



## PABLO



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It is hard to imagine a spectator, even the most dedicated cinephile, who is able to formulate a list of authors of opening titles of their favorite movies. Hidden from the limelight and red carpets, designers credits are usually doomed to oblivion. The Cuban Pablo Ferro escaped that fate thanks to director Richard Goldgewicht who with the documentary Pablo, won the audience with an inventive film, which with its multimedia aesthetic is in perfect harmony with the subject matter of the film itself.

Pablo Ferro began his career in drawing comics, which inspired Goldgewicht to blend animation and real images to narrate the saga of the man, who was a collaborator of great directors like Stanley Kubrick and Oscar winners like Jonathan Demme and today, without work, lives in a garage. Even Mick Jagger and the Rolling Stones fell for the talent of the creator of the revolutionary trailer for Dr. Strangelove (Dr. Strangelove, Kubrick, 1964).

The idea of making the documentary came when Goldgewicht, who is Brazilian and lives in Los Angeles, interviewed Pablo for a TV show pilot. The show didn't get picked up, but the director was hooked on the story and decided to make the film, which took five years to complete.



When the actor Jeff Bridges agreed to do the (great) narration of the documentary, it became easier to attract other Hollywood celebrities such as Jonathan Demme himself or actress Angelica Houston who, with their testimonies, helped assemble the puzzle of Pablo's unique trajectory. In just over an hour and half of the film's running time, we hear at least 20 interviews about the artist, granted by admirers, partners, ex-wives and children and Pablo Ferro himself.

The direction and editing found the right rhythm to pack the abundance of words and scenarios that unfold onscreen. Pablo Ferro, who entered Art Director's Club Hall of Fame in 2000, was a key player behind the scenes of the great American cinema of the 60s and 70s. He knew glory and decadence, he was the victim of an assassination attempt that is still mystery to everyone involved, including himself, and he did not skimp on experimentations with sex and drugs, but assures that the greatest thrill in life is the thrill of being creative.

Highlights of the long and flamboyant career of Pablo Ferro, according to the documentary is its partnership with Kubrick - which also includes the brilliant work in Clockwork Orange - and the nonexistent border between friendship and work of his deep relationship with director Hal Ashby, one of the leading exponents of the brilliant generation of directors who revolutionized American cinema in the 70s. It is a touching scene where Pablo, now with over 70 years of age, manufactures handcrafted your business card at the garage where he lives, printing a custom self-portrait stamp on it.

Goldgewicht does not hide his contagious admiration for his subject which charmed audiences at the end of the afternoon session on Wednesday the SESC Rio, who was generous in applause. Hard to know if the applause was at the subject or the film itself. But no matter, they both deserve the praise.

