To the Director of Career services:

My name is Steven Ocampo. I am contacting you on behalf of the Visitor Service department at the New York Botanical Garden. I am contacting you to inform you about a volunteer service opportunity at the New York Botanical Garden, with our marketing department. This is a great opportunity for students to gain experience working in a marketing position and for a non-for-profit organization. The marketing volunteers will be recruited specifically for the upcoming Frida Kahlo exhibition, taking place starting May 16\textsuperscript{th} 2015. The volunteer program will take place during the summer and will end on November 1\textsuperscript{st}. Volunteers will have a training session upon hiring.

The minimum requirements include the following:

- Must have excellent communication skills
- Prior customer service experience desired
- Ability to work in a variety of weather conditions, to be outdoors, and to sit and/or stand for long periods
- Weekday and Weekend availability
- Interest in marketing and data collection
- Basic knowledge of iPad technology

Job Description:

- Conduct Garden visitor marketing surveys
- Respond to general visitor inquires
- Adhere to the Garden’s customer service standards
- Promote the Garden’s membership program

Students who want to apply can use the link below:

\url{http://www.nybg.org/employment/}

Once on the Garden website look under Unpaid Student Internships and click on the link On-Site Marketing Research Volunteer (Volunteer Services). Students will then click on send resume and leave your name, email, and any questions or comments in the box. To attach resume click on choose file. Once ready click on send E-mail.
Any questions or concerns contact me at;

Socampo04@yahoo.com

Tel: 646-842-0571
Who is Frida Kahlo?
- Frida Kahlo (1907–54) is revered as one of the most significant artists of the 20th century.
- She rose to prominence over the past three decades as an international symbol of Mexican and feminist identity.
- Important aspects of her life’s story, including her tumultuous relationship with her husband, muralist Diego Rivera (1886–1957), and her struggle with injury and illness, are well known and have been documented in countless biographies, exhibitions, fictional accounts, and analyses of her art.

Why does Frida matter to NYBG?
- NYBG aims to break new ground by presenting Kahlo’s work in a different framework, by highlighting her expert use of botanical imagery in her artwork that was likely influenced by her personal experiences in her garden.
- Kahlo had a keen appreciation for the beauty and variety of the natural world.
- She kept a garden at her home outside of Mexico City, the Casa Azul (“Blue House”).
- She used detailed plant imagery in many of her paintings to represent complex symbols.
- This is the first ever exhibition to focus on Kahlo’s engagement with nature, revealing her intense interest in the natural world and her passionate appreciation for the beauty of Mexico’s varied plant life.
- This is the first solo Kahlo exhibition to be mounted in New York City in more than 25 years.
- The guest curator of the exhibition is Adriana Zavala, Associate Professor of Art History at Tufts University, who is an expert in modern and contemporary Latin American art.

What are the exhibition components?
- **In the Conservatory**: Visitors will walk through a stunning flower show re-imagining Kahlo’s studio and garden at Casa Azul, where she resided in her later years.
  - Passing through the blue courtyard walls, visitors will stroll along lava rock paths lined with flowers, showcasing a variety of plants native to Mexico.
A scale version of the pyramid at Casa Azul—originally created to display pre-Columbian art collected by Diego Rivera—will showcase Mexican terra-cotta pots filled with plants found in her garden.

- **In the Library:** The Rondina and LoFaro Gallery will exhibit 14 of Kahlo’s paintings and works on paper highlighting the artist’s use of botanical imagery in her work.
  - This never-before-seen grouping of artworks will include *Self-Portrait with Thorn Necklace and Hummingbird* (1940), *Flower of Life* (1944), *Still Life with Parrot and Flag* (1951), and *Self-Portrait Inside a Sunflower* (1954).

- **In the Ross Gallery:** The “Frida and Diego Trail,” a vivid panel exhibition highlighting the museums and other destinations in Mexico City where Kahlo and husband Diego Rivera’s artwork and other artifacts can be viewed, conveying the story of their artistic and intellectual contributions to the cultural life of Mexico City.

- A self-guided Mexican Plant Tour will showcase the more than 75 plants native to Mexico and located in the various collections throughout the Garden’s 250 acres.

- A free iPhone app will use augmented reality to provide a more detailed look at Casa Azul, teach users about Kahlo’s artistic process and inspirations including the plants she studied and depicted, and include reproductions of paintings in which cultural and medicinal facts will be given about identifiable native Mexican plants.

**Will there be any programs and/or special events?**

- Opening weekend, May 16–17, will feature The Food and Culture of Mexico Festival.
  - Tastings, cooking demonstrations, and special presentations will highlight quintessentially Mexican flavors, such as chocolate, chilies, corn, and beans.

- “Frida al Fresco” evenings during the summer will feature live music, cocktails, and Mexican-inspired dinner menus. Visitors will be invited to enjoy a festive food and beverage area in the Leon Levy Visitor Center.

- Developed in partnership with the Poetry Society for America, a poetry walk will highlight the work of four important 20th-century Mexican poets—Pita Amor (1918–2000), Salvador Novo (1904–1974), Octavio Paz (1914–1998), and Carlos Pellicer (1897–1977).

- Weekend music and dance performances from folk to mariachi to contemporary

- A daylong symposium entitled Frida Kahlo and Diego Rivera—Mexican Art in the 20th Century and a Mexican film festival will provide visitors with further exciting events.

- *The Haunted Pumpkin Garden* will take place simultaneously with the end of the exhibition, featuring closing weekend festival celebrations for Día de los Muertos, celebrated annually in Mexico on November 1 to honor the dead.

**Pronunciation Guide**

- Frida Kahlo: FREE-dah KAH-low
- Casa Azul: KAH-sah ah-SOOL
- Coyoacán: KOY-yoh-ah-KAHN
- Día de los Muertos: DEE-ah DEH LOS moo-AIR-tohs
- Adriana Zavala: ah-dree-AH-nah zah-VAH-lah