



Struwwelpeter Museum
Hinter dem Lämmchen 2-4
60311 Frankfurt am Main
Tel. +49 69 74 79 69
www.struwwelpeter-museum.de



The Struwwelpeter-Museum in Frankfurt

was able to present the honoured Cuban artist
Luis Rodriguez NOA for a demanding special exhibition, to be seen
in Frankfurt from 24 October 2019 to 31 March 2020 under the title

The Cuban «Pedrito el Desgreñado» Struwwelpeter

The artist NOA

Born on 14 June 1970 in Baracoa, Guantánamo, Cuba, Luis Rodriguez NOA grew up in an artistic atmosphere. Surrounded by his parents' paintings, books and sculptures, the young Luis received his first drawing lessons from his father, the artist Luis Eliades Rodriguez (*1941), who taught at the renowned Cuban institute "Casa de la Cultura". .

At the age of 12, **NOA** was accepted at the Elementary Art School in Guantánamo, and in 1985 he moved to the National Art School (ENA) in Havana, where he completed his art studies in 1989. From 1989 to 1994 he was trained as a visual communication designer by the Higher Institute of Industrial Design. He is a member of the Association of Writers and Artists of Cuba (UNEAC) and the Cuban Prográfica Committee. With his wife and Struwwelpeter-enthusiastic daughter, **NOA** lives and works now in the «Centro Habana», a vibrant and famous district of Havana.

The artist, who has received several awards for his illustration and poster art, presents his comprehensive work in various international exhibitions in America and Europe. **NOA**'s works concentrate on the culturally complex and vital life on the streets of Havana. His work ranges from painting, graphic art and sculpture to literature.



The exhibition

With enthusiasm, humour and skill **NOA** analysed Heinrich Hoffmann's «Struwwelpeter». His contemporary reinterpretation presents the text and the pictures to the Cuban children in a colourful new guise. Visitors gain insights into the artist's working method and can follow how **NOA** worked out the German model of 1845 with openness and curiosity. The exhibition was curated by Beate Zekorn von Bebenburg and Hasso Böhme and shows selected original prints, sketches, paintings, objects and documents of his work.

Surfing «Pedrito» stands on a banana and looks out into the world with pleasure and obviously has fun with the manifold culture of Cuba. The same can be said about the other protagonists: The stories of **NOA** are colourful and cheerful, just like *the Vida Loca* in Cuba is playing.

The eloquent artist, who was inspired by the poetry of Heinrich Hoffmann and Mark Twain, gradually transformed *Struwwelpeter* into Cuban culture and mentality: First **NOA** designed the texts, then he adapted the images. «The surreal stories fit in Cubas every day life very well» he answered to a journalist from Hessischer Rundfunk. As well, some of the stories have been modified slightly. «For Cuban children, the Struwwelpeter stories are a bit too gross». **NOA** explained elsewhere that the children in Cuba communicate in a more friendly manner to each other, see «Prologo».



Opening day 23, October 2019 Struwwelpeter Museum
Right: Luis Rodriguez **NOA** with his wife and daughter
Left: Dominique Böhme-Verbeke

Felinos – Guión y Dibujos

NOA drew comics for Cuban daily newspapers during his student days in the 1980s and 1990s. The result was the bitterly evil comic strip *Felinos*, presented in this showcase in a selection of six examples.

NOA has also taken up this motif in *Pedrito el Desgreñado*.

Do you know in which story the cats occur?



The Cuban-Swiss book project «Pedrito el Desgreñado»

Before the exhibition, **NOA** and Hasso Böhme have created an art book for children entitled «Pedrito el Desgreñado. Der Struwwelpeter» in Habana/Cuba in a limited edition of 215 copies. The lovingly designed book with the texts and pictures of the artist costs 49 EUR. It can be purchased in the museum shop next to the signed and numbered serigraphs. The «Pedrito» is the result of a long-standing Cuban-European friendship between **NOA** and the Swiss Struwwelpeter collector Hasso Böhme. This book also deals with this subject

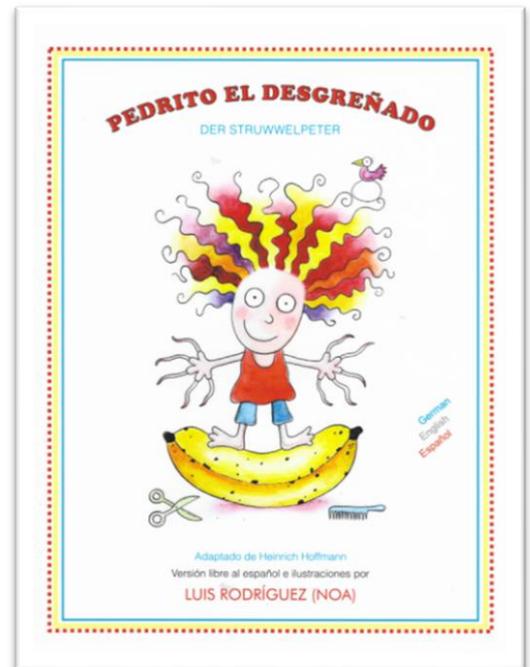
NOA and Hasso Böhme met for the first time in 2001 at an art exhibition in Zurich, where **NOA**'s works of art were presented. Admitted to the archaic power of **NOA**'s images, Hasso Böhme invited the artist to his library.

Hasso Böhme has maintained one of the most interesting private libraries on the subject of "Struwwelpeter und Struwwelpetriaden" since 1980 and is considered by experts to be one of the most profound connoisseurs and collectors in this field. Inspired by this new friendship, **NOA** decided to translate Hoffmann's classic children's book into a Cuban version for the first time. **NOA**'s adaptation, which deliberately did not want to be a retranslation of the original, is an independent literary product with its own claims, accents and punch lines.

With the finished manuscript in his pocket, **NOA** returned to Zurich in 2008 and presented his ideas and drafts.

On the occasion of the "XIII. Bienal de Arte de la Habana", a limited and signed edition of the book was published for the first time in Cuba in 2019.

In order to make *Struwwelpeter* also attractive for other, non-Spanish-speaking children, the duo has decided to place a second, no less interesting picture and reading part next to the «Pedrito». In addition to **NOA**'s adaptation, Hoffmann's Struwwelpeter original pictures of the first version of 1845 were combined with the well-known verses of the second version of 1858 and juxtaposed with the famous American Mark Twain interpretation of 1891 in an appendix. Thus this book is a polyglot reading pleasure for young and old, inviting you to compare, discover and read aloud.



NOA – a Cuban listening experience

The special exhibition "Pedrito el Desgreñado" is characterised by the fact that it also offers an accompanying acoustic programme.

Museum director Beate Zekorn von Bebenburg expressed her wish to support the exhibition with Cuban music. **NOA** liked this idea and decided to read his lyrics with temperament.

NOA performs the individual stories, which are accompanied by musical interludes typical for the country. For the visitors, the Caribbean Spanish from Cuba becomes a real listening adventure.

The selection and atmospheric music composition is arranged by Thomas Haldimann from Zurich.

The acoustic presentation will take place via two loudspeakers, which **NOA** already designed artistically in 2001.

The acoustic program

Titles of the stories «Pedrito el Desgreñado»	Titles of the musik/interludes	Composer / artist
Prologo (Prolog)	Descarga Para Banda y Combo	Paquito D´Rivera
Pedrito El Desgreñado (Slovenly Peter)	Con Los Pies En Mi Tierra	Roberto Carlos "Cucurucho" Valdes
Intermezzo 1	Pinta Te Los Labios Maria	Eliades Ochoa
Historia De Miguelito El Malvado (The Tale of the Ugly Frederick)	Drume	Roberto Carlos "Cucurucho" Valdes
Intermezzo 2	Llego El Dulcerito	Orquesta Neno Gonzalez
La Triste Historia De La Caja De Fósforos (The sad story of the Match-Box)	De La Habana A Paris	Roberto Carlos "Cucurucho" Valdes
Intermezzo 3	El Cuarto De Tula	Buena Vista Social Club
Historia De Un Negrito (The Story of the Young Black Chap)	Cimarrón	Harold López-Nussa
Intermezzo 4	Una, Dos y Tres	Orquesta de Cámara de la Habana
Historia Del Valiente Cazador (The Tale of the Terrible Hunter)	Ochosi Toque	Giraldo Rodríguez Y Sus Tambores Batá
Intermezzo 5	Si No Fuera Por Emiliana	Vieja Trova Santiaguera
Historia Del Chupadedos (The Tale of the Thumb-Sucker)	Con Los Pies En Mi Tierra	Roberto Carlos "Cucurucho" Valdes
Intermezzo 6	dito	dito
Historia De Gaspar Y La Sopa (The Tale of Soup-Kaspar)	Tres palabras	Bebo Valdés & Chucho Valdés
Intermezzo 7	Salsa Y Biste	Orquesta America
Historia De Felipe El Travieso (The Tale of Fussy-Philipp)	Llego Cachaito &	Roberto Fonseca
	Asi Baila Mi Madre	Roberto Fonseca
Intermezzo 8	Tu Loco Y Yo Tranquilo	Galera 7 Sur
Historia De Juan El Distraido (The Tale of Hans-Stare-In-The- Air)	Cubanos Por El Mundo	Roberto Carcasses
Intermezzo 9	Chapeando	Juan Formell y Los Van Van
Historia De Roberto Volador (The Story of Flying Robert)	La Lluvia &	Rubén González
	Gozando en Miami	La Charanga Habanera
Intermezzo 10 / Outro Musical	Como Cambian Los Tiempos	Duo Los Compadres
	Como Fué	Beny Moré

Frankfurt / Zurich September 2019