

VANITY FAIR

Hollywood Calling

EDUCATOR RESOURCE GUIDE



ANNENBERG SPACE
FOR PHOTOGRAPHY



TABLE OF CONTENTS

ANNENBERG SPACE FOR PHOTOGRAPHY

03 HISTORY • EXHIBITS • DESIGN • DIGITAL GALLERY

VANITY FAIR: HOLLYWOOD CALLING

04 AGE RECOMMENDATION • OVERVIEW

05 BIOGRAPHIES OF PHOTOGRAPHERS

EDUCATOR RESOURCE GUIDE

07 PRE-VISIT ACTIVITY #1

09 PRE-VISIT ACTIVITY #2

12 IN-GALLERY ACTIVITY

13 POST-VISIT ACTIVITY

© 2009 JULIUS SHULMAN &
JUERGEN NOGAI



HISTORY • EXHIBITS • DESIGN

HISTORY Annenberg Space for Photography opened to the public on March 27, 2009. It is the first solely photographic cultural destination in the Los Angeles area. The Photo Space is an initiative of the Annenberg Foundation and its board of directors. Its creation builds upon the Foundation's long history of supporting the visual arts.



EXHIBITS Annenberg Space for Photography does not maintain a permanent collection of photographs; instead, exhibitions change every four to six months. The content of each show varies and appeals to a wide variety of audiences.

DESIGN The interior of the Space is influenced by the mechanics of a camera and its lens. The central, circular Digital Gallery is contained within the square building much as a convex lens is contained within a camera. The Digital Gallery's ceiling features an iris-like design reminiscent of the aperture of a lens. The aperture design also enhances the Gallery's acoustics.

The Print Gallery curves around the Digital Gallery, representing the way film winds within a camera. The curvature of the ceiling line in the Print Gallery mimics the design of a film canister.



© 2009 JULIUS SHULMAN & JUERGEN NOGAI

THE DIGITAL GALLERY

Our custom 18' rear projection wall-sized screen is paired with the latest true 6K digital resolution to display photography and films with stunning clarity, brightness and contrast. The Digital Gallery allows for the display of thousands of images in a comparatively small location. In addition to showing images from the exhibiting photographers, the Digital Gallery screens short documentary films created to accompany the print exhibits.

AGE RECOMMENDATION • OVERVIEW

AGE RECOMMENDATION

Recommended for Grades 6 – 12

OVERVIEW

Vanity Fair: Hollywood Calling displays and conveys how over the past four decades, portrait photography has been *Vanity Fair*'s most dynamic medium for showcasing both its ever-expanding universe of stars and the major players behind the scenes. Highlighting the work of Annie Leibovitz — the magazine's principal photographer — and images by some 60 other portraitists, from the late Helmut Newton, Herb Ritts, David Seidner, and Lord Snowdon, to their contemporary heirs, including Cass Bird, Ethan James Green, Peter Hapak, Collier Schorr, and Mark Seliger. They've photographed high-profile players from the big and small screen, as well as the new breed of directors, writers, and moguls commanding the streaming wars.

The exhibit also includes a short documentary film directed by Alex Horwitz and a custom portrait studio by Mark Seliger.

In an age when so many hours each day are spent watching images flash across our screens, there's value in slowing things down and focusing on still photographs. The publishing format, especially the cover photo, also has the ability to elevate well-known people to celebrity status. With photographs, we can more thoughtfully regard the individual instances of art versus artifice, as we zoom in on the players and powerbrokers who animate the collective dreamscape we call "Hollywood."

THE CURRENT EXHIBIT

BIOGRAPHIES OF FEATURED PHOTOGRAPHERS



ANNIE LEIBOVITZ

A photographer renowned for her dramatic, quirky, and iconic portraits of celebrities. Her signature style consists of crisp images from well-lit sets. Prior to *Vanity Fair*, Leibovitz served as the Chief Photographer at *Rolling Stone* magazine, where she captured the famous 1981 portrait of John Lennon curled around Yoko Ono, just hours before Lennon's assassination. In 1983, she joined the staff of *Vanity Fair*, where she honed her craft with carefully staged settings, superb lighting, and her trademark use of vivid color. She remains *Vanity Fair's* top photographer.



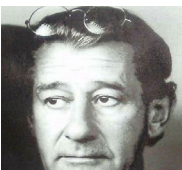
CASS BIRD

Born and raised in Los Angeles, photographer Cass Bird graduated from Smith College before moving to New York. Bird's projects span the art, fashion, and commercial worlds. Her photographs are included in the collections of the Brooklyn Museum, Philadelphia Museum of Art, and the Smithsonian's National Portrait Gallery. Her fresh, spontaneous style has made her a frequent contributor to top magazines including American and French *Vogue*, *T Magazine*, *The Wall Street Journal Magazine*, *Self Service*, *New York Magazine*, *The New Yorker*, *i-D*, and *Porter*.



HERB RITTS

Herb Ritts began his photographic career in the late 1970s and gained a reputation as a master of art and commercial photography. Beginning in 1988, he directed numerous influential and award-winning music videos and commercials. His fine-art photography has been the subject of exhibitions worldwide, with works residing in many significant public and private collections. In his life and work, Ritts was drawn to clean lines and strong forms that were imbued with a sense of lightheartedness that he drew from his subjects. This graphic simplicity allowed his images to be read and felt instantaneously. His work often challenged conventional notions of gender or race. Social history and fantasy were both captured and created by his memorable photographs of noted individuals in film, fashion, music, politics, and society.



HELMUT NEWTON

Helmut Newton was a photographer most famous for his work in fashion, especially for *Vogue* magazine, and for his provocative, studied photographs of nudes. Known for his dramatic lighting and the unconventional poses of his models, Newton's photography has been characterized as obsessive and subversive, incorporating themes with overt sexuality into the narratives of his images. His work often challenged conventional notions of gender or race as he created memorable photographs of noted individuals in film, fashion, music, politics, and society.

THE CURRENT EXHIBIT

BIOGRAPHIES OF FEATURED PHOTOGRAPHERS



ETHAN JAMES GREEN

Ethan James Green injects his originality and rich experience of life into his acutely personal portraits, bringing an unsurpassable degree of intimacy and honesty into fashion and style media. With the mentorship of downtown New York artist David Armstrong, Green began photographing his close circle of New York friends and collaborators, as well as casting subjects on the streets of the city. His photographs brilliantly portray the vitality and particularities of contemporary originality, sexual identity, and a timely iconography of contemporary style.



MARK SELIGER

Mark Seliger was *Rolling Stone's* Chief Photographer for many years, where he shot hundreds of their covers. He began his long-term collaboration with *Vanity Fair* in 2001. Since 2013, he has been shooting portraits at their annual Oscar party – each year these photos are greatly anticipated and one of the highlights of the Academy Awards, and are shared around the world on Instagram. Seliger's work has been exhibited in museums and galleries worldwide. His photographs are part of the permanent collection in the National Portrait Gallery at the Smithsonian Institution in Washington, D.C., the Museum of Fine Arts in Houston, and the National Portrait Gallery in London.



COLLIER SCHORR

Collier Schorr's photographs often feature costumes, props, and iconic images combined with symbols of gender, youth, stereotypes, and identity. She has depicted male models in female poses and high school wrestlers. Her ability to juxtapose strikingly conflicting images is a hallmark of her work. Her photographs are sensitive, moving, and thought-provoking. Sexuality is often an underlying theme, and she is popular with the lesbian, gay, bisexual, and transgender communities.



PRE-VISIT ACTIVITY #1

Recommended for Grades 6 – 12

Activity Title: The Hollywood Star System

Activity Title: “The Star”

Documentary, Running Time: 55:52

Annenberg Learner - *American Cinema*

<https://www.learner.org/series/american-cinema/the-star/>

This documentary connects students to the magic, dazzle, and grit of the entertainment industry. Greta Garbo, Cary Grant, Dustin Hoffman — names that are synonymous with Hollywood. Early on, Hollywood saw that recognizable talent could minimize the financial risks of film production. Critics, film scholars, and studio publicists view the stars from many angles: as marketing tools, cultural icons, and products of the industry. Joan Crawford headlines as a case study of the cultural phenomenon of stardom.

Guided video questions will engage students in further discussion before and after your visit.

1. What is the studio system?
2. Why are bankable stars important in the filmmaking process?
3. When was the concept of “The Star” developed?
4. What was the purpose of the studio finishing school?
5. How long did the average studio contract last?
6. Marlon Brando changed the style of acting by _____?
7. According to the film, what must an actor give up in order to live the life of a celebrity?
8. Explain how Jane Mansfield embraced her celebrity.
9. Can the star system be considered dangerous? Why? Why not?
10. How have modern-day celebrities changed the star system?

Common Core Standards for English Language Arts 6-12

College and Career Readiness Anchor Standards for Speaking and Listening (CCR)

- Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.
- Paraphrase portions of a text read aloud or information presented in diverse media and formats, including visually, quantitatively, and orally.
- Ask and answer questions about key details in a text read aloud, or information presented orally or through other media.
- Present information, findings, and supporting evidence so that listeners can follow the line of reasoning, and make sure the organization, development, and style are appropriate to task, purpose, and audience.



Glossary of Relevant Terms and Concepts: star system, bankable, celebrity, finishing school, contract, icon, marketing, stardom

Materials Needed: Internet, projector/SmartBoard/television, printed copies of the guided questions

Group Activity:

On the back of their viewing guide, and before watching the documentary, have students brainstorm the following questions:

- What makes a person a “star”?
- Why do we admire celebrities?
- Is admiration of celebrity dangerous? Why? Why not?
- What role has social media played in redefining the meaning of celebrity?

Have students share their responses with a partner and then with the class as a whole.

Homework Activity:

Using the same questions, ask students to poll family members and friends to create a short informative essay. For accelerated groups, ask students to include statistics and graphs with their content.

PRE-VISIT ACTIVITY #2

Recommended for Grades 6 – 12

Activity Title: “*So, you want to be a ...?*” | Exploring Careers in Publishing

Connection to the Exhibit: Career exploration is one of the most important subjects in terms of long-term life planning for students in any grade. The world of magazine publishing (print and online) offers many unique career opportunities. As students explore careers, they gain experience in the process of researching, evaluating, and learning about modern work opportunities and how to pursue the career of their choice.

Common Core Standards for English Language Arts 6-12

College and Career Readiness Anchor Standards for Writing (CCR)

- Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

College and Career Readiness Anchor Standards for Speaking and Listening (CCR)

- Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.
- Present information, findings, and supporting evidence so that listeners can follow the line of reasoning, and make sure the organization, development, and style are appropriate to task, purpose, and audience.
- Read and comprehend complex literary and informational texts independently and proficiently.

Glossary of Relevant Terms and Concepts: brand, advertising, website traffic, copy, credits, features, advertising rates, stock photos

Materials Needed: Internet access, poster board, art supplies, access to Google Slides/Prezi/PowerPoint

Group Activity:

Students are to create an interactive display board or media presentation (PowerPoint/Prezi/Google Slides) about a career in publishing that they find interesting. Students must clearly describe what a person needs to know and do in order to work in publishing, and create an age appropriate guide for someone who might be interested in the same career.

The display board should include the following:

- 1) A description of what it is like to be in this specific profession.
- 2) The pros and cons of being in this profession/career.
- 3) What you need in order to work in this profession (i.e., personality types, strengths, skills, education, job experience, and/or knowledge).

- 4) An annotated list of resources for more information about this profession (i.e., books, magazines, websites, videos, national organizations, etc.)
- 5) A glossary of words and things that people in this profession use.
- 6) A dynamic layout that includes pictures and images.

Upon completion, allow students to present their findings to the class individually or in a gallery format.

Career and Technical Education (CTE) – Publishing

The Editor, or Editor-in-Chief - Magazine editors decide what fills the pages of every issue. They oversee all aspects of the creation of the magazine, from signing off on ideas for articles and photoshoots, to making sure all content is accurate and on-brand before being sent to press. The editor has the ultimate responsibility for everything that gets published.

Production Assistant (PA) to the Editor - The editor's PA assists the editor with any day-to-day administrative tasks and manages the editor's calendar, reminding them of events and deadlines. They assist in the smooth-running of the magazine and enable the editor to do their job most efficiently.

Print Journalist - A magazine journalist involves being an ideas machine. They thoroughly research ideas, conduct interviews, write long and/or short articles and work closely with sub-editors to keep to strict word counts and deadlines, ensuring everything is written in the appropriate tone for the publication.

Digital Journalist - This role is much like a print journalist, but with a focus on more fast-paced daily content. Digital content is often inspired by the day's breaking news relevant to the reader, with articles that are timely, accurate, and shareable to increase website traffic.

Social Media Manager - The Social Media Manager is responsible for delivering the team's articles directly to the audience on sites like Facebook, Twitter, and Instagram. From posting a web article on the magazine's Facebook page to Instagramming the newest cover star, social media helps a magazine interact directly with its audience.

Public Relations (PR) - A magazine's in-house PR team is responsible for announcing anything press-worthy a magazine does. For example, the PR manager will send images of new cover stars – or details of any big campaigns the magazine is working on – to national press and hopefully receive media coverage to boost exposure.

Fashion Editor - The Fashion Editor is responsible for deciding what goes into the magazine's fashion pages, from sponsored product pages, to articles, inspirational photo shoots in far-off locations, and more. They keep on top of trends, work with Public Relations to find out what products will be on sale when the magazine hits shelves, decide on the styling for shoots, write articles, and attend numerous events.

Beauty Editor - The Beauty Editor covers all of the current and upcoming beauty

trends, attends numerous events, trials products, and comes up with fresh article ideas to inspire the reader. They come up with concepts for beauty photo shoots, working with the model, makeup artist, and photographer to create the perfect images for the magazine.

Fashion/Beauty Assistants - Department assistants help the editors create their features or photoshoots in the magazine by assisting on shoots, “calling in” products or clothes from brands, keeping note of the credits needed in the magazine for each item (store and price), writing and collating articles, and sending products back to brands.

Sub-editor - The subs are responsible for ensuring all copy in the magazine is grammatically and factually correct. They expand or cut features to fit the word counts and work with the art team to make sure the words and images work perfectly together to create the best end result.

Art Director - The Art Director is ultimately responsible for making a magazine look the way it does. They create layouts from scratch, and work with the subeditors and photo editors to make the images and words fit the page perfectly and tie the whole magazine together.

Advertising Executive - Advertising is a magazine's biggest source of income. The advertising team is responsible for selling pages of the magazine to advertisers. This involves managing relationships with brands that want to advertise and negotiating the rates to charge.

Photo Editor - The Photo Editor is responsible for bringing articles to life by putting the perfect images on the page. From choosing which photographers to use, to managing photo shoots of real-life readers or sourcing stock photos from picture agencies, it is their job to bring the editor's vision to life on every page.

Homework Activity:

In a one-page reflection essay, ask students to discuss the three career options they found the most and/or least interesting. What would encourage or prevent them from pursuing a career in publishing?

IN-GALLERY ACTIVITY - “YOU’VE GOT IT COVERED!”

A magazine cover deals with two crucial aspects relevant to magazine buying. First, it builds the magazine’s brand image. Second, the cover image of a magazine issue is designed to attract attention, curiosity, and ultimately, more readers. The cover’s headlines and graphics express the main ideas of its articles in an engaging way to encourage people to pick up the issue and read it.

Consider which portraits capture your attention and why. What headlines and language call out from the newsstand?

Select three different portraits that you would consider using as the cover shot for your publication.

What is the title of your magazine?

Who is your target audience?

List three possible story headlines that could be posted on the cover:

Photograph #1

Photograph #2

Photograph #3

POST-VISIT ACTIVITY

Recommended for Grades 6 – 12

Title: Who is *your* “Hollywood”? Zine-Making Workshop

Connection to the Exhibit: Students love celebrities because they are central to our culture. From beauty to athletic prowess, business savvy to theatrical eloquence, celebrities exemplify values that we collectively identify with and respect. During this activity, students are asked to examine themselves and their nearest social circles – family, friends, teachers, and neighbors – to find stories that illuminate the same qualities that we admire in celebrities. How do these individuals in our community inspire and motivate us in the same way celebrities do?

Common Core Standards for English Language Arts 6-12

College and Career Readiness Anchor Standards for Writing (CCR)

- Use technology, including the internet, to produce and publish writing and to interact and collaborate with others.
- Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach.

College and Career Readiness Anchor Standards for Language (CCR)

- Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.
- Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.

Glossary of Relevant Terms and Concepts: feature story, layout, headline, current events, submission, critique, publication date, genre, marketing, nonfiction, target audience

Materials Needed: Internet access, sample magazines (print or online).

www.canva.com

Canva - is a free graphic-design tool. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is simplified for non-designer use.

Teachers should review the Canva tutorial video: <https://www.youtube.com/watch?v=l3qffbt00iw>

Group Activity:

- Prior to class, have students collect magazines geared toward a teen target audience. Contact the school librarian to borrow current and back issues to help facilitate this activity.
 - Discuss why students do/don't subscribe to magazines.
 - Ask students to evaluate the role and meaning of celebrity in our society.
 - Have students list teachers, administrators, family members or peers that they admire and why.
- Instructors should begin class discussion about the role and purpose of consumer magazines.
- After reviewing jobs in the publishing industry, organize students into groups according to their publishing industry interests.
 - Each group should elect an editor-in-chief.
- Students are to assume the roles of editors, writers, art designers, etc. to create their own magazine using the free magazine design templates in Canva.
 - All group members are expected to contribute to the magazine, with the editor making final decisions regarding layout, content, etc.
- Instructors should allow for one or two 50-minute class periods for students to learn Canva.
- Students must decide the general tone of the magazine and the featured community members that comprise their Hollywood. How might this tone appeal to their target audience?
- Groups will decide on the individual articles each editorial team member will write. Articles should be 500-700 words. Each group member is required to submit one article and one advertisement or artistic/visual element to the magazine.
- Allow three to four 50-minute class periods for internet and library research, using current materials. At the conclusion of each article, at least three sources should be cited using proper MLA format.
 - For an example of formatting, please see the following link: https://owl.purdue.edu/owl/research_and_citation/mla_style/mla_formatting_and_style_guide/mla_sample_paper.html
- Student editors are to revise, proof, and edit first drafts.

Suggestions for types of articles for students to include in their zines:

Hometown Celebrity/School Site Hero – A person noted for courageous acts of character.

Advice Column – A question and answer format, the journalist provides a solution to a problem.

What's Hot/Not – Trending and unpopular topics, items, or pop culture references.

Book/Album/Film Review – Summary and evaluation of the work's content.

Current Events Review – News of politics, sports, and entertainment currently trending.