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# BEAUTY



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Believe.

# MANY THANKS

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K A T E N A U T A B Y A L E B U R S E T

A R T D I R A L E B U R S E T & M A R C E L O C A R D O Z O

*Photo.* Ale Bursset *Model.* Kate Nauta. *Editorial Design.* Marcelo Cardozo *Production Company.* El Nene del Globo Rojo *Executive Production.* Marce Moracci *Styling (New York part 1)* Jules Wood *Stylist (Brooklyn part 2)* Martina Antinori *Digital Artist.* Diego Speroni *Service producer New York / Brooklyn.* L'artist Group *Producer.* Lorenzo Uras / Marco Figueroa *Photo Assistant.* Gabriel Diaz de la Morena / Cesar Rebollar / Noel Fabrizio *Make up.* Nana Hiramatsu *Hair.* Kiyonori Sudo

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# Special guests



**CHACHO PUEBLA** CHIEF CREATIVE OFFICER AND PARTNER / **LOLA MULLEN LOWE LAURA VISCO** ECD 72 AND SUNNY AMS **EMILIANO GONZALEZ DE PIETRI** CHIEF CREATIVE OFFICER WW / GREY **ANDREA STILLACCI** PRESIDENT AND FOUNDER HEREZIE FRA **JAVIER CAMPOPIANO** CHIEF CREATIVE OFFICER AND PARTNER FCB SAACHI MEX **BRUNO AVEILLAN** FILM DIRECTOR AND PHOTOGRAPHER FRA **MICHAEL WEINZETTL** DIRECTOR LURZER'S ARCHIVE AUS **ANDRES ORDÓÑEZ** EVP, CHIEF CREATIVE OFFICER BBDO ENERGY CHI **RENATO FERNANDEZ** CHIEF CREATIVE OFFICER TBWA/CHIAT/DAY **CARLOS CAMACHO** ECD JWT HK **TIM HAWKEY** ECD AND MANAGING DIRECTOR AREA 23 NUEVA YORK **NACHO ZUCCARINO** HEAD OF CREATIVE GOOGLE **FEDE GARCIA** EDC HUGE **MADDY KRAMER SR.** ART DIRECTOR SAACHI & SAACHI NY **SERGIO ALONSO** CD ELEPHANT NY **PAVEL FUSKA** ART & DESIGNER REP CHE **FER VALLESPIN** AD GRUPO SPAINMEDIA ESP **DANIELE CENNI** ILLUSTRATOR ITA **FERNANDO ZAGALES** CD DDB ARG **TUTE OSTIGLIA** ARTISTA PLASTICO **JHON IGUA** DC ARIADNA COL







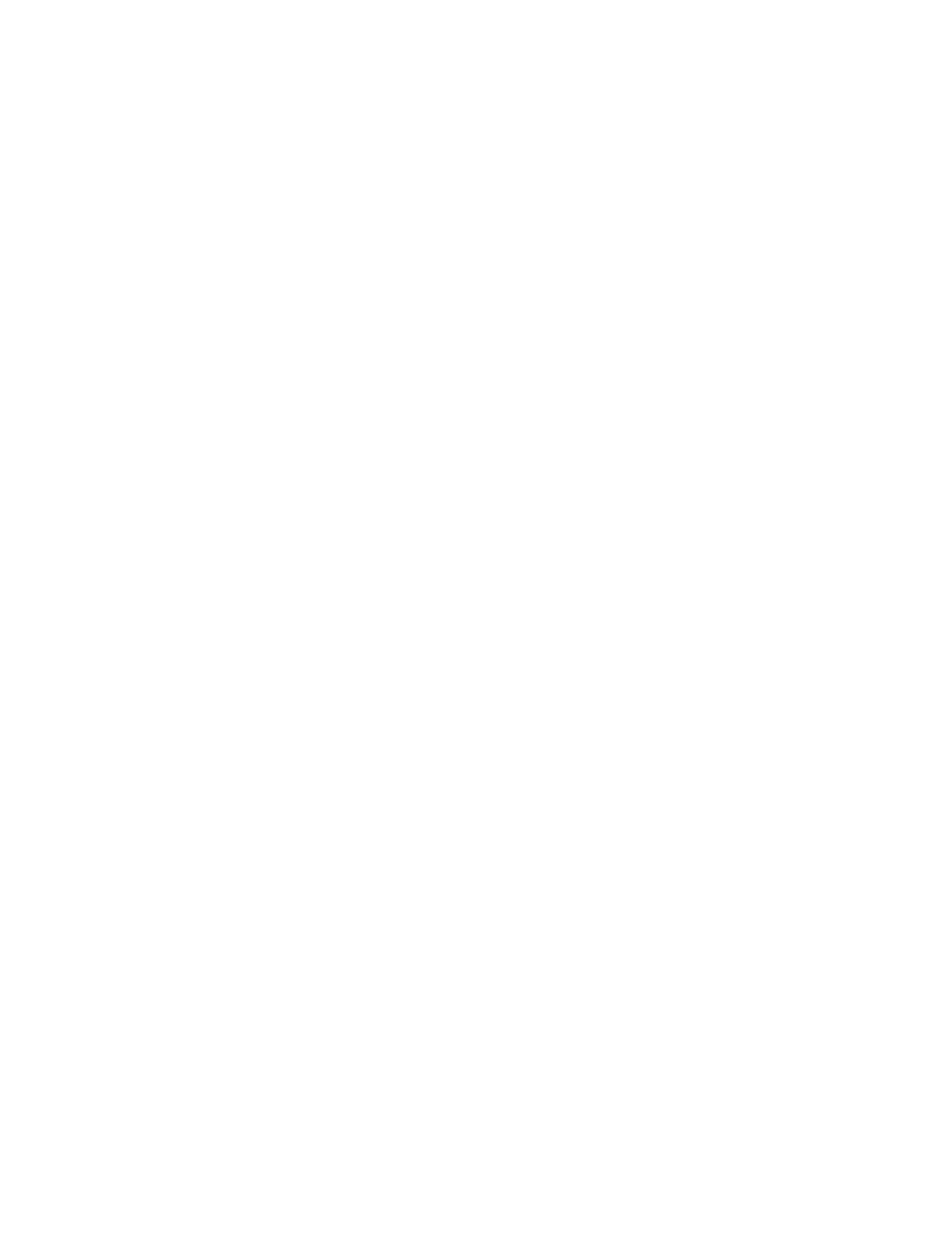












BONES  
AFTER  
ALL







NOT  
YOUR  
STORY







12/07/07  
MEMORIES



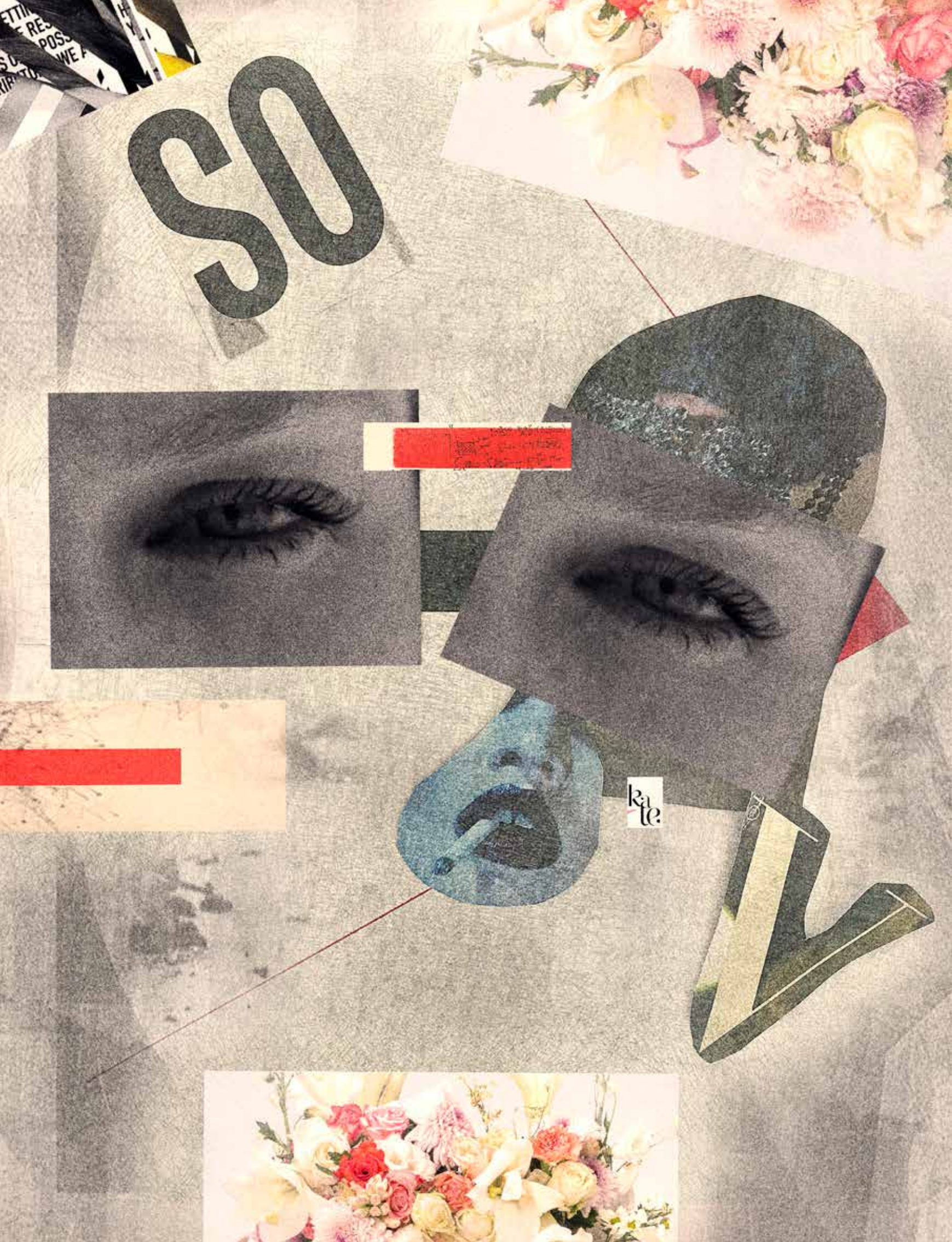














FACTS.  
NOT OPINIONS.  
NUMBERS.  
NOT VIEWS.

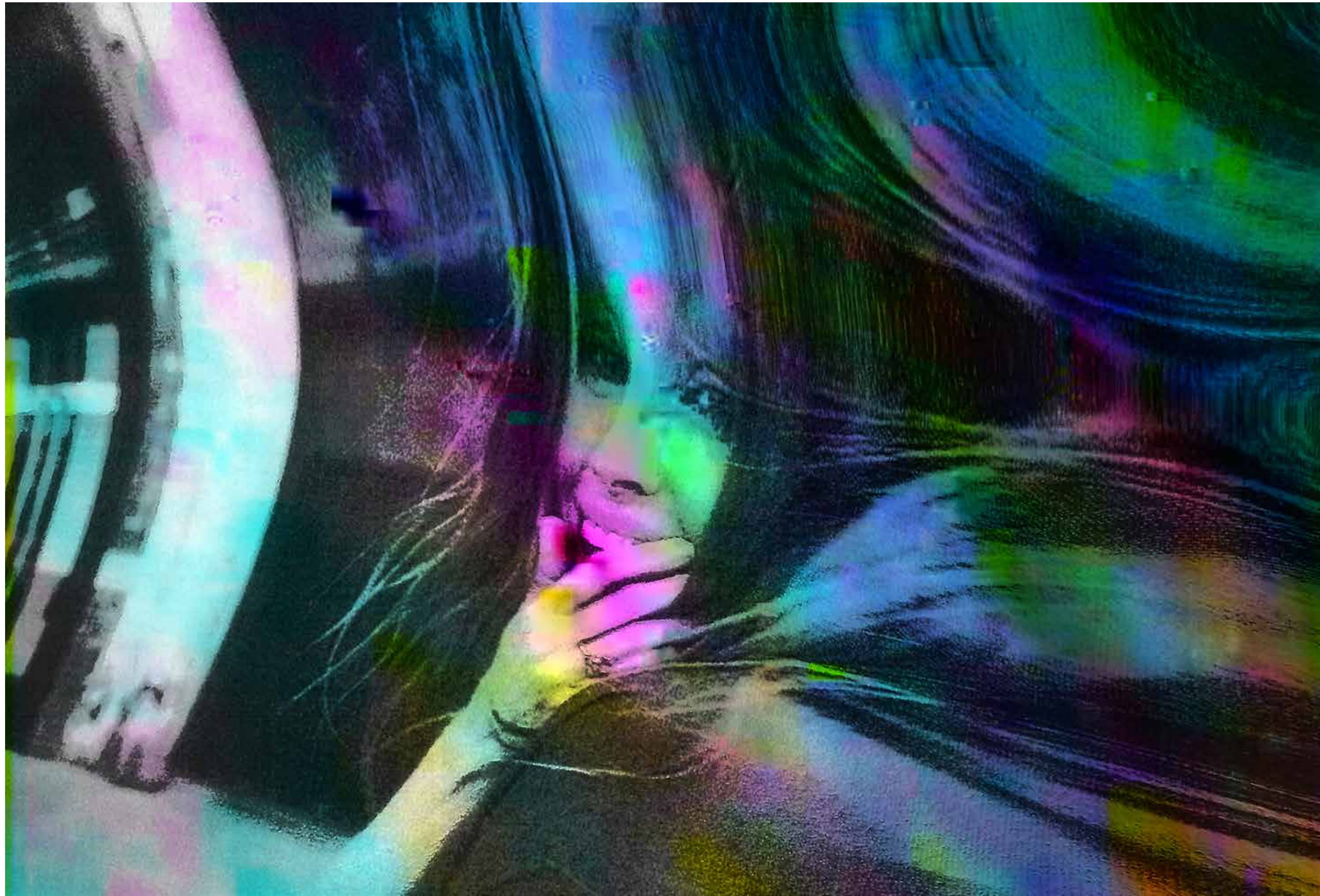


SO, NO.  
I'M NOT BEING "TOO  
EMOTIONAL."













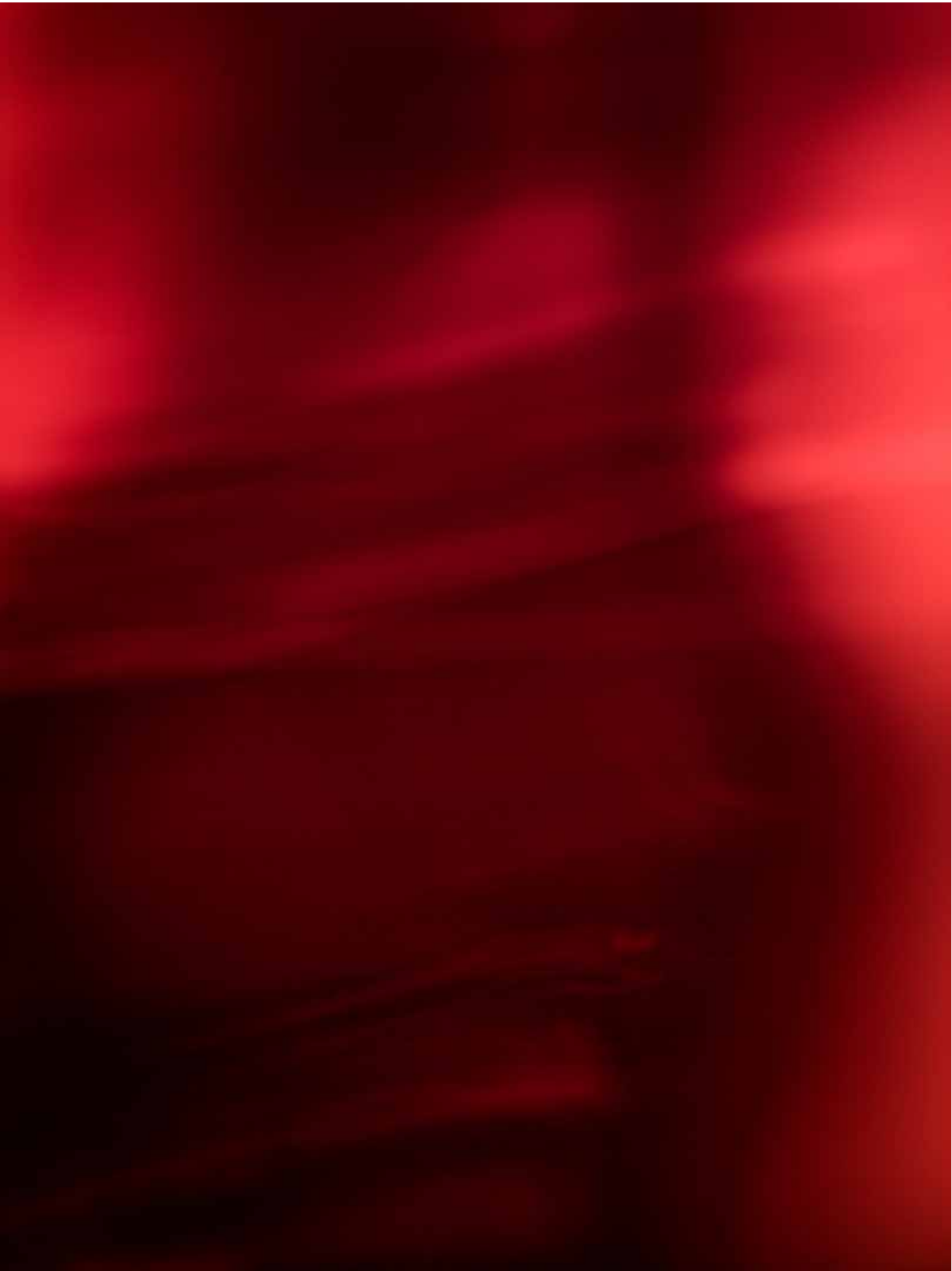


















# ASIAN



BONES  
AFTER  
ALL







HAVE YOU SEEN HER?  
SHE MIGHT BE ~~REDACTED~~

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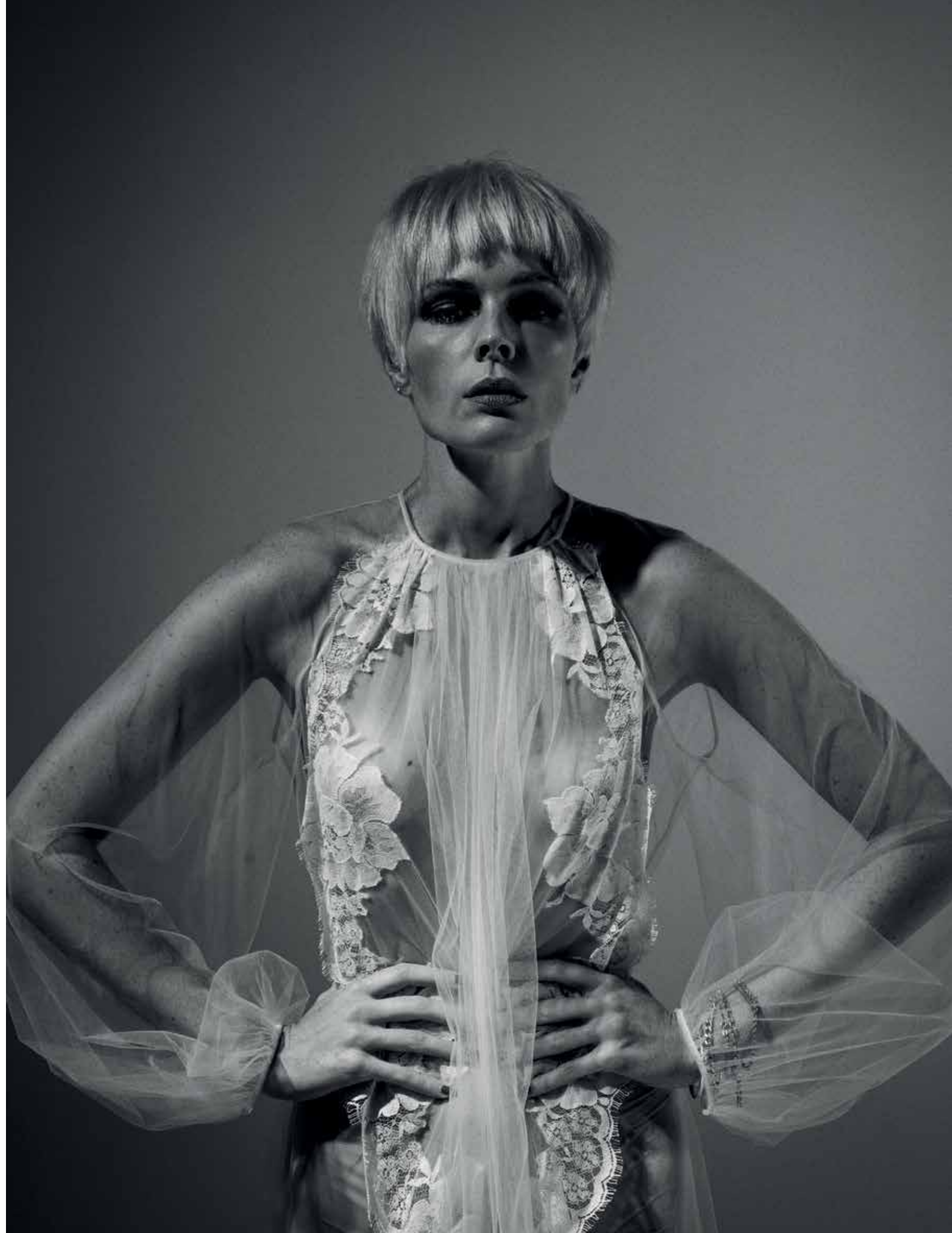
HAVE YOU SEEN HER?  
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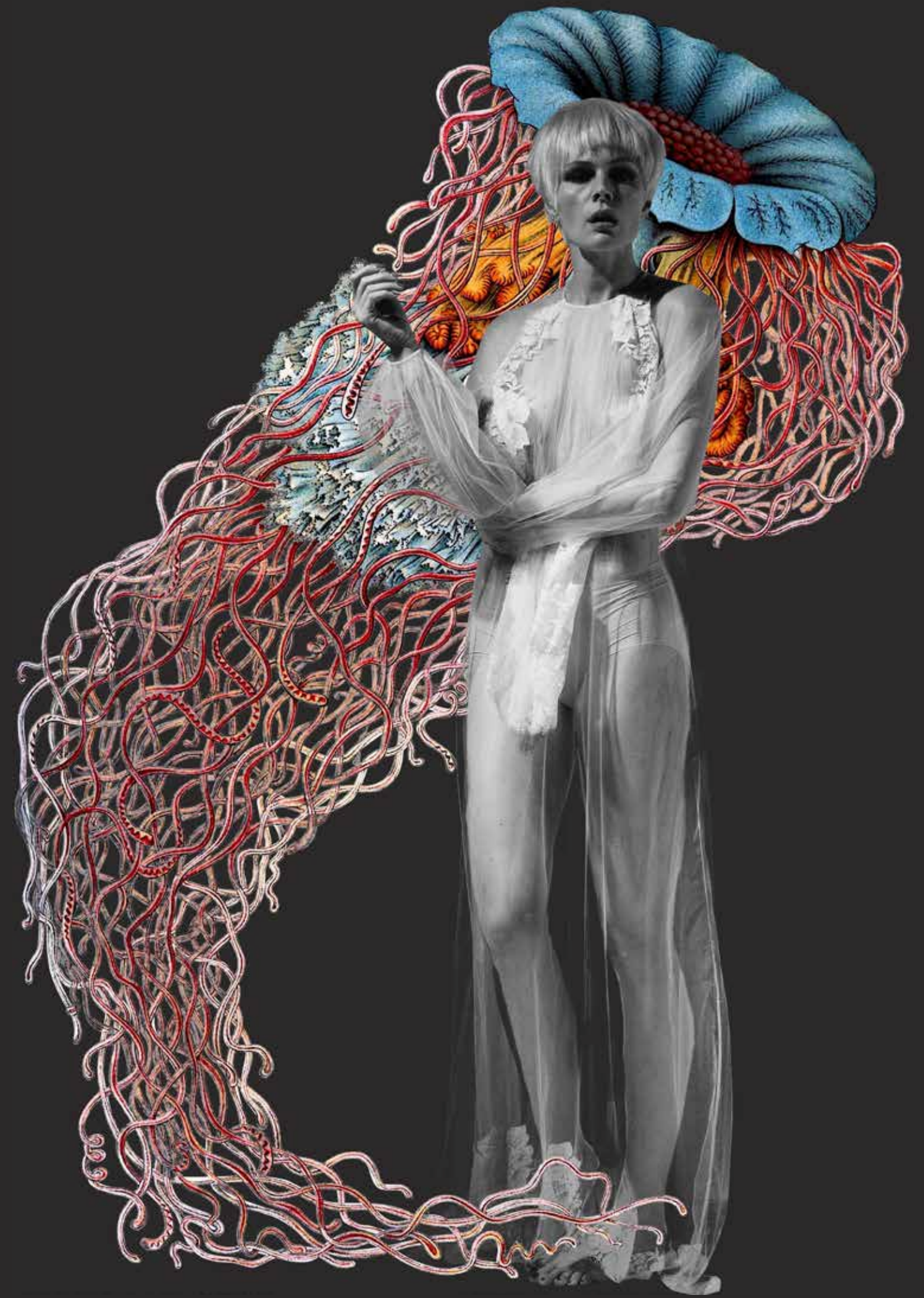
**Women with full-time jobs earn 77% of their male counterparts' earnings. 64% if they're black. 62 million girls worldwide are denied end education. 15 million girls under 18 are married worldwide. 4 out of 5 victims of human trafficking are girls. Female genital mutilation affects 200 million women. 32% of all national parliamentarians are female. Women hold 4.8% of CEO positions at S&P companies. Less than 30% of the world's researchers are women.**











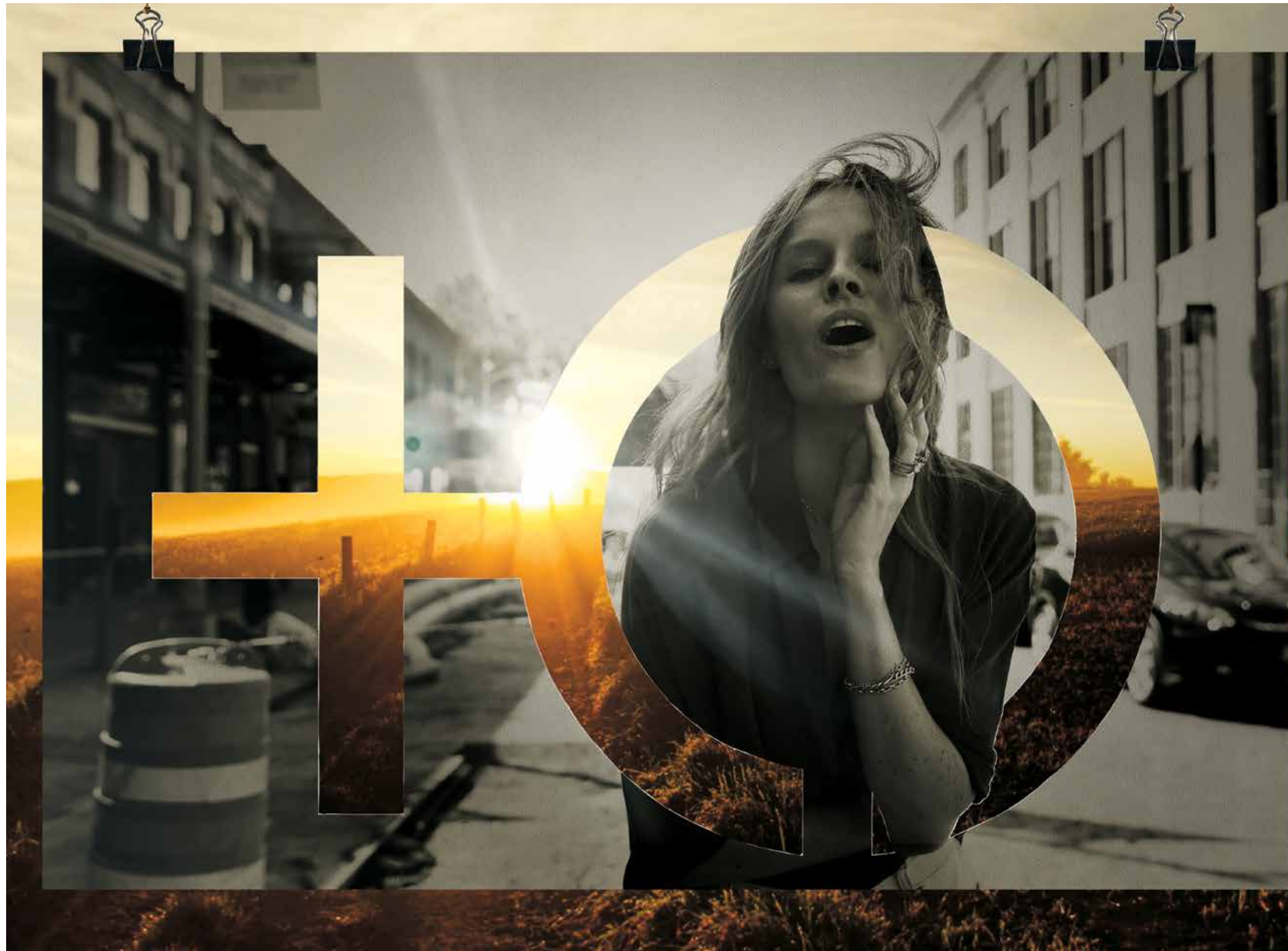


















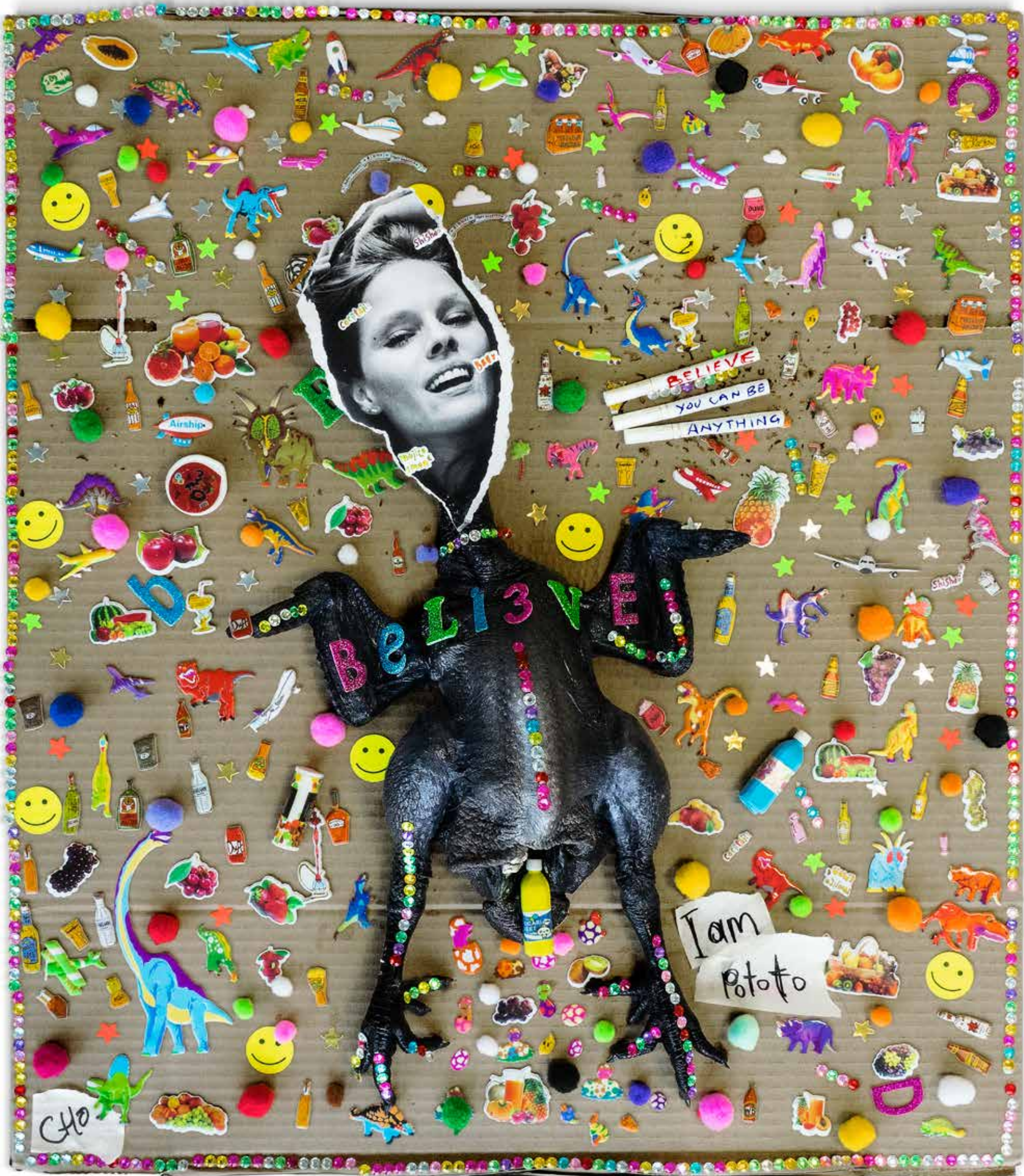


*Esta imagen es un homenaje a toda una década creando universos junto a Ale Buset y está compuesta únicamente por imágenes de trabajos que hicimos juntos en ese tiempo.*









BELIEVE  
YOU CAN BE  
ANYTHING

BELIEVE

I am  
Potato

Cyo





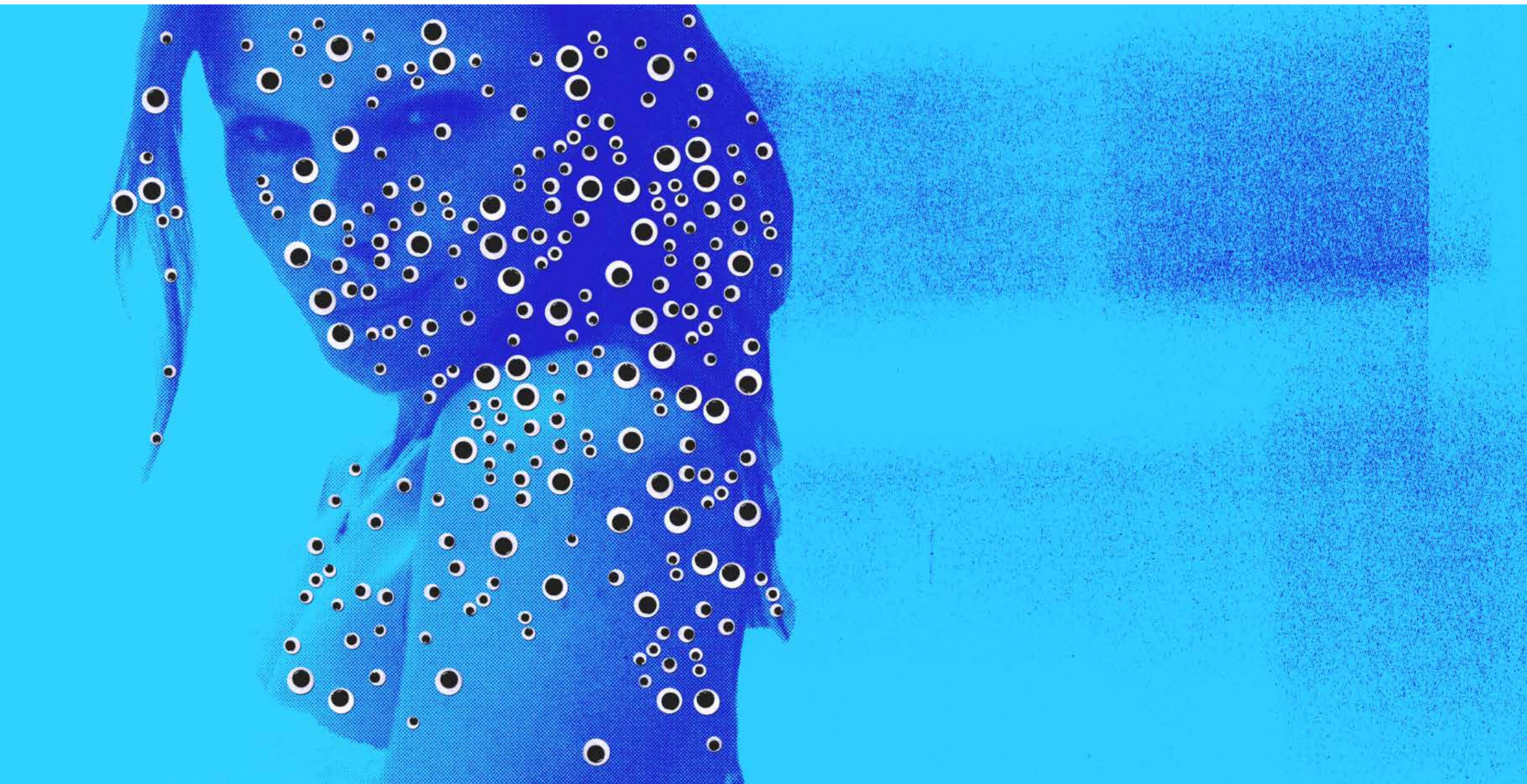

























**#NewAmericanCinema #SandyDennis #JerrySchatzberg #APanicInTheNeedlePark #KittyWinn  
#JoanDidion #BeatGeneration #America1960s/early1970s #OntheRoad #JackKerouac  
#MonteHellman #Two-LaneBlacktop #DaveVonRonk #ThatSongAboutTheMidway #JoniMichell  
#InsideLlewynDavis #JudeeSill #JesusWasACrossmaker**





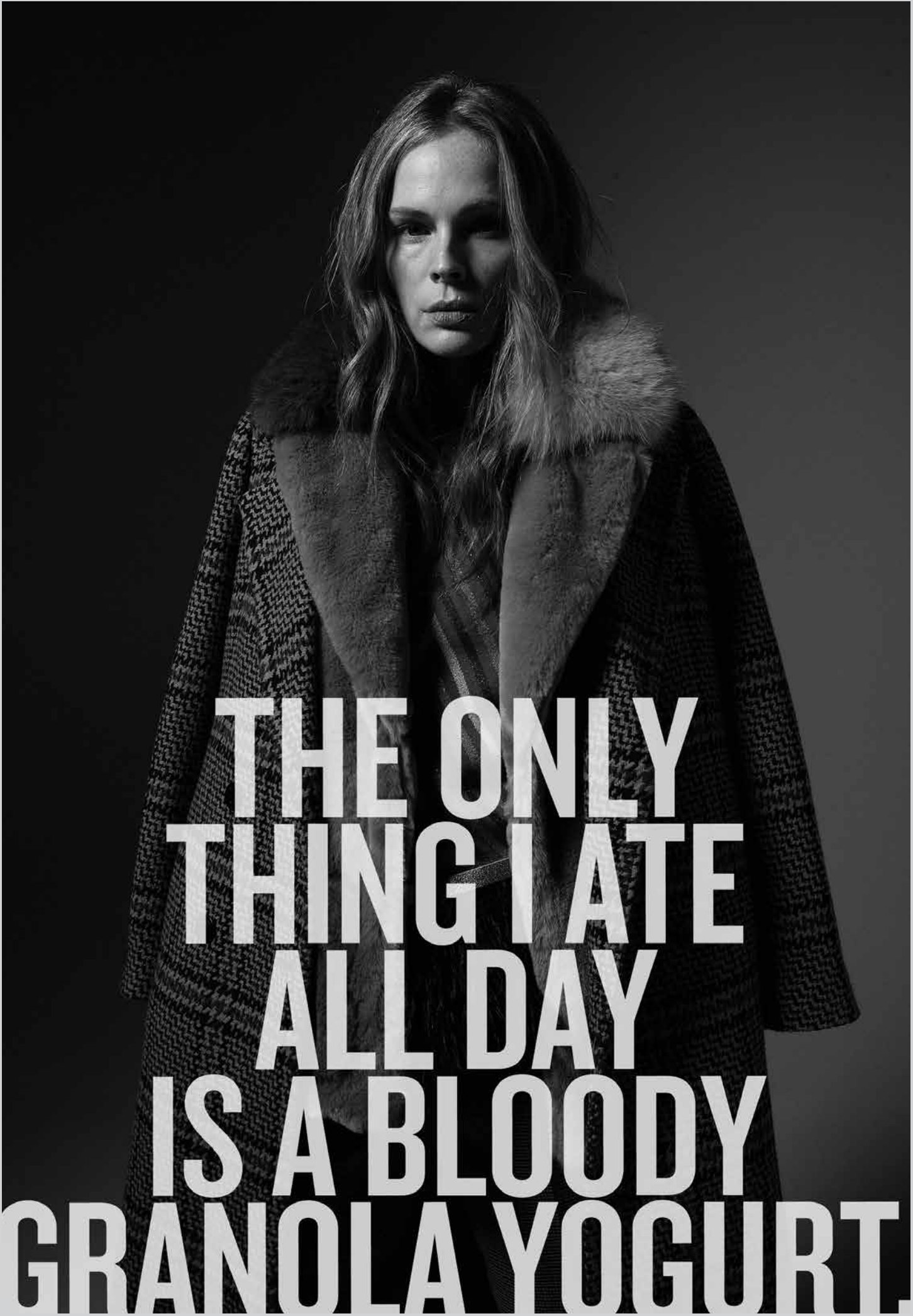
**SHE DIDN'T BELIEVE IN GOD, BUDDHA,  
ALLAH OR ANY OF MEN'S DEITIES.  
SHE DIDN'T BELIEVE IN KARMA, OR  
DESTINY, OR FATE.  
SHE DIDN'T BELIEVE IN AN INVISIBLE  
HAND GUIDING HER THROUGH LIFE'S  
HARDSHIPS.**

**HARSH THOUGH IT MAY HAVE SEEMED,  
SHE THOUGHT THOSE BELIEFS WERE  
SYNONYMOUS WITH WEAKNESS.  
AT A VERY YOUNG AGE, SHE WAS  
TAUGHT TO BELIEVE IN ONE THING  
AND ONE THING ONLY  
HERSELF.**









**THE ONLY  
THING I HATE  
ALL DAY  
IS A BLOODY  
GRANOLA YOGURT.**







# I AM POTATO



It was a cold and wet December day  
When we touched the sky at JFK  
Snow was melting on the ground  
Do BLS I heard the sound  
Of an angel  
New York, like a Christmas tree  
Tonight this city belongs to me  
Angel  
Soul love, this love won't let me go  
So long, angel of Harlem  
Breitland on top three  
The street sounds like a trumpet  
We got John Coltrane, a love supreme  
Miles, and she's got to be an angel  
Lady Day got diamond eyes  
She sees the truth behind the lies  
Angel  
Soul love this love won't let me go  
So long, angel of Harlem  
Angel of Harlem  
She says it's heart, heart and soul  
Yeah yeah (yeah)  
Yeah yeah (right now)  
Glow light on the avenue  
God knows they got to go  
An empty glass, the lady sings  
Eyes swollen like a bee sting  
Blinded you lost your way  
Through the side streets and the alleys  
Like a star exploding in the night  
Lifting the heavy, broad shoulders  
An angel in Devil's skin  
Salvation in the times  
Your nerves looked like an angel  
Yeah yeah angel of Harlem  
This is an angel of Harlem  
Angel angel of Harlem  
Angel angel of Harlem  
Angel angel of Harlem

talk my!

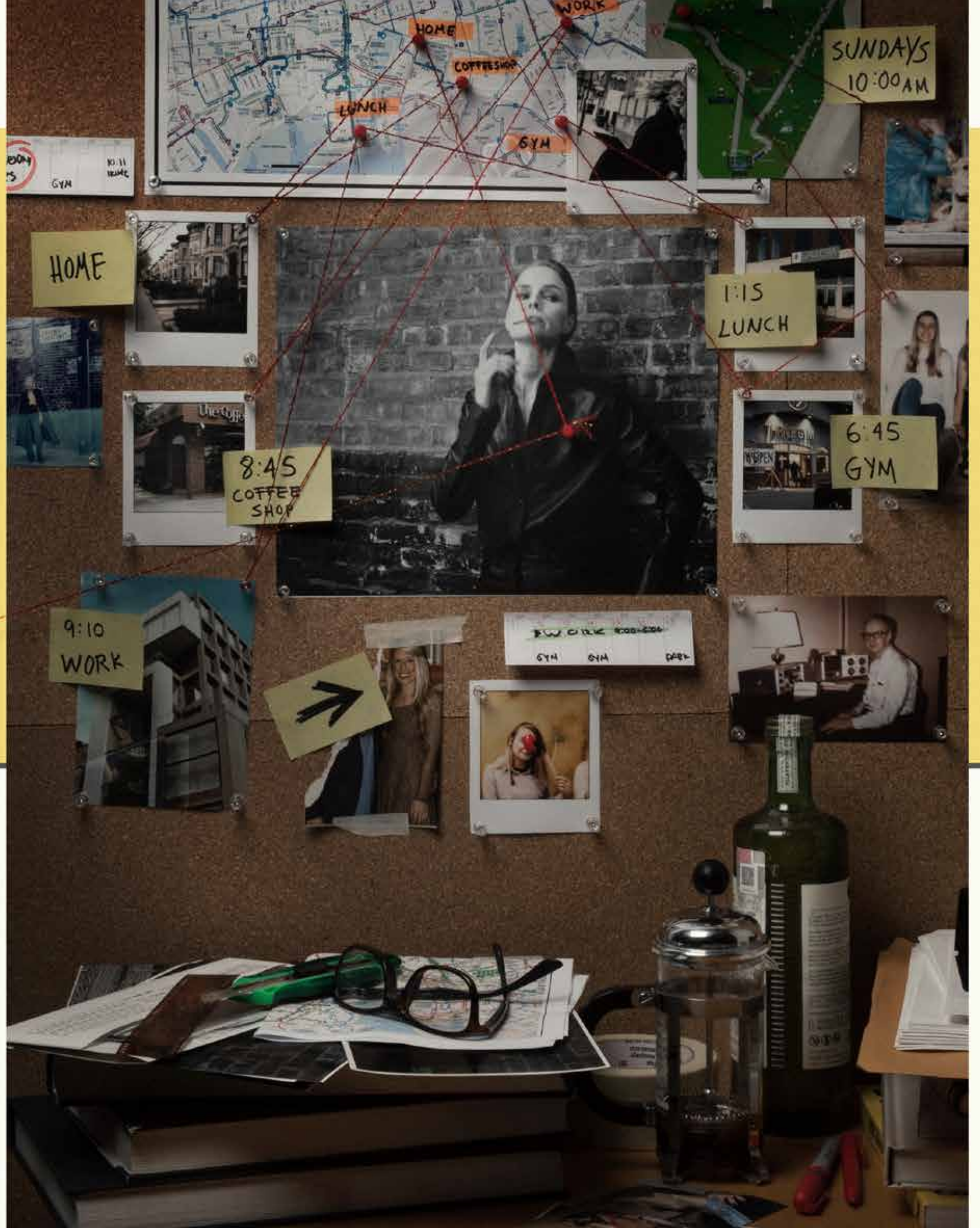




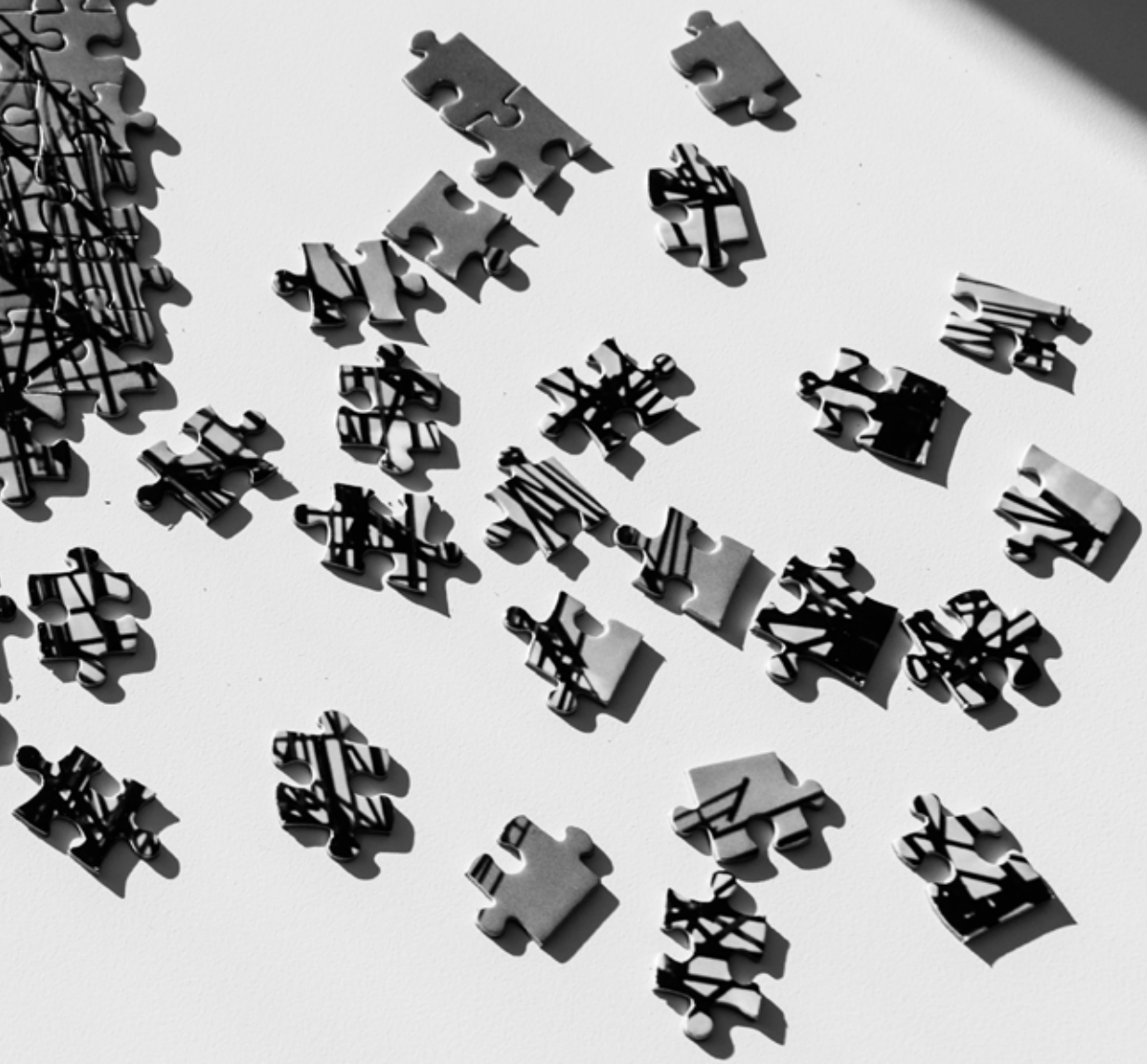




-So that's her.  
-I see.  
-Isn't she something?  
....  
-I know. I know. She is even more beautiful in person. You gotta see her skin. It is like... like, like porcelain. I know, it's a cliché, but it really is. And so soft, my God, I can still feel her skin in my fingertips. Look at her cheekbones. Have you ever seen cheekbones like these? It's her heritage, her family came to the states from Odessa. Russian girls. Gorgeous. Crazy. But gorgeous.  
-She's OK.  
-OK?  
-Cute. I'd give you that.  
-Cute?  
-Yes. Cute.  
-I can see why you do what you do. You don't care about beauty. You don't care about a higher level of being that transcends the material world we live in. That's the true power of beauty, man! Beauty is not just about looks, you know? It's not about you getting a boner.  
-Watch your mouth, please.  
-Oh! You have a problem with sex, too. I should've known. Nothing related to life can touch you, can it? That's how you can keep this going, right? Right?  
-I think I'm gonna leave, Mr. Reynolds.  
-Don't! Wait, wait. I am sorry. I am really sorry. Please, stay. Please. It's just that... It's my first time doing something like this.  
-I bet it is.  
-Of course, it is! How can someone...? Anyway... Let's focus on the picture. You need to memorize it, don't you?  
-No, I don't.  
-I could never, ever, forget this one. Never. We took it in the coffee shop around the corner from our apartment. It was our special place. They'd let you smoke inside, they didn't give a shit. She was such a good smoker. I mean, she is. She can smoke like an actress. She looks so fucking French in this one. We've just had a fight before I took it. Not a big one. Just big enough to justify the sex. Do you wanna know why?  
-Why would I care about your stupid fight.  
-No, you insensitive moron. Why I am doing this!  
-I don't care. And again, watch your mouth, Mr. Reynolds. I am losing my patience.  
-You don't care... How can you not care? What's fucking wrong with you? How can you just spread your dark wings over a fragile existence like hers without even knowing the reasons? How?  
-Because that's the job, you fucking idiot. That's the job.  
....  
-So... Do I have a job to do or not, Mr. Reynolds?  
....  
-I am gonna ask you for the last time: Do I have a job to do, Mr. Reynolds?  
-Yes... Yes. You have a job to do.  
-Then, I need an address.











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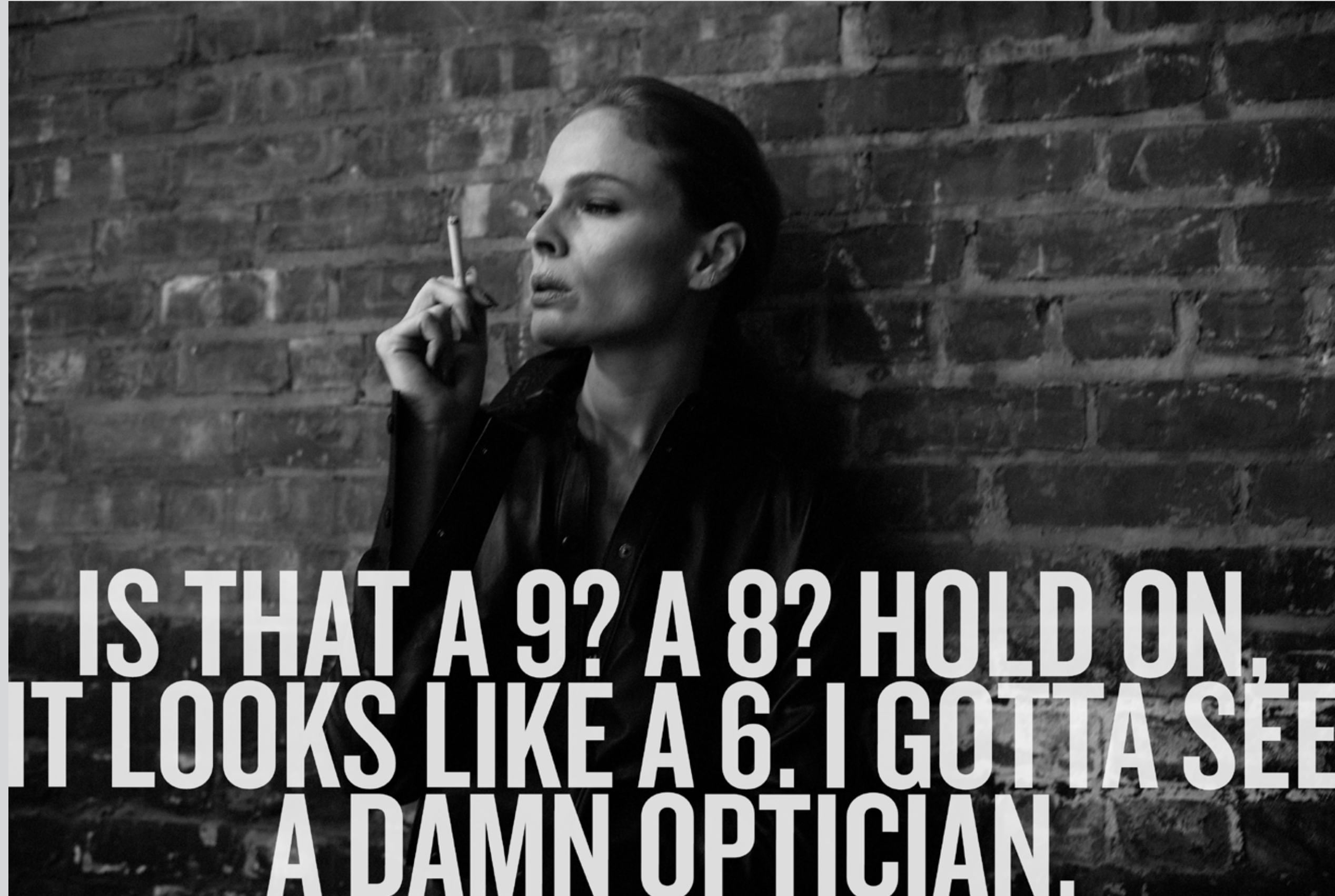












**IS THAT A 9? A 8? HOLD ON,  
IT LOOKS LIKE A 6. I GOTTA SEE  
A DAMN OPTICIAN.**













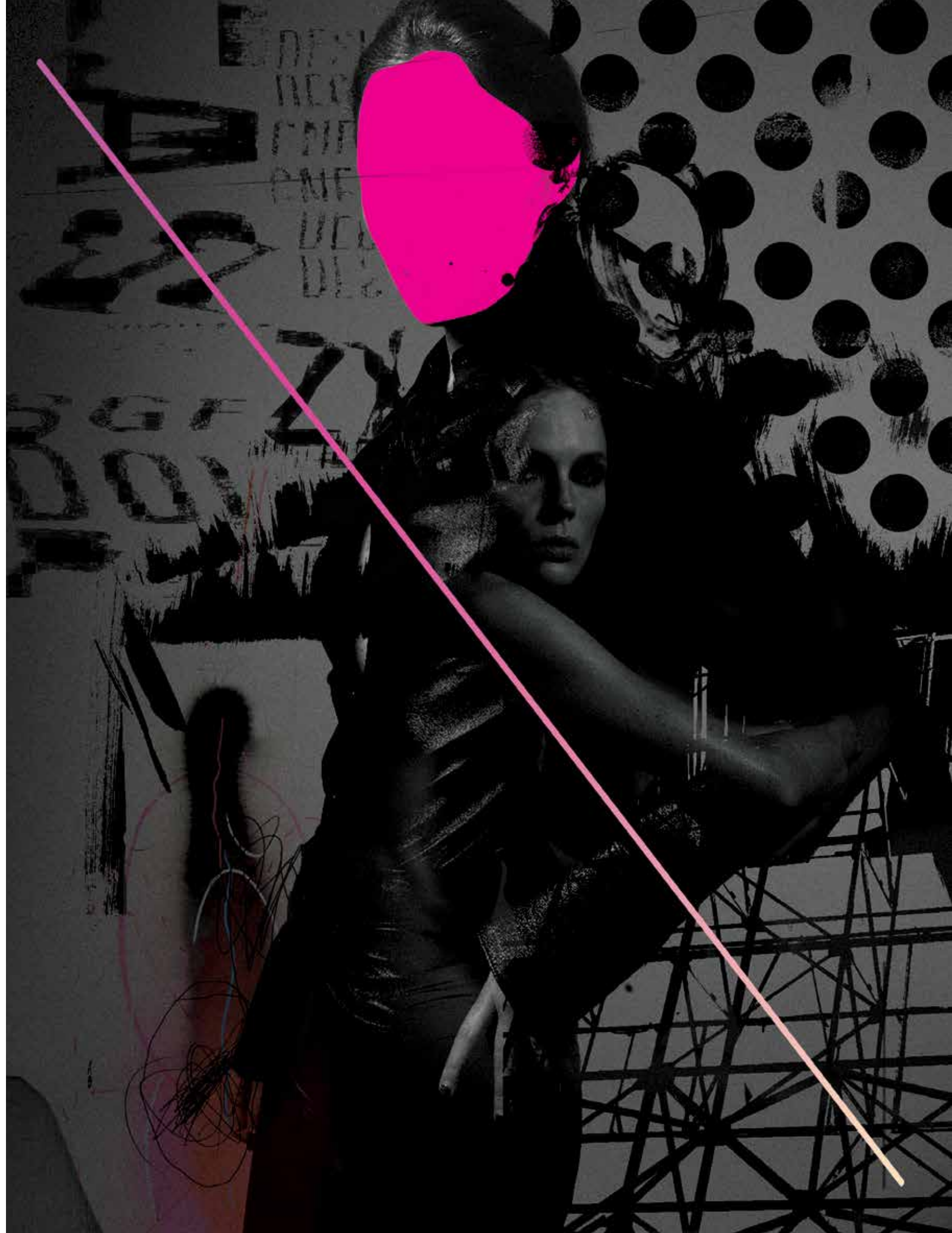








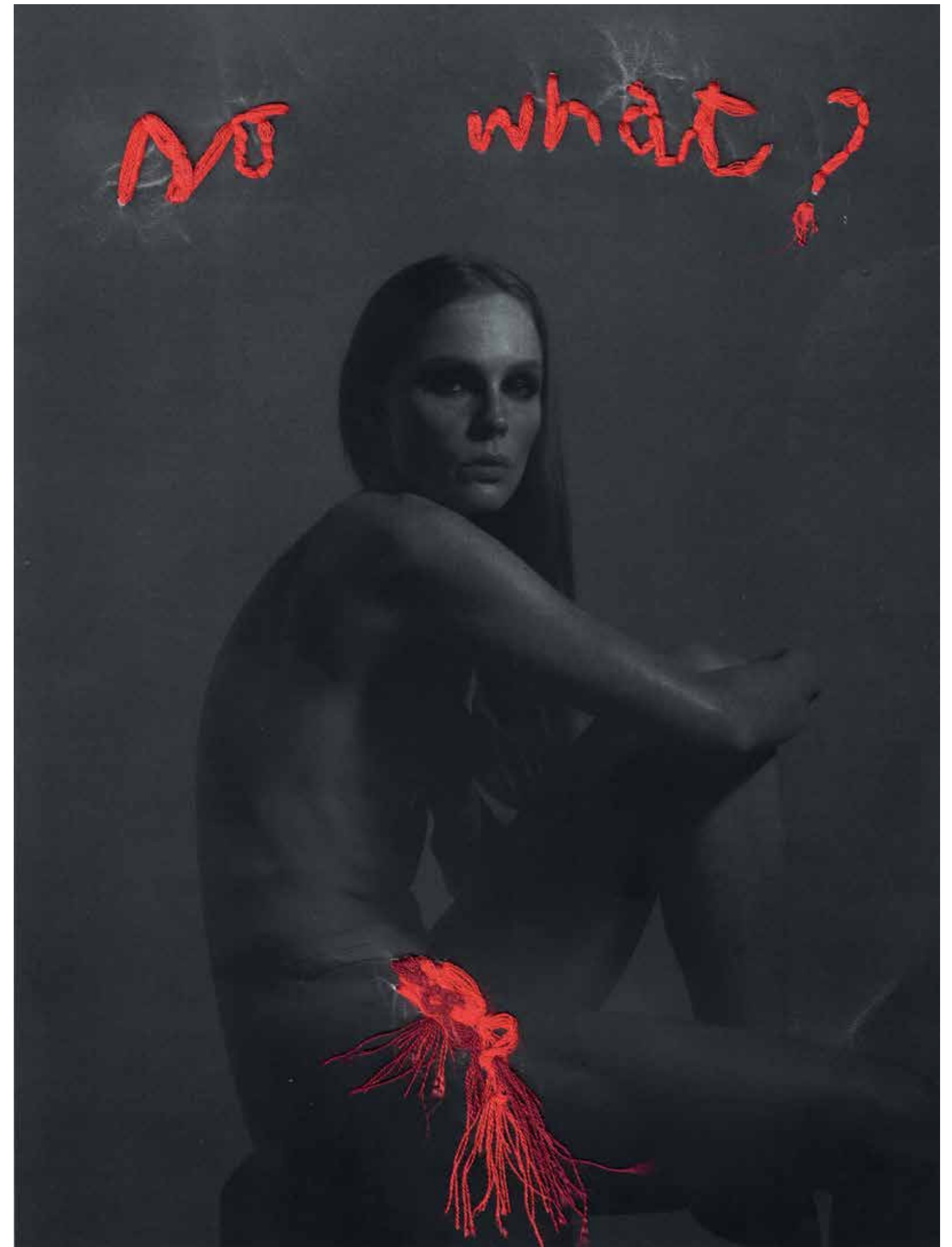














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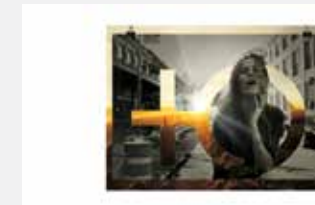
ART BY TUTE OSTIGLIA

Page. 12 - 13



ART BY TUTE OSTIGLIA

Page. 12 - 13



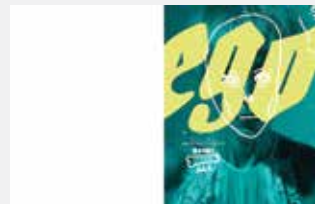
ART BY RENATO FERNANDEZ

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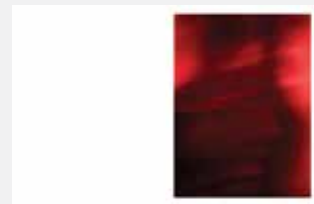
ART BY ANDREA STILLACCI

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ART BY CHACHO PUEBLA

Page. 19



ART BY BRUNO AVEILLIAN

Page. 15



ART BY DIEGO SPERONI

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ART BY FER VALLESPIN

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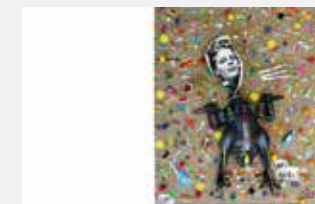
ART BY DANIELE CENNI

Page. 22 - 23



ART BY CHACHO PUEBLA

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ART BY CARLOS CAMACHO

Page. 74 - 75



ART BY JAVIER CAMPOPIANO / EDGAR RODRIGUEZ "DUNGA" (HEAD OF ART FCB MEX)

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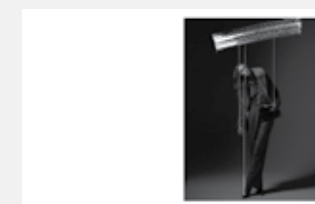
ART BY FER VALLESPIN

Page. 24 - 25



ART BY JAVIER CAMPOPIANO / EDGAR RODRIGUEZ "DUNGA" (HEAD OF ART FCB MEX)

Page. 50 - 51



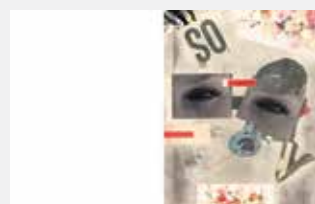
ART BY JULIA PELZER

Page. 79



ART BY ANDRES ORDOÑEZ

Page. 104 - 105



ART BY ALE BURSET

Page. 31



ART BY FERNANDO ZAGALES

Page. 54 - 55



ART BY PAVEL FUSKA

Page. 82 - 83



ART BY JHON IGUA

Page. 107



ART BY EMILIANO GONZALEZ DE PIETRI / AUDREY CHOE (DESIGNER GREY NY)

Page. 33



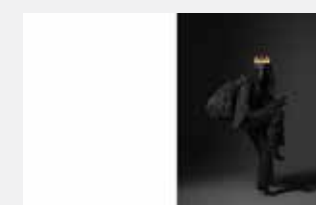
ART BY EMILIANO GONZALEZ DE PIETRI / AUDREY CHOE (DESIGNER GREY NY)

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TEXT IDEA NACHO ZUCCHARINO ARTE BY MARCELO CARDOZO

Page. 84 - 85



ART BY MADDY KRAMER

Page. 109



ART BY SERGIO ALONSO

Page. 36 - 37



ART BY TIM HAWKEY

Page. 60 - 61



ART BY MICHAEL WEINZETTL

Page. 88 - 89



ART BY ANDREA STILLACCI

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ART BY DANIELE CENNI

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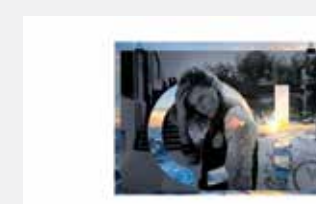
ART BY BRUNO AVEILLIAN

Page. 64 - 65



TEXT IDEA FEDE GARCIA ARTE BY MARCELO CARDOZO

Page. 90 - 91



ART BY RENATO FERNANDEZ

Page. 114 - 115





ART BY  
MADDY KRAMER

Page. 118-119



ART BY  
SERGIO ALONSO

Page. 132-133



ART BY  
FERNANDO ZAGALES

Page. 120-121



BACK COVER  
ART BY  
ALE BURSET /  
MARCELO CARDOZO



ART BY  
MARCELO CARDOZO

Page. 124-125



ART BY  
LAURA VISCO

Page. 129

**I AM POTOTO.**  
CREATIVE'S PLAYGROUND

ALL PHOTOS, IDEA & CONCEPT BY ALE BURSET