training programs, creative workshops and craft and art exhibitions. The Guild's Online Directory/Website Resource is at [www.adg.org](http://www.adg.org).

Follow ADG on Twitter: ADG800

For Facebook: <https://www.facebook.com/pages/Art-Directors-Guild/108033579217202>

**About American Cinematheque:**

Established in 1981, the American Cinematheque is a 501 C 3 non-profit viewer-supported film exhibition and cultural organization dedicated to the celebration of the Moving Picture in all of its forms. At the Egyptian Theatre, the Cinematheque presents daily film and video programming which ranges from the classics of American and international cinema to new independent films and digital work. Exhibition of rare works, special and rare prints, etc., combined with fascinating post-screening discussions with the filmmakers who created the work, are a Cinematheque tradition that keep audiences coming back for once-in-a-lifetime cinema experiences. The American Cinematheque renovated and reopened (on Dec. 4, 1998) the historic 1922 Hollywood Egyptian Theatre. This includes a state-of-the-art 616-seat theatre housed within Sid Grauman's first grand movie palace on Hollywood Boulevard. The exotic courtyard is fully restored to its 1922 grandeur. The Egyptian was the home of the very first Hollywood movie premiere in 1922. In January 2005, the American Cinematheque expanded its programming to the 1940 Aero Theatre on Montana Avenue in Santa Monica. For more information about American Cinematheque, visit the website at [www.americancinematheque.com](http://www.americancinematheque.com).

Follow the American Cinematheque on Twitter (sidgrauman) and Facebook (Aero Theatre).

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