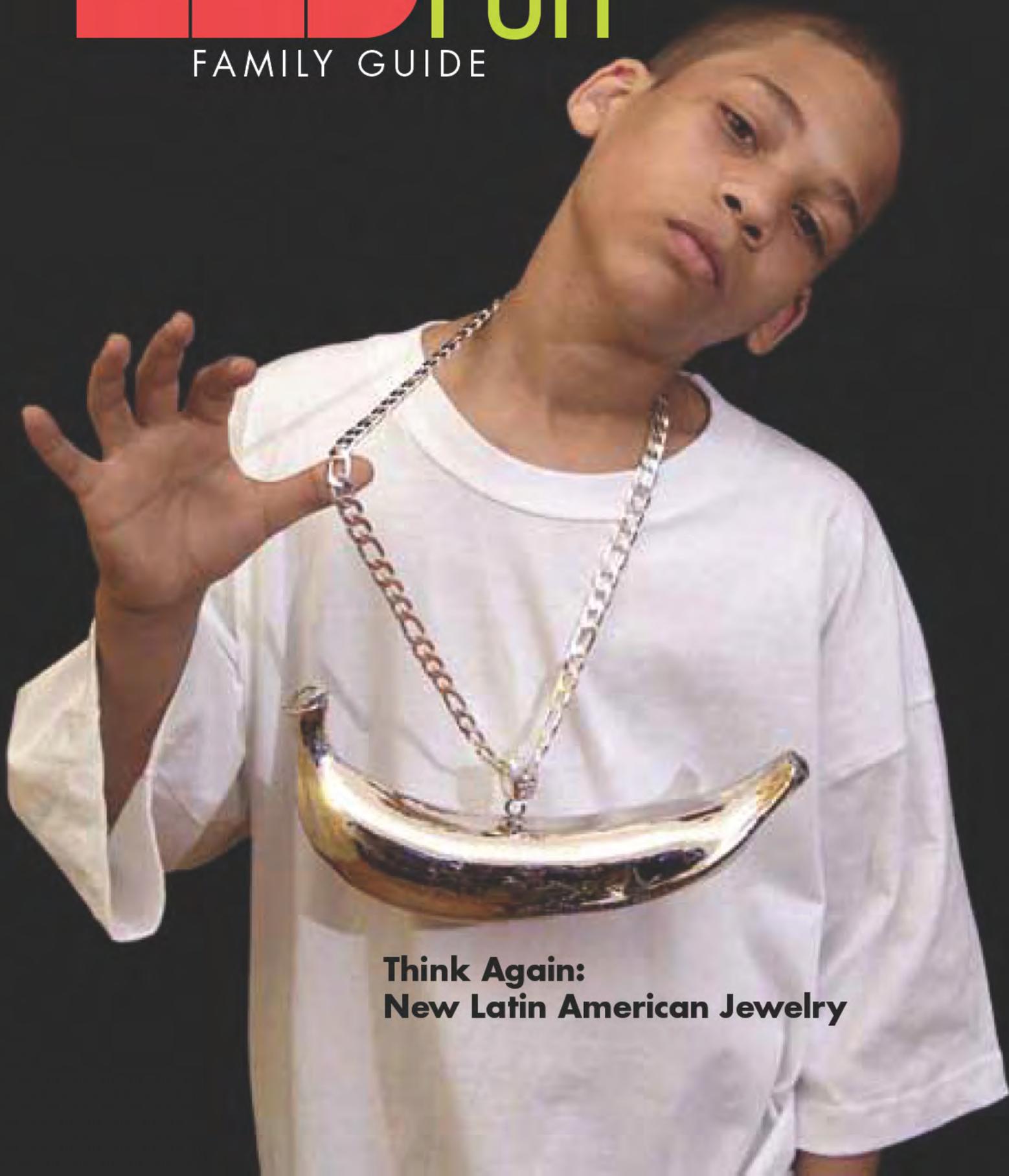


# MAD Fun

FAMILY GUIDE



**Think Again:  
New Latin American Jewelry**



museum of arts and design

## MAD Fun: Family Guide

Explore the exhibition of *Think Again: New Latin American Jewelry*.

Intended for families with children ages 6 and up, this family guide provides questions for active looking, projects, and suggestions for further exploration that will enrich your visit.

Please be aware of the rules in the Museum:

- Running is not permitted. Please remember to walk at all times.
- If you have a child under the age of 6, please hold his or her hand as you walk through the galleries.
- Remind your child not to touch the artwork or the walls.
- Security guards are in the Museum to protect you and protect the artwork. Please respect their requests.
- Food and beverages are only allowed in the restaurant.

For more information about MAD family programs and other events, visit our website at [www.madmuseum.org](http://www.madmuseum.org).



A view of the museum from Columbus Circle

## Think Again: New Latin American Jewelry



Ma. Constanza Ochoa, Colombia  
*Soft Black and White*, 2008  
latex balloons, flour, cotton

Objects of adornment have played a significant, ever-evolving cultural role in the history of Latin America. The expressive vocabulary of this art form has gone through many metamorphoses, from the spiritually potent jewelry of the pre-Columbians, all the way to the bling worn by Mexican drug gangs to trumpet their menace and status.

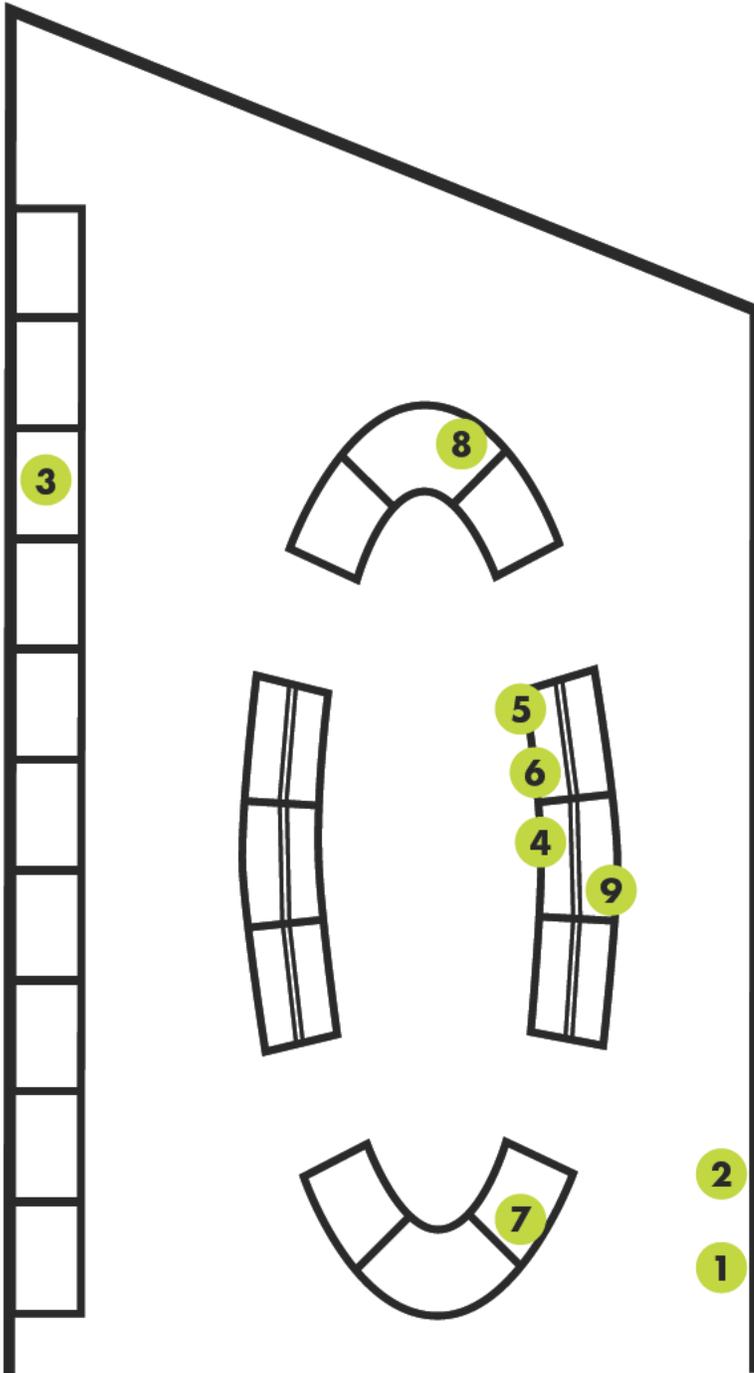
Now a new generation of jewelry makers, working outside the field's conventions, are examining how this complex relationship with physical adornment evolved—and why.

At the same time, these artists and designers are becoming ever more aware of the latest currents in art jewelry in Europe and elsewhere through the growing influx of foreign publications into Latin America and, of course, the Internet. Their own work, however, has received little attention beyond the continent's borders. *Think Again: New Latin American Jewelry* seeks to rectify this omission by not only highlighting developments over the past ten years, but also by showing them within the context of the art jewelry made during the last half of the previous century.

To bring some clarity to Latin America's complex culture and history, the exhibition has been organized around three themes: addressing the continent's past, its unique fusion of ethnic influences, and its ever-changing socio-political realities. Fusing seemingly diverse references, concepts, and materials, *Think Again: New Latin American Jewelry* reveals the intersections between the distinct and conventional categories of craft, fine art, and design.

Conceived by the Otro Diseño Foundation, *Think Again: New Latin American Jewelry* is born out of a passion for jewelry as a medium of personal and cultural expression. These fresh, imaginative adornments both represent and foster the culture from which they sprung and greatly enrich and bring variety to the larger landscape of international contemporary art jewelry.

## Gallery Map and Key



- 1 Miguel Luciano, Puerto Rico  
*Plátano Pride*, 2006  
Chromogenic Print
- 2 Miguel Luciano, Puerto Rico,  
*Pure Plantainum Pendant*, 2006  
cast resin, plantain, platinum, sterling silver  
chain, acrylic, textile, 7.8 x 31 cm.
- 3 Mariapaula Amezcua, Mexico,  
*Alter Ininerante/Itinerant Altar*, 2007  
brass, silver, glass, paper, textile, glitter, and epoxy
- 4 Helen Biermann Angel, Colombia  
*Hit the Road Series I*, 2009  
Nickel wire, silver, paint, flexible  
magnets, insects, grass seeds
- 5 Laura de Alba, Mexico  
*Love Handles*, 2001  
recovered drawer handles and yarn
- 6 Leda Daverio, Argentina  
*Nido/Nest*, 2010  
silver, nickel silver, earth, lemon verbena,  
plastic, nylon, steel
- 7 Silvina Romero  
*Criatura/Creature*, 2008  
textiles, cotton, silk
- 8 Andrés Fonseca  
*Memorias de los Abuelos/  
Memories of Grandparents*, 2009  
velvet, silk, silver, reclaimed wood.
- 9 Dionea Rocha Watt, Brazil  
*Protection Locket*, 2008  
silver, hair

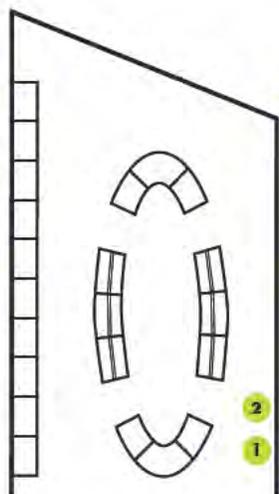
## Exhibition Themes

### Forging Identity

What you wear is who you are. Contemporary Latin American jewelers develop a unique language to articulate their individuality as well as express their cultural background. Take a look at the following works and think about what they tell you. What are these artists saying about their individual identities? What are they saying about their culture?

What is the first thing that comes to mind when you hear the word “plantain”? Do you think about food? Think again. Look closely at the artwork. How is this plantain (type of banana) similar or different to the ones you know? Plantain is a staple in Caribbean cuisine and it is cheap in the local markets. What do you think the artist is trying to say by covering a real plantain (yes, a plantain is decomposing inside) with platinum, a precious metal?

Now look at the photograph. What does it remind you of? Here the model/child is wearing the necklace “Plaintainium” as a precious piece of jewelry in the style of today’s Hip-hop and Reggaeton performers, such as Puerto Rican MC Daddy Yankee. How does this change the way you see this necklace?



Miguel Luciano, Puerto Rico  
*Plátano Pride*, 2006  
Chromogenic Print



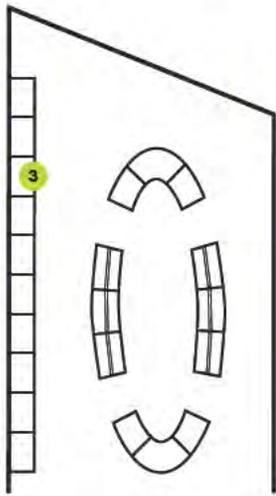
Miguel Luciano, Puerto Rico,  
*Pure Plaintanium Pendant*, 2006  
cast, resin, plantain, platinum, sterling  
chain, acrylic, textile, 7.8 x 31 cm.

### Plantain

is firmer than a banana and is normally served cooked.

### Reggaeton

is known also as Latin Reggae originally from Panama and now a popular Latin urban music. Reggaeton is a combination of many different musical genres and influences from various countries in the Caribbean, Latin America and the United States, such as Hip-hop and Dance.

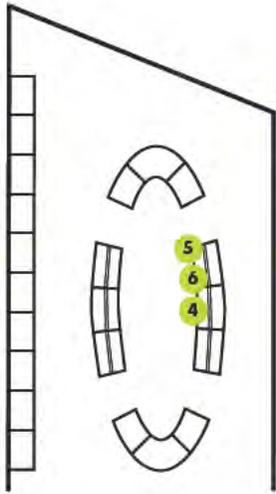


Mariapaula Amezcua, Mexico,  
*Alter Ininerante/Itinerant Altar*, 2007  
 brass, silver, glass, paper, textile, glitter, and epoxy

What is an altar? Altars are structures upon which offerings are made for religious purposes. As a consequence of globalization, new ideas and old traditions infuse Latin American values and religious practices today. Take a look at the work of Mexican artist Maria Paula Amezcua, who humorously combines popular elements and religious symbols to recreate the eclectic and surprising altars of Mexico.

What are some of the elements you recognize? What do they tell you about Mexico? If you were to create an altar with votive offerings, what would you include? Would your choices include things that tell us a bit about yourself and your culture? Share more about your identity through a jewelry piece.

We have explored one of the themes of the exhibition: “Forging Identity: Latin America as a Source of Inspiration.” As you move to the next part of the exhibition you will discover how Latin American artists and jewelers transform materials.



## A Flair for Invention

Drawing from local materials, many jewelry makers experiment with materials foreign to jewelry. Take a close look at the materials in these artworks and play a matching game to reflect upon the origin of the materials used in these works.



4  
Helen Biermann Angel, Colombia  
*Hit the Road Series I*, 2009  
nickel wire, silver, paint, flexible magnets, insects, grass seeds



5  
Laura de Alba, Mexico  
*Love Handles*, 2001  
recovered drawer handles and yarn



6  
Leda Daverio, Argentina  
*Nido/Nest*, 2010  
silver, nickel silver, earth, lemon verbena, plastic, nylon, steel

### Matching Game

Match the materials (left) used in the jewelry with their place or object of origin (right).

Lemon Verbena

Sweaters and other woven items

Yarn

Office Furniture

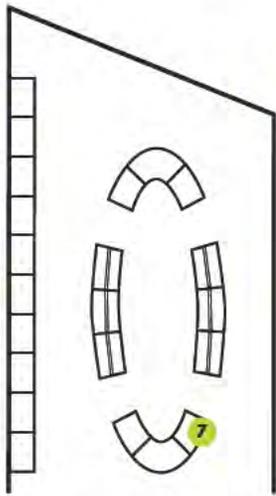
Drawer Handles

Gardens

Insects

Perfumes

Just as Alba combines found objects such as drawer handles and yarn to create a necklace, can you think of two different materials that can be used to create an innovative piece of jewelry? Explore how these artists transform daily objects and natural materials in this exhibition.



Another way to think about innovation is to think about the change or exaggeration of an object. So far we have encountered all traditional jewelry items, Artists in this section broaden the definition of jewelry—not just brooches, necklaces or rings—as wearable objects for personal adornment.

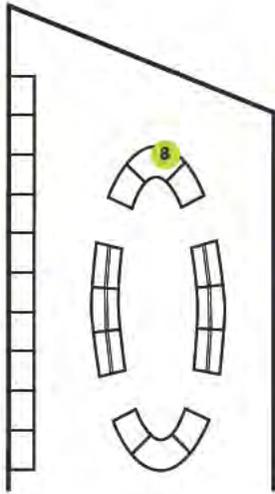


Silvina Romero  
*Criatura/Creature*, 2008  
 textiles, cotton, silk

Discover the work of Argentinean Silvina Romero, she transforms textile waste to create a piece that floats ambiguously between ornament and apparel. Discarded clothes are manipulated and transformed until the original materials and functions changed into something completely new: a creature reminiscent to a parrot on pirate's shoulder, instead of dressing or adorning it.

### Make Your Own Ornament

Make your own Ornament: Recycle a waste material, such as a grocery bag or an old magazine into something that will adorn you.



## History, Memory and Tradition

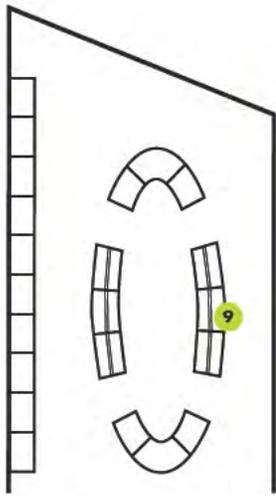
Jewelry is often passed from generation to generation as keepsakes to both remember and continue a family's history. The title of an artwork can also give important hints to its meaning. In "Memorias de los Abuelos/Memories of Grandparents", Colombian artist Andres Fonseca creates a neck piece that your great-grandparents might have worn.



Andrés Fonseca, Colombia  
*Memorias de los Abuelos/Memories of Grandparents*, 2009  
 velvet, silk, silver, reclaimed wood.

What do you notice about this artwork? Take a few moments to look at the entire piece. What are some words that come to mind? Now, think about the meaning of the title again and the personal elements that represent your grandparents and imagine a piece of jewelry that represent them.

What type of clothes did they wear, or what types of places did they visit frequently? Look at the artwork again. What can you infer about the personality of the artist's grandparents?



Dionea Rocha Watt, Brazil  
*Protection Locket*, 2008  
 silver, hair

Look closely at this work. Take your time noticing the different materials. What kinds of memories come to your mind? Why would someone save the hair from their first hair cut? Locket also tell a story of the past. What memento would tell a story of your past?

### Locket

small case usually of a precious metal with a space to keep a memento and is worn on a keychain or necklace

### At-Home Activity: Personal Locket

Using a small container, create a locket. It can include a memento that represents you or someone that you love.

## Credits

This guide was created by Cris Scorza, Museum Educator in collaboration with, the Museum of Arts and Design Education Department.

For more information about MAD Family Programs, e-mail Molly. Macfadden@madmuseum.org

### *Think Again: New Latin American Jewelry*



*Think Again: New Latin American Jewelry* is organized by the Otro Diseño Foundation for Cultural Cooperation and Development. A Dutch-Mexican organization, based in the Netherlands, it is dedicated to the conceptualization and development of projects that promote the exchange of ideas, expertise and resources among designers and jewelry makers from Europe and Latin America.

*Think Again: New Latin American Jewelry* is made possible by the Inner Circle, a leadership Museum support group.

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