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Asunto: Aprender 01 Emilio.
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Para: Robert Hobl [REDACTED]

Hi Robert

This is my first post of "formal" beginning of our shared creation in "Aprender" . In this work both will try to teach things thou unto me two or three basic things about your work in communications, I will teach two or three basic things about my job performance . The language will be a very difficult and tough challenge (it's part of the idea so, to communicate it involves effort and desire to do so) . Although the main part of this work we will do in Vienna during May, a small part can access the e- mail before.

I am an artist (as you know) , but I am also a professor of art, design and visual communication for 25 years . Each class session is like " blank page " of writers or " blank canvas " of painters. A very high percentage of artists and visual communicators working in Lima have been my students. While doing performance art since 1990 , I have never specifically taught that. Then, to my Aprender is in every sense a very important work because I teach performance and learn a number of new things, and do it in languages I do not know .

Something I should tell you is that although I have not worked in telecommunications , yes I worked in communications. In 2001 I decided to stop teaching art (among many things that I decided to leave related to art) and began working in the communications office of an institution of the Peruvian State dedicated to promoting business development in Peru. I learned many things and quickly started working own projects giving new ideas and helping to improve the work of other offices of the same institution. Although I changed my neck of the office , " ascended " quickly with new features and increased responsibilities . That experience made me two years to become creative director of a private company engaged in strategic communications, corporate image design and business design services , and then three years had just having my own brand of services in strategic communication and design , serving multinational clients. Although it is not what I do exclusively (for me it was " just" a learning along the way) , I'm taking clients as a result of that experience, and the things I learned transformed my way of viewing art and making art , and also my teaching art and content I teach , as I returned to teaching five years later, when I felt renewed .

Started! In preparation for what will teach you performance , I must take care exercise . It's something you can do slowly , little by little, from now until the end of April , without giving too much work. What you will ask give me "material" to prepare the "course" of performance for you :

1. Make a written list Sandleitenhof everyday situations . Things that are usual, such as people get used to buy bread at a place at specific times, or conversely that the custom is that sellers of bread with a bread houses at certain times. Or for example how often greet people on the street and how things can speak, if people usually visited in their homes and on what occasions , etc. .
- Two . Take photos or make videos of those situations.
- Three . Identified for each of these ritual situations (ie actions that are more or less always the same or very often) .
- April . Identifies whether these rituals somehow hide / reveal the positive characteristics that you most appreciate in life Sandleitenhof .
- May . It also identifies if somehow those same rituals hide / show the opposite , ie some negative or very positive in life Sandleitenhof features (things are never absolute) .
6. Take photos or make videos of those details that hide / reveal these things negative and positive respectively . They are photos / new videos, other than point 2 .

The idea of this is that gradually we identify very specific situations to be tapped (affected , modified , altered , renovated , etc. .) With performance (yours, mine or yours and mine) . It is also to be identifying slowly what I call " devices - verbs " , ie objects , actions, gestures , images , phrases or other things that have the force of a verb , giving meaning (negative / positive) to the customs . These " devices - verb" are important for the performance involved a situation in which the " device - verb" is important key.

Want to give me a job to prepare me go for what you 're going to teach communication ?

A hug .
Emilio .

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