

KRISTEN DEVLIN art director



WHY PEOPLE THINK

CARAVAGGIO

IS A GUY ON THE SOPRANOS.

It's quite hard to believe. Here's a 16th-century Baroque master whose bold naturalistic painting style first created a sensation, then a movement. A guy whose life was filled with the turbulence and excess of a dozen Mario Puzo novels. A guy



If you're looking for Caravaggio, you're very, very cold.

who, while troubled, ultimately found redemption — and immortality — in his art. But does the kid next door even know who Caravaggio is?

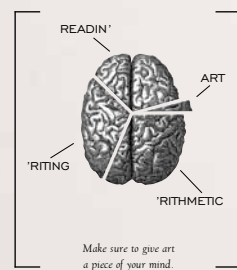
Fuhgedaboutit.

This loss is incalculable.

Especially when you consider how much children can learn from the conflicted life of someone like

Michelangelo Caravaggio.

He grew up in less than ideal circumstances. Much of his family perished in the plague, and he spent much of his youth on the notoriously treacherous streets of Rome. As a young man, he labored beneath others much less talented than he and had difficulty making a living. He faced adversity at every turn.



And when his legendary temper threatened to get the best of him, he created his most vital masterpieces. The angry contrast between light and darkness that he felt deep in his soul now hangs in stark evidence in countless museums around the world.

Caravaggio's body of work is not only a great example of the Baroque period, but also a case study in the importance of art as an outlet. One we're fast removing from our kids' lives.

AN IMPORTANT LESSON.

Study after study shows that an overwhelming majority of parents believe the arts are integral to their children's education. They like that dance


and music teach kids to be more tolerant and open. That painting and drama allow children to express themselves creatively. And that the arts help to promote individuality, while bolstering self-confidence and improving overall academic performance.

If only they knew that their kids spend less time in arts classes than they do watching commercials.



*A self-portrait of Caravaggio as Bacchus. Let's be honest; he would've last 10 minutes on *The Sopranos*.*

LET'S CUT TO THE CHASE.

If the arts are indeed a vital part of your child's education and well-being (and they are), then you should demand your child's fair share. To find out what you can do to help, or for more information about the benefits of arts education, please visit us at AmericansForTheArts.org. Because, as Michelangelo Caravaggio would no doubt tell you, a life without art is torture. 

ART. ASK FOR MORE.

WHY PEOPLE THINK

MARTHA GRAHAM

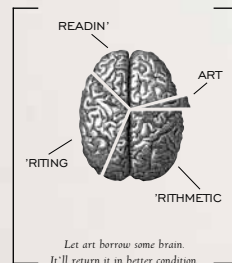
IS A SNACK CRACKER.

Hardly a fitting legacy for the woman who, despite getting a late start at the positively elderly age of 17, became the mother of American dance.



A common misconception. Not to mention an overlooked marketing opportunity.

Nearly single-handedly, Martha Graham brought dance into the 20th century. She did nothing less than create an entirely new genre of dance while shattering the expectations of audiences and critics alike with her percussive, angular movement style. She was one of the first dancers to collaborate with contemporary composers instead of using the 18th- and 19th-century compositions her predecessors favored. Her dances have been called "motion pictures for the sophisticated"; her theories on movement and kinesthetics are still vital today; and there is scarcely a dancer alive who doesn't owe a huge debt to her sharp creative mind and fierce perfectionism.



And to think she could have made it her entire life without experiencing the arts. Just like so many kids in our schools today.

MARTHA GRAHAM IS A TREAT.

No one has to tell parents that arts education is good for their kids. According to virtually every study out there, they already know that. Parents know that painting and music teach tolerance and openness, help their children express themselves creatively and contribute greatly to their kids' self-worth. They welcome dance and drama as ways their children can develop

as individuals and stand out from the crowd. In fact, moms and dads believe the arts are an integral part of their children's education.


So how can they be satisfied with the trivial amount of art kids are taught in school?

ALL TOGETHER NOW.

The sad truth is, your kids spend more time at their lockers than in arts classes. If you don't



Ms. Graham told stories using movement. Here she tells us how sad it is that kids aren't getting enough art.

have a problem with this, if you think that's adequate, then fine. Do nothing. On the other hand, if you think this is unacceptable, you need to speak up and demand your child's fair share. Play a part in your kid's schooling. To find out how or for more information about the benefits of arts education, please visit us on the web at AmericansForTheArts.org. Otherwise, even a legacy as rich as the incomparable Martha Graham's can crumble to nothing. 

ART. ASK FOR MORE.

WHY PEOPLE SAY
 “GESUNDHEIT” WHEN YOU SAY
 “TCHAIKOVSKY.”

If one were to make a quick list of the world’s favorite composers, despite his relatively recent vintage (he’s only been dead for a century) Peter Ilyich Tchaikovsky would certainly make the list. After all, he composed *Swan Lake*, which is perhaps the most famous ballet of all time. And there certainly can’t be more than a handful of ballet companies that don’t stage a production of *The Nutcracker* every Christmas.

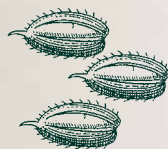


Fig. 1 Pollen

Causes watery eyes. Much like Tchaikovsky’s composition “Romeo and Juliet.”

And why not? Indeed, this great Romantic composer should be so immortalized. As a young man, he quit a secure government job — at enormous risk and against his father’s advice — in order to pursue a career in music. His mild temperament combined with his tendency to work too hard left him with terrible insomnia, debilitating headaches and hallucinations. On top of that, Tchaikovsky’s composition teacher never liked his work, even after he became world-famous.

Setbacks such as these could have finished a lesser man. Instead, they informed his work,



Among the many setbacks Peter Ilyich Tchaikovsky endured: a disapproving family, a loveless marriage, a blind barber

which remains some of the best loved in history.

Yet some children still confuse Tchaikovsky with a nasal spasm.

BLESS YOU, MR. T.

No sensible parent would ever say that arts education isn’t important to their child’s well-being. Quite the opposite, in fact, when asked, a majority

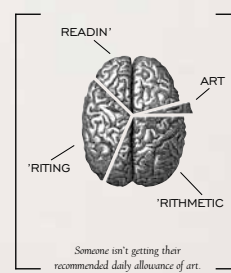
of parents believe the arts are an integral part. They know painting and dance and music and

drama help foster analytical thinking, improve overall academic performance, promote a healthy sense of individuality and bolster self-confidence. Not to mention, of course, the obvious creative outlet they provide young minds.

Given all of this, what responsible parent would ever think it’s a good idea that their kids spend more time waiting in line in the cafeteria each week than they do in arts classes?

IS THIS SWAN LAKE’S SWAN SONG?

If you think the declining standards in schools today are just the price of doing business, then do nothing. If, on the other hand, you feel this is unacceptable and disadvantageous to your child’s



welfare, you need to speak up and demand his or her fair share of the arts. To find out how or for more information about all the benefits of arts education, please visit us on the web at AmericansForTheArts.org. Otherwise the life’s work of

Peter Ilyich Tchaikovsky may end up seeming like just another casualty of allergy season.



ART. ASK FOR MORE.

WHY PEOPLE THINK

LOUIS ARMSTRONG

WAS THE FIRST MAN

ON THE MOON.

It's a long way from the Apollo Theatre to the Apollo program. And while his playing may have been "as lofty as a moon flight," as *Time* magazine once suggested, that would be as close as Louis Daniel Armstrong would ever get to taking "one small step for man."



Armstrong left his footprints all over the jazz world. And he usually did it in lace-up oxfords.

But as the premier jazz musician of the 20th century, giant leaps were a matter of course for Satchmo. No person before or since has ever embodied — and revolutionized — jazz the way Louis Armstrong did.

Take solos, for instance. It's impossible to imagine jazz without them. But they actually didn't become an established part of the jazz vocabulary until Armstrong helped popularize them. Seventy years later, his solos are still revered for their audacity and virtuosity.

In the 1950s, when his popularity became too big to be contained within our borders, he accepted an invitation from the State Department to act as an American goodwill ambassador around the world. And when he



Instead of a giant leap, Louis Armstrong delivered one giant free-form crazy jazz groove for mankind.

became the last jazz musician to hit #1 on the Billboard pop chart, he beat the Beatles to do it.

Not bad for a kid whose first experience with a trumpet was as a guest in a New Orleans correction home for wayward boys. If only today's schools were as enlightened as that reformatory was.

LOUIS THE FIRST.

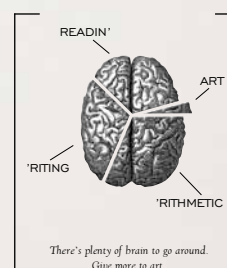
Ask almost any parent, and they'll say arts education is very important to their child's

well-being. Virtually every study shows that moms and dads like the effects the arts have on their children. They like that dance and music and painting and drama teach kids to be more tolerant and open. They like that they allow boys and girls to express themselves creatively. And they appreciate that the arts help promote individuality, bolster self-confidence while also improving overall academic performance.

Which makes it so surprising that the arts have been allowed to virtually disappear from our schools. And our children's lives.

THIS IS WHAT HORNS ARE FOR.

A little art is not enough. If you think the hour or so of art your kids are getting each week isn't nearly their fair share, it's time to make some noise. To find out just how to get involved or for more information on the ways your child can benefit from arts education, please visit us on



There's plenty of brain to go around. Give more to art.

the web at AmericansForTheArts.org. Like the great Satchmo, you just need a little brass.



ART. ASK FOR MORE.



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Merit winner in the One Show Student Competition.



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IN THE
EAST
RIVER.**

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**BE A BIKE
MESS-
ENGER.**

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YOUR WALLET
WHILE BEING
ARRESTED.**

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**ANSWER
A PERSONAL
AD IN
"ANYTHING
GOES."**

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TAXI DRIVER TO
"STEP ON IT."**

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**PET THAT
CUTE FURRY
ANIMAL
IN THE
GUTTER.**

YOU CAN STILL LIVE DANGEROUSLY.
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Small space newspaper campaign, New York City.





As part of our New York City campaign, we hired the world's absolute worst street singer and had him do his thing with a pedicab bearing our message "coincidentally" parked near him.




Times Square, New York City



WE KNOW WHERE
TO GET A CAXITAB
AROUND HERE.

we know around here **superpages.com**

 **verizon**



WE KNOW
A GREAT
CAR WASH
AROUND HERE.

we know around here [superpages.com](https://www.superpages.com)

verizon

As part of our campaign launch, we created the Bird Poop Car and parked it in various places around the city with our message on the windshield.



WE KNOW A GREAT OPHTHALMOLOGIST AROUND HERE.

we know around here **superpages.com**

verizon

New York City



Greenwich Village, New York City



WE KNOW A GREAT
SELF-ESTEEM COUNSELOR
AROUND HERE.

we know around here [superpages.com](https://www.superpages.com)



Critic's corner

By Robert Bianco

► *Survivor* is over, but never fear, CBS still has a first-run, if not exactly new, program to offer. It's *The Price Is Right Million Dollar Spectacular* (tonight, 8 ET/PT), a prime-time version of the daytime staple. For this hour-long special, the audience is made up of U.S. soldiers.

► If you're looking for something different to watch now that *Friends* is in repeats, Fox has a new episode of *Tru Calling* (8 p.m. ET/PT). Tru (Eliza Dushku) wakes up next to her murdered ex-lover, which probably isn't what therapists mean when they say "seek closure."

► For what it's worth, and that's probably



By Anthony Mandler, Fox

Dushku: Working the graveyard shift.

not much, *Good Morning Miami* (NBC, 8:30 p.m. ET/PT) also is new. Frank falls in love with a zookeeper; Penny and Jake set up a coffee scam. Perhaps it will be less awful than it sounds, though given the show's track record, that's unlikely.

► The best news for viewers is that the evening's two best dramas both have original episodes. On *CSI* (CBS, 9 ET/PT), they're searching for the murderer of a teenage boy. And on *Without a*

Trace (CBS, 10 ET/PT), they're trying to locate a missing husband who may not have been as happily married as his wife assumed.

Late-night talk

Conan O'Brien, NBC: Actress Jennifer Connelly (*House of Sand and Fog*); comic Lewis Black, 12:35 a.m. ET/PT.

Craig Kilborn, CBS: Actor Adam Goldberg, 12:35 a.m. ET/PT.

Friday a.m. (7 ET/PT)

Good Morning America, ABC: Natalie Portman (*Cold Mountain*); actress Bonnie Hunt (*Cheaper by the Dozen*).

Today, NBC: Singer Ashanti. **The Early Show, CBS:** Jennifer Connelly; Elijah Wood (*The Lord of the Rings: The Return of the King*).

Friday talk

(check local listings)
Live With Regis and Kelly: Liv Tyler (*The Lord of the Rings: The*

Return of the King); Bonnie Hunt.

Jerry Springer: Woman confronts boyfriend on why he left her for his ex-girlfriend.

Oprah Winfrey: Actresses Julia Roberts, Kirsten Dunst, Julia Stiles and Maggie Gyllenhaal (*Mona Lisa Smile*).

Ricki Lake: Loved ones try to persuade today's guests not to return to former partners.

Maury: Guests who have endured difficult circumstances receive surprises.

Cyberlistings

Talk.usatoday.com: Football, with USA TODAY's Tom Pedulla, 2 p.m. ET/11 a.m. PT.

► For complete TV listings for your viewing area, visit tv.usatoday.com.

SUNDAY, SEPTEMBER 20, 2048

Home-computer fad finally over

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TV Tonight		Eastern Time (may vary in some cities)		Ratings	
8:00	8:30	9:00	9:30	10:00	10:30
Movies *** Excellent ** Good	News ** Fair * Fair	Sports ** Fair * Fair	(N) New episode. (HD) High-definition where available.	TVY Suitable for children of all ages TVY7 Suitable for children over 7 TVG All audiences TVPG Parental guidance suggested TV14 Inappropriate for under 14 TVMA Mature audiences	FV Fantasy violence V Violence S Sexual situations L Coarse language D Suggestive dialogue
8:00	8:30	9:00	9:30	10:00	10:30
Network					
ABC Threat Matrix: Team tries to prevent a jet filled with toxic waste from crashing. (TV14) Extreme Makeover: A detective, 48, wants to look 20 years younger at an upcoming party. (TVPG)	PrimeTime Thursday.	Local news.	Nightline. (Starts 11:35)	Jimmy Kimmel Live. (N) (TV14-DL)	
CBS The Price Is Right Million Dollar Spectacular.	CSI: Crime Scene Investigation.	Without a Trace: A well-kid young man's double	Local news.	Late Show With David Letterman: Actress Bon-	

	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00
Encore	<i>Black Dog</i> . ** A trucker drives a suspicious shipment. (1998) (PG-13)	<i>Poison Ivy</i> . ** Bad teen seduces her rich girlfriend's father. (1992) (R)					<i>Phenomenon</i> . *** (Starts 11:05) (2 hrs., 3 mins.) (1996) (PG)		
ESPN	<i>NHL Hockey</i> : New York Islanders at New York Rangers or San Jose Sharks at St. Louis Blues. Regional coverage. (Live)				<i>SportsCenter</i> . (Starts 10:40) (Live)			<i>Rome Is Burning</i> . (N)	
ESPN2	<i>College Football</i> : GMAC Bowl: Louisville vs. Miami (Ohio). From Mobile, Ala. (From 7:30) (Live)						<i>Women's College Volleyball</i> : NCAA Tournament: Minnesota vs. USC. (Tape delay)	<i>College Basketball</i>	
ESPN Classic	<i>SportsCentury</i> : Pete Maravich.	<i>College Basketball</i> : 1993: Michigan/N.C. NCAA final.					<i>SportsCentury</i> : Pete Maravich.	<i>College Basketball</i>	
FNC	<i>The O'Reilly Factor</i> .	<i>Hannity & Colmes</i> . (Live)		<i>Greta Van Susteren</i> .			<i>The O'Reilly Factor</i> .	<i>Brit Hume</i> .	
Food	<i>Emeril Live</i> : Potato and wild mushroom Napoleons.	<i>Food Finds</i> .	<i>Top 5</i> .	<i>A Barefoot Contessa Holiday</i> .			<i>Unwrapped</i> .	<i>Good Eats</i> : Cabbage.	
FX	<i>Down to You</i> . ** Two collegians fall in love but have a bumpy affair. (1999) (PG-13)			<i>Cops</i> : Car-jacking.	<i>Cops</i> .		<i>Married w/ Children</i> .	<i>Down to You</i> . ** (1 hr., 32 mins.) (1999) (PG-13)	
Gala	<i>Chespirito</i> : Aventuras	<i>Derecho y Derbez</i> .	<i>Derecho y Derbez</i> .	<i>Nueva Vision</i> .			<i>Juntos/ Juntos</i> .	<i>Noticiero</i> .	

The following ads ran in this space in USA Today.

THURSDAY, NOVEMBER 24, 2016

HUMAN RACE ENDS IN TIE

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MONDAY, AUGUST 26, 2013

SOCCER PLAYER INTERRUPTS STREAKING TOURNAMENT

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THURSDAY, AUGUST 10, 2045

HOLE IN OZONE REPAIRED WITH DUCT TAPE

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Artificial intelligence easily amused

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SATURDAY, JUNE 6, 2048

**IRS ADOPTS
"HONOR SYSTEM"**

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TUESDAY, MAY 5, 2020

**WORLD BANK
INTRODUCES
ATM SERVICE**

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SATURDAY, DECEMBER 2, 2017

**Supreme Court to decide
on paper v. plastic**

WASH. POST, Dec. 2—Today, issues the

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**ADVERTISERS
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IN DREAMS**

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TUESDAY, JUNE 17, 2025

*Cities threatened
by continued expansion
of rain forest*

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SATURDAY, APRIL 26, 2036

**RYNO-MORPHING
TRANSMONOGRAPH
INTEGRATES BETA-12
QUASAR SYSTEM**

Kindergarteners not impressed

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SUNDAY, APRIL 14, 2024

Today's Winning Lotto
Numbers: π , e , ∞ ,
 $48!$, $\sum_{n=1}^{\infty} \frac{1}{2^n - 1}$, 17

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SUNDAY, SEPTEMBER 20, 2048

**Home-computer
fad finally over**

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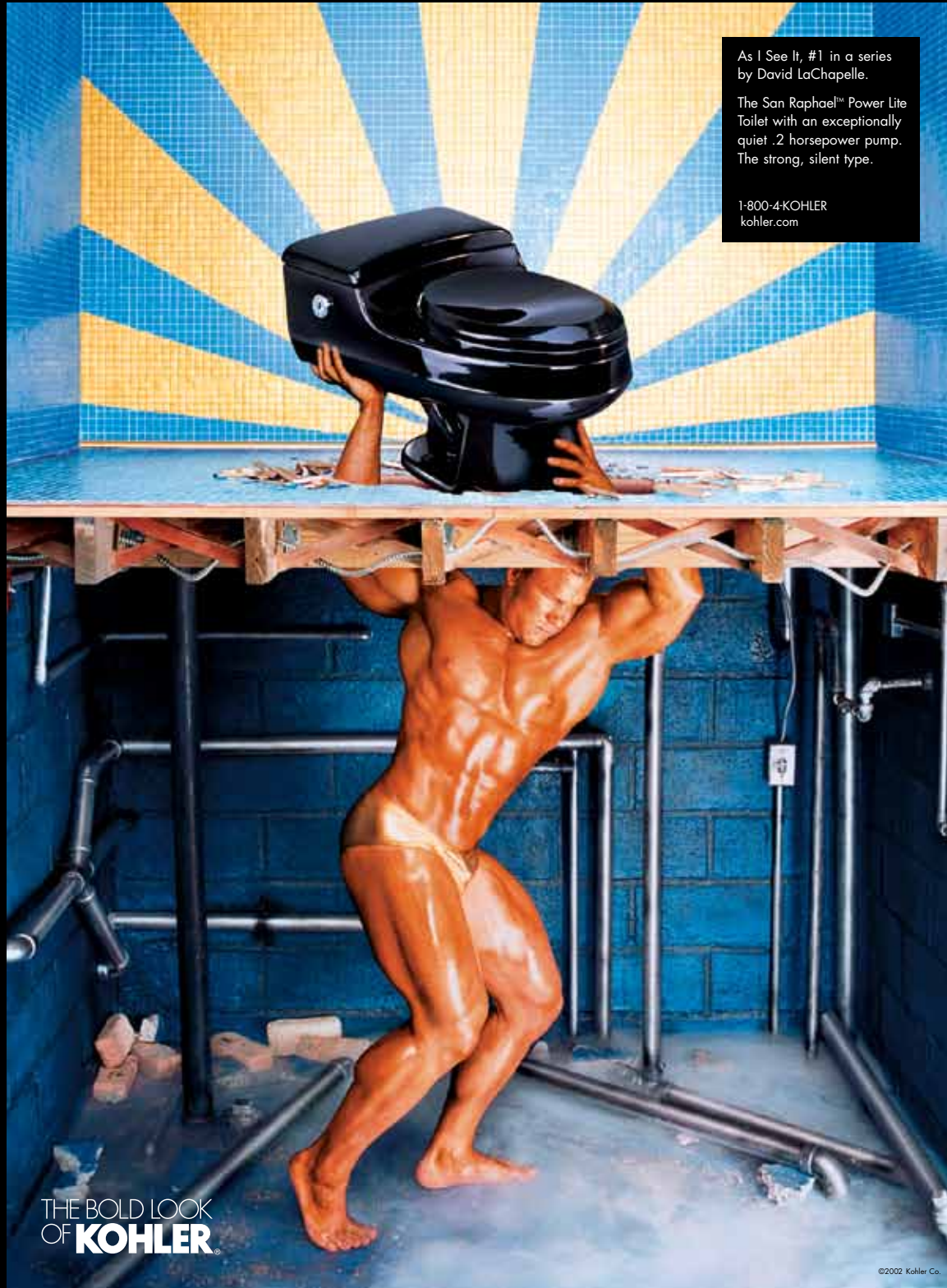
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The strong, silent type.

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console and toilet with black
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Presenting our Vibrant® French
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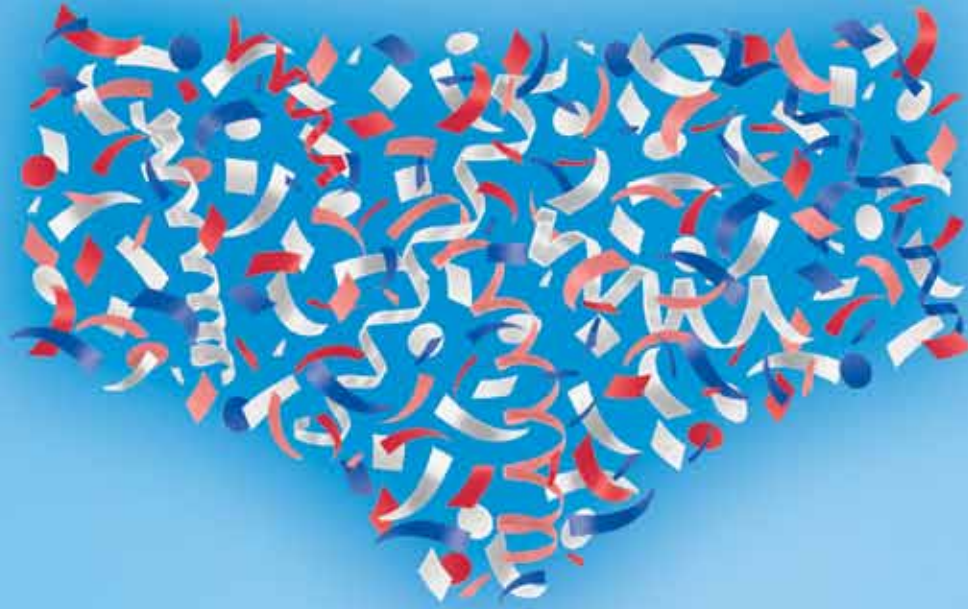


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THIS PAGE:

PHOTOGRAPHER:

Captivated

STYLIST:

Jealous

MODEL:

*Flattered,
but not surprised*

Sexy starts with the Minimizer Underwire bra and smoothing panty.

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THIS PAGE:
SHIRT:
Will fit like a dream
SKIRT:
Maybe a short one
SHOES:
Who's looking?

Style starts with the Side Shaper Underwire bra and shaping panty.

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willing to
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a little
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WHY DO THEY
put the top
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on blouses
ANYWAY?

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your
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RIGHT WING OR LEFT.

Chick-fil-A®



KRISTEN DEVLIN art director

resume

EXPERIENCE

- 3.01.07 to 1.10.09: The Richards Group; Brand Creative: Art Director
Creative Directors: Dennis Walker, Ron Henderson, Jeff Hopfer
Clients: Chick Fil A, Fruit of the Loom, Sub Zero, Wolf, Quiktrip, UCLA Medical Center, Goody's
- 3.01.06 to 3.01.07: Tribal DDB; Senior Art Director
Creative Directors: Tien Pham, Braden Bickle
Clients: Baja Blast, Pepsi, Bank of America, Exxon Mobile, American Airlines
- 6.01.04 to 3.01.06: t:m advertising; Senior Art Director
Creative Directors: Jim Ferguson, Leigh Sander, Bill Oakley
Clients: SuperPages.com, TAASA, Subaru, Nationwide Insurance, American Airlines, Exxon Mobil
- 7.10.00 to 5.31.04: GSD&M Advertising; Art Director
Creative Directors: David Crawford, Jeremy Postaer, Luke Sullivan
Clients: Kohler, Americans for the Arts, Southwest Airlines, Land Rover, Pennzoil, Chili's, Komen Foundation, SBC, American Legacy Foundation
- 01.10.99 to 07.01.00: Devito/Verdi; Jr. Art Director/Freelance
Creative Director: Sal DeVito
Clients: ACLU, Daffy's, Four Eyes, eCampus, Solgar, Time Out New York
- 05.01.99 to 08.30.99: BBDO New York (Internship)
Clients: Duracell, HBO

EDUCATION

BFA in Advertising and graphic design, May 2000, School of Visual Arts

AWARDS

District Addys Best of Show 2006 (SuperPages.com Campaign) Dallas Addys 2006 6 golds, 7 silvers, Best of Show Alternative Media, D&AD Silver Nomination, D&AD Annual; One Show Merit; Communication Arts Advertising Annual 2004; Art Director's Annual; Athena Awards 2 gold, 2 silver; National Addy's 2 gold, 2 silver; District Addy's Best of Broadcast, 7 gold, 2 silver; Austin Addy's 10 gold, 6 silver; Clio Shortlist; One Club Young Creative Professional Competition, Graphis Student Annual, BBDO/Richard Martel Scholarship winner