

Heart of Frida Collection



Time Line



Key Events in the Development of The Heart of Frida collection

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1. Summary of Key Events (2005-2008)

2005

- Sep Purchase collection**
- Oct-Dec Scan, digitize, transcribe, translate the collection**

2006

- Mar Authentication by Arturo Garcia Bustos**
- Sep Exhibition Opening benefit for Cruz Roja at the Gallery at Casa Maxwell, San Miguel de Allende raises 850,000 pesos**
- Dec Exhibition opened to public with 50 peso admission fee**

2007

- Jun Exhibition closes after 5000 visitors read Frida's letters**

2008

- Jan-Feb Exhibition at Museo de Arte in Queretaro hosts 3510 visitors**
- Jul-Oct Exhibition at Heart of Frida Museum in San Miguel de Allende sponsored by Casa San Miguelito, has 2000 visitors**



2. Key Events (2005-2008)

2005

Date	Key Event
Sep 21	Graeme and Joanne Howard purchase collection from Carlos Noyola
Oct-Nov	Collection is digitized (scanned and printed privately)
Oct-Nov	Letters are transcribed
Nov -Dec	Letters are translated
Dec	Howard meets Fernando Diaz and Elena Brown regarding authentication and registration of the collection

2006

Date	Key Event
Jan	Howard sends catalogue of Heart of Frida collection to Arturo Garcia Bustos who indicates that the collection is authentic
Feb 12	Howards visit Bustos who declares the collection to be authentic
Mar 6	Bustos formally authenticates Heart of Frida collection as the work of Frida Kahlo
April	The collection was referred by Diaz/Brown to Javier Andres Oropeza y Segura, Director de Asuntos Juridicos del INBA (general counsel of INBA) to get his opinion as to whether the collection was subject to the decree of patrimony. He said that the letters were not subject to the decree of patrimony, but that he had referred the question as to the six drawings to another department
May-Jun	Discussions with Roberto Maxwell, owner of Casa Maxwell, regarding exhibition of the Heart of Frida collection in the Gallery on the second floor at Umanan 3, San Miguel de Allende. Kristopher Kegel appointed Manager of the Collection
July-Aug	Planning, printing, framing, curation, display cases made, transcriptions/translations printed and mounted
Sep	Frida2007.com website is on line
Sep	Final arrangement with Casa Maxwell
Sep 22	INBA registers six drawings under the signature of <u>U</u> villado León Zaleta, Director de Centro Nacional de Conservación y Registro del INBA.
Sep 28	Opening benefit for Cruz Roja. (850,000 pesos contributed)
Oct	Free admission via website appointments at Casa Maxwell Gallery
Nov 3	Free admission for 185 visitors in one day at Casa Maxwell Gallery
Dec 5	Heart of Frida collection exhibition opens to the public at 50 pesos at casa Maxwell gallery.
Dec 5-31	362 paid visitors in January.

The Heart of Frida Collection: Time Line



2007

Date	Key Event
January 1-31	613 paid visitors in January.
February 1-28	830 paid visitors in February
March 1-31	805 paid visitors in March. Marketing was terminated end of March
April 1-June 30	855 paid visitors during Apr May Jun Total visitors Casa Maxwell: 3465
May-Jun	Several banks and commercial publishers were contacted for indications of interest in publishing the Heart of Frida collection.
Jul 24	La Jornada publishes response of Bustos and Noyola to Tibol's challenge
Aug 3	Urano offers to publish 10000 copies at 200 pesos retail
Aug 10	Urano requests license from Banco de Mexico to publish Heart of Frida collection
Aug 15	Banco de Mexico requires Urano to obtain further authentication from INBA
Aug 20	Howard requests authentication from INBA which states that it has no experts to do so
Sep	Museo de Arte in Queretaro requests permission to exhibit Heart of Frida collection and agreement is signed on Sep 29
Oct-Dec	Marketing and Exhibition planning for Museo de Arte

2008

Date	Key Event
Jan 2-10	Curation of Heart of Frida Exhibition at Museo de Arte, Queretaro
Jan 11	Heart of Frida Exhibition opens at Museo de Arte
Feb 24	Heart of Frida Exhibition closes at Museo de arte 3510 paid visitors
Feb 25	Collection is returned to Casa Maxwell
Mar-Apr	Seeking sponsors for Exhibition in San Miguel INBA states that it can only authenticate works that it owns
May	Casa san Miguelito agrees to sponsor Heart of Frida Exhibition for five months from June to October at Jesus 36, San Miguel, for 285,000 pesos
June 1	Hacienda at Jesus 36 is rented from Jaime Reixach and office moved from Casa Maxwell to Jesus 36
Jun	Curation at Jesus 36
June 27	Exhibition of Heart of Frida collection at Jesus 36, San Miguel, opens
Sep 1	Jesus is closed to traffic until Oct 31
Oct 31	Exhibition of Heart of Frida collection closed after 1781 paid visitors read the letters
Nov 15	Jesus Malagon named Manager of the collection (jmalagon@frida2007.com)