

Lucky for you, you're not brilliant.
 Brilliant people have an unhealthy disposition for depression.
 Take Mark Rothko.
 He was brilliant.
 And depressed.
 In the Great Depression, no less.
 Depressed when his ~~art~~ art wouldn't sell.
 And depressed when it sold to the wrong people.
 Depressed when his wife left him.
 And Depressed when his second wife did the same.
 While critics busily tore at his self belief,
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 For 66 years, he journeyed towards ~~depression~~ inescapable sadness; a victim of anti-semitism & commercialism and sexual impotence.
 For half a century he toiled to create ~~798~~ 798 works of art.
 An impressive body of work for most artists, but to Rothko it wasn't enough.
 In his final hour, he sat alone at his kitchen table with a razor blade and no reason left to live.
 And as the last drop of blood emptied out of him, he would have come to the grim realisation that his life's work had cost him everything.
 Good thing he didn't know, 39 years later, it would only cost you \$2.99.
 Then he really would have been down.

ARTS
 CHANNEL
 ART FOR AN INSULTINGLY LOW PRICE

Call 0800 759 759 to subscribe to the Arts Channel for just \$2.99 a week.

Dead American artist wins Newspaper Ad of the Year. How depressing.

Last night, this newspaper ad took out top honours at the Newspaper Ad of the Year.

Judged by some of the most respected people in advertising, the award recognises the most creative and striking ad to have run in a New Zealand Newspaper over the last year.

It also rewards the creative team responsible with \$10,000 cash. So well done Simon Vicars, James Tucker and the rest of the talented folk at DDB. We're sure, on this one occasion, Rothko would have wanted you to be happy.

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***** THE *****
NEWS PAPER
AD *of the*
year
 2009-10

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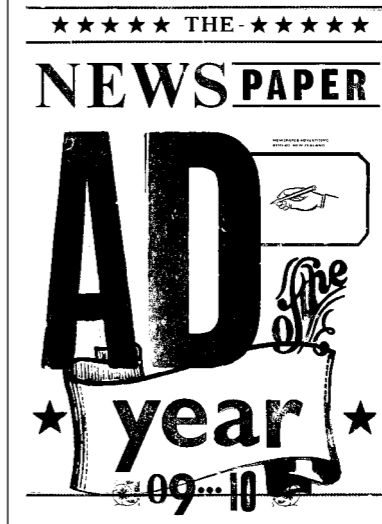
A great piece of arts gets noticed at the NAB awards.

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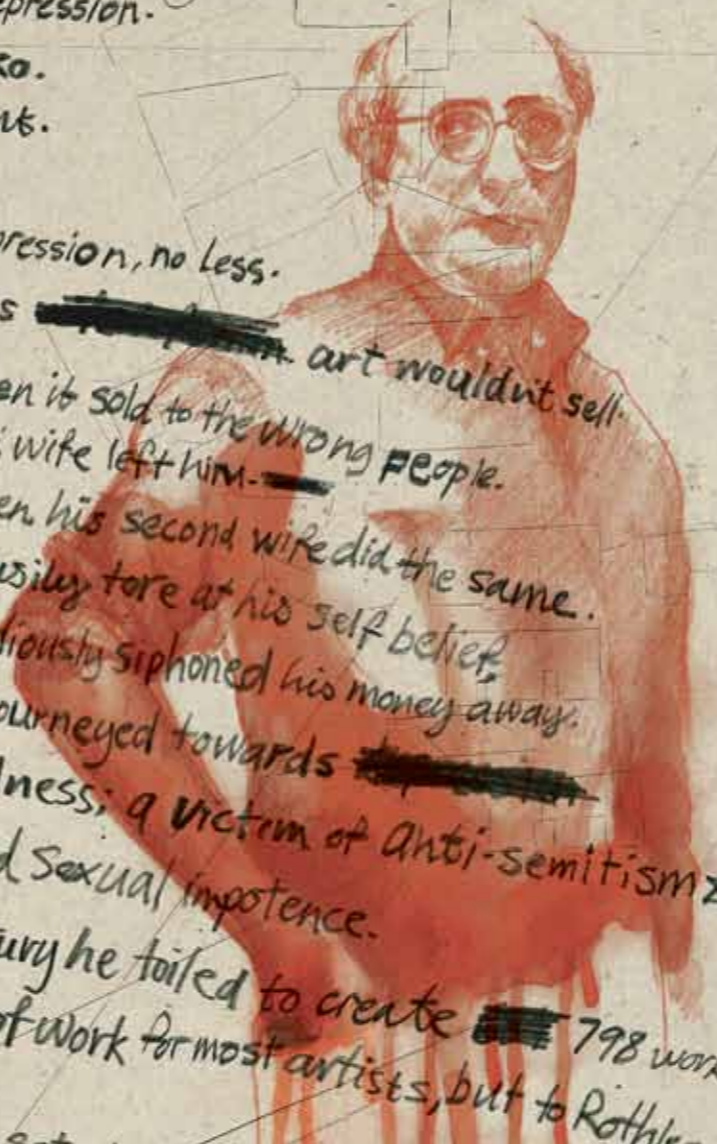
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Everyone love a great piece of arts.

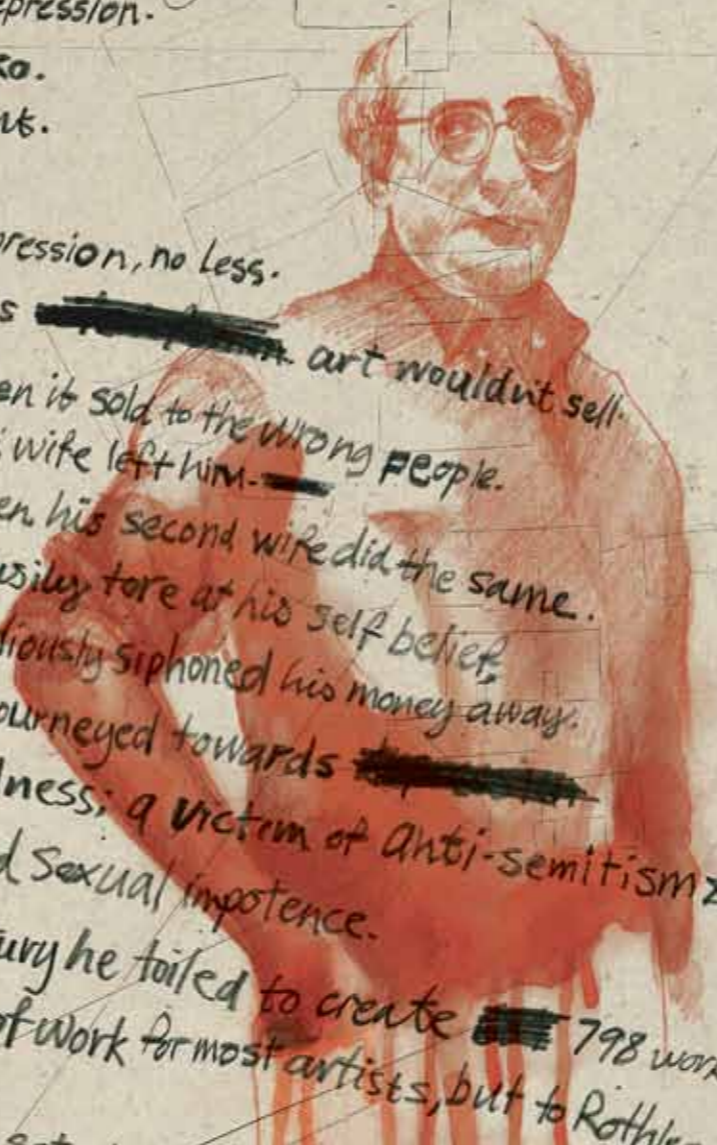
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The art of great newspaper advertising.

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\$10,000. That would have made Rothko smile.

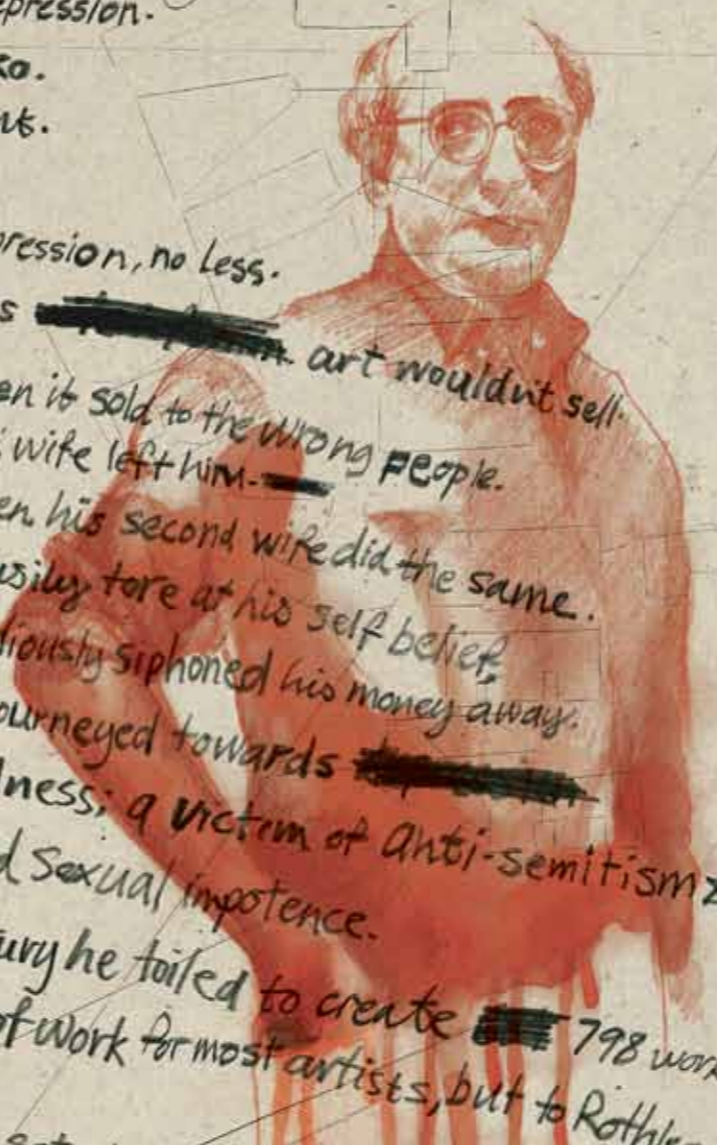
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Nice arts wins \$10,000.

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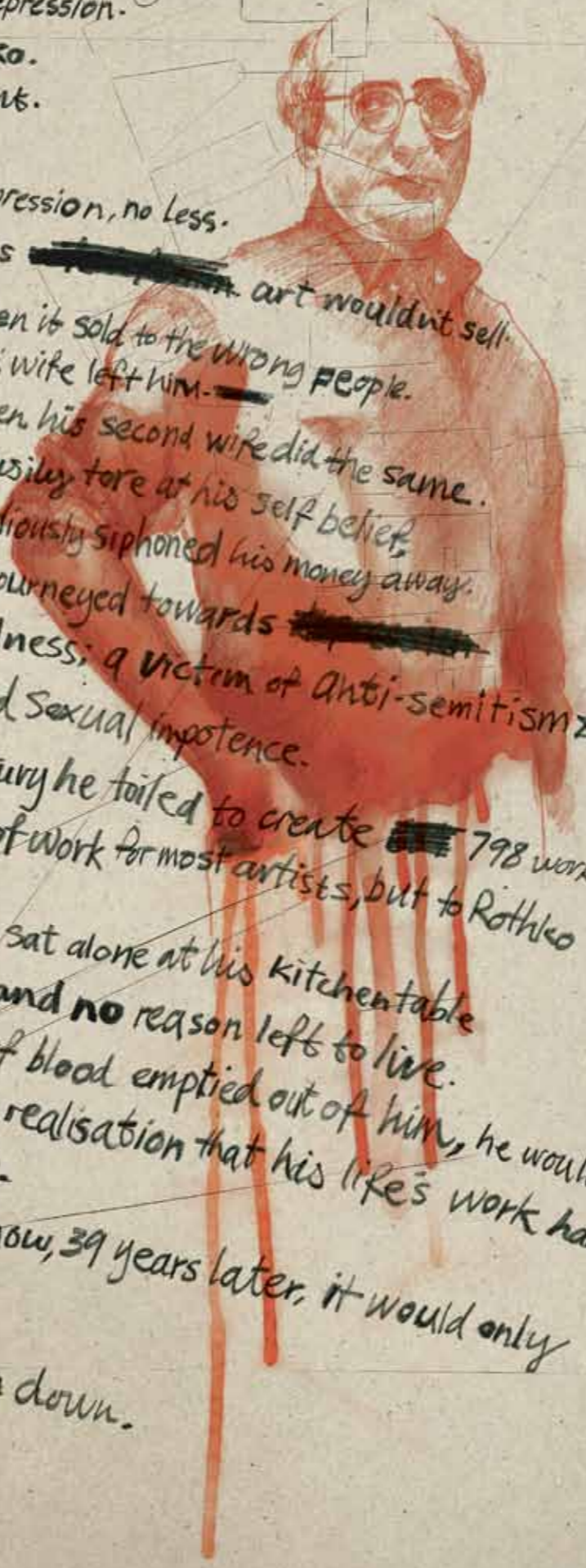
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Rothko's latest work valued at \$10,000.

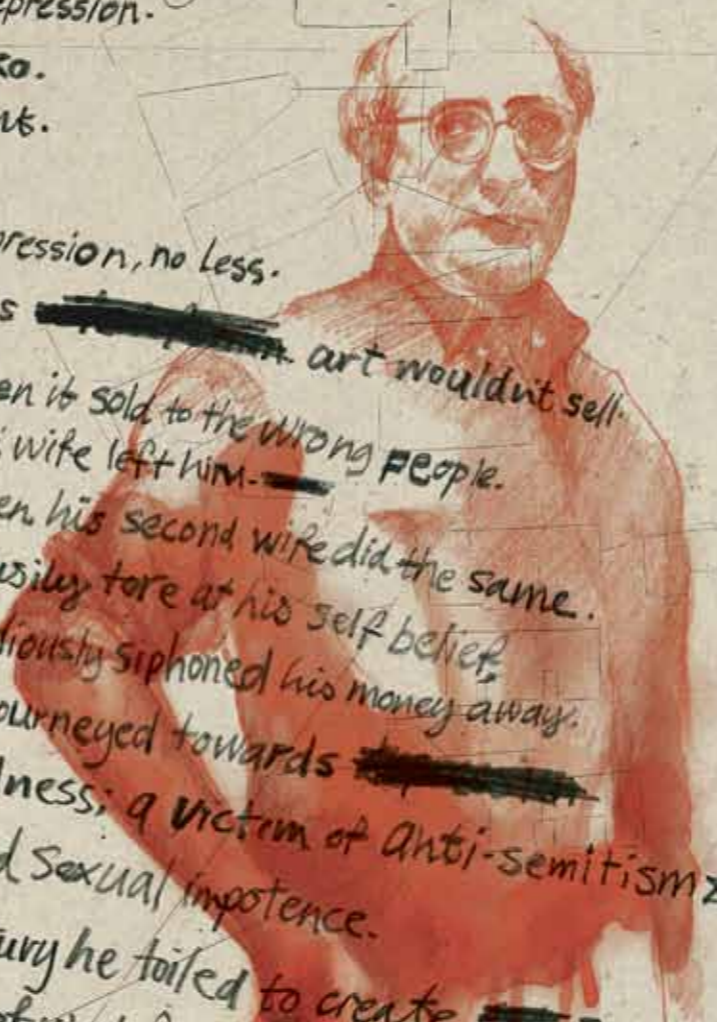
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Toby Talbot's award bonus secured.

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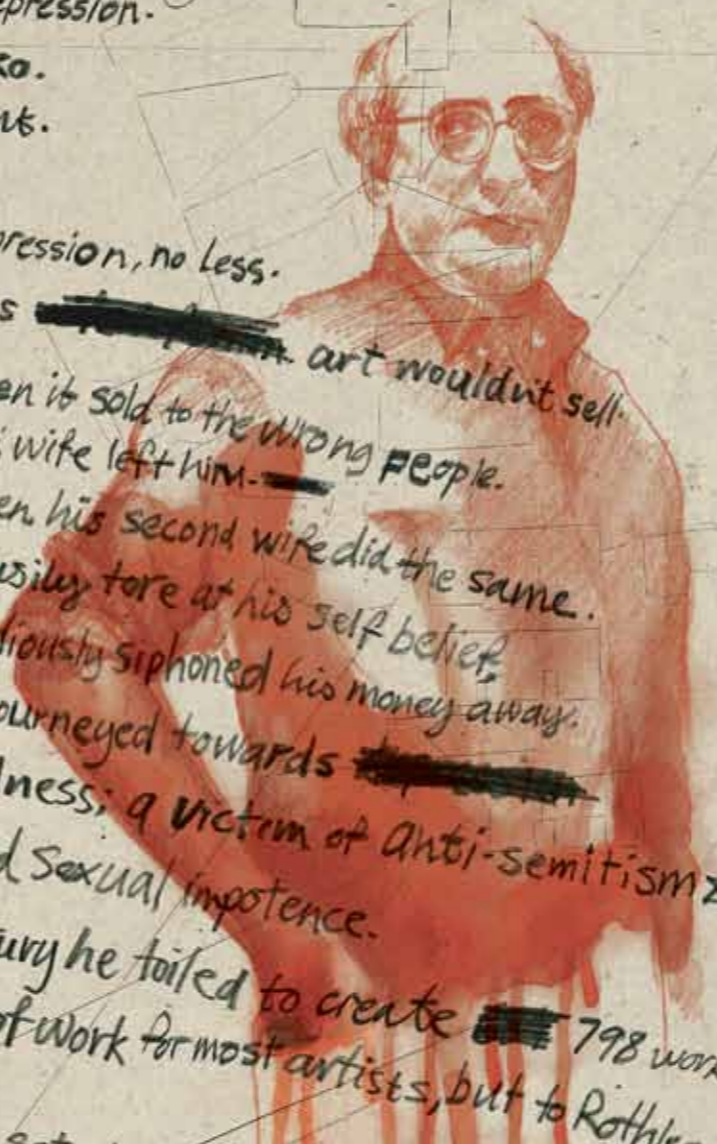
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Dead guy finally gets recognition.

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NEWSPAPER

AD 
of the
year
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Rothko loses lower torso in horrific painting accident.

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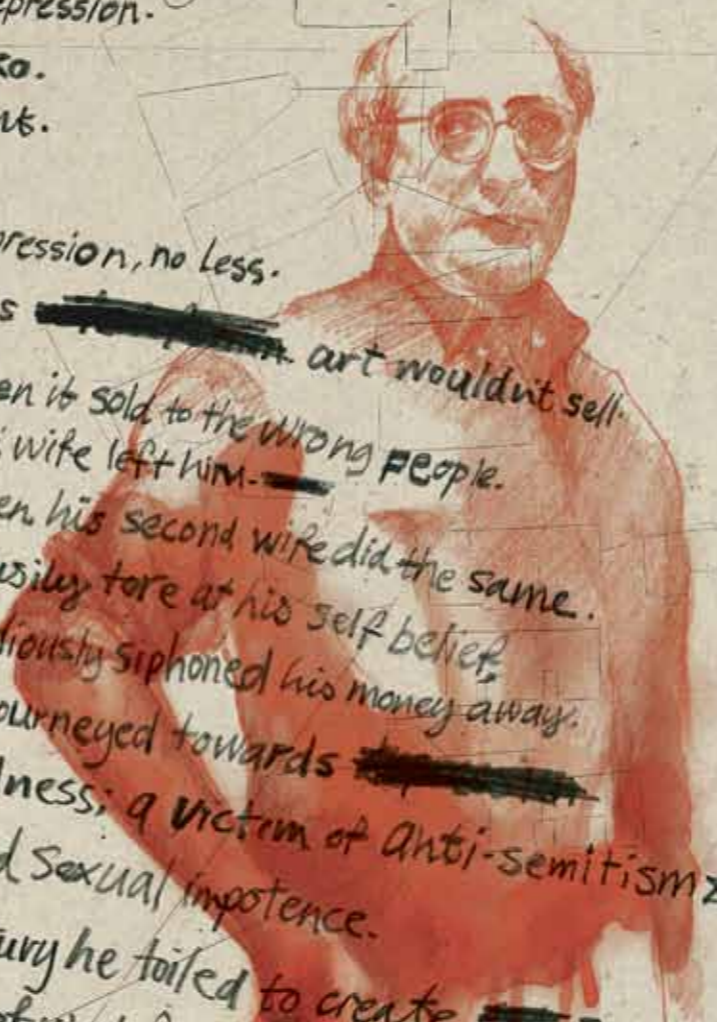
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Rothko wins and gets legless.

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Proof that suffering artists are good business.

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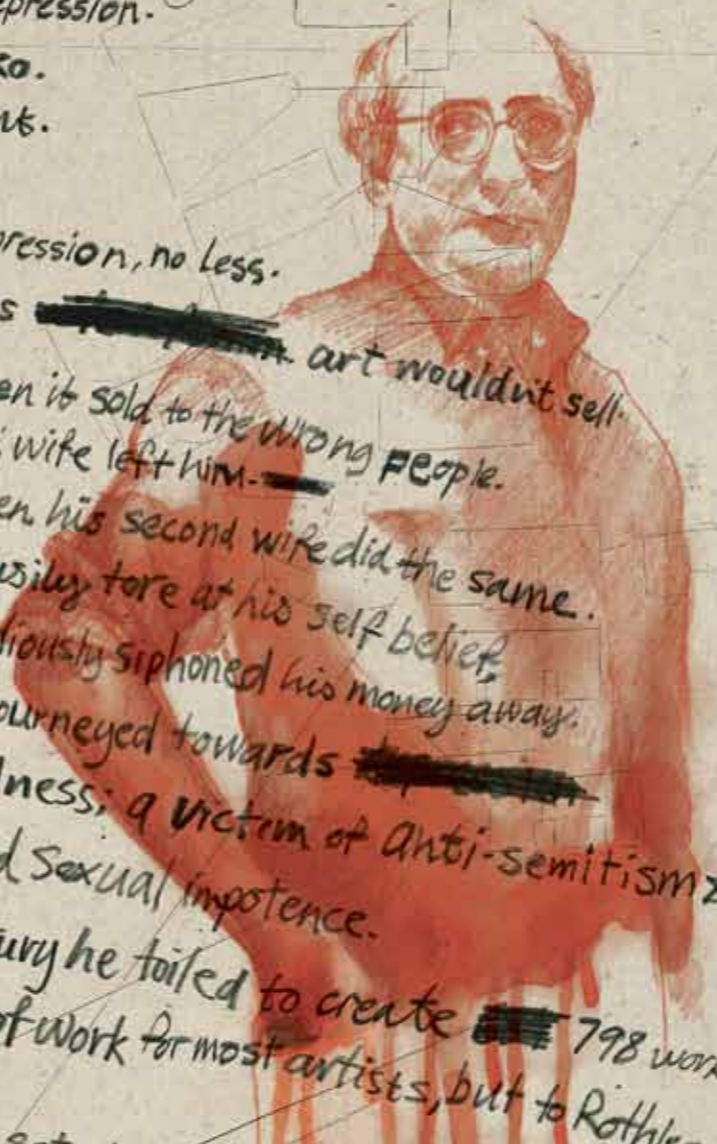
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Lucky for you, you're not brilliant.
 Brilliant people have an unhealthy disposition for depression.
 Take Mark Rothko.
 He was brilliant.
 And depressed.
 In the Great Depression, no less.
 Depressed when his ~~art~~ art wouldn't sell.
 And depressed when it sold to the wrong people.
 Depressed when his wife left him.
 And Depressed when his second wife did the same.
 While critics busily tore at his self belief,
 accountants studiously siphoned his money away.
 For 66 years, he journeyed towards ~~an~~ inescapable sadness; a victim of anti-semitism ~~and~~ commercialism and sexual impotence.
 For half a century he toiled to create ~~798~~ 798 works of art.
 An impressive body of work for most artists, but to Rothko it wasn't enough.
 In his final hour, he sat alone at his kitchen table with a razor blade and no reason left to live.
 And as the last drop of blood emptied out of him, he would have come to the grim realisation that his life's work had cost him everything.
 Good thing he didn't know, 39 years later, it would only cost you \$2.99.
 Then he really would have been down.

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Call 0800 759 759 to subscribe to the Arts Channel for just \$2.99 a week.



DDB finally win at award show.

Last night, this newspaper ad took out top honours at the Newspaper Ad of the Year.

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Sold for \$2.95, wins \$10,000.

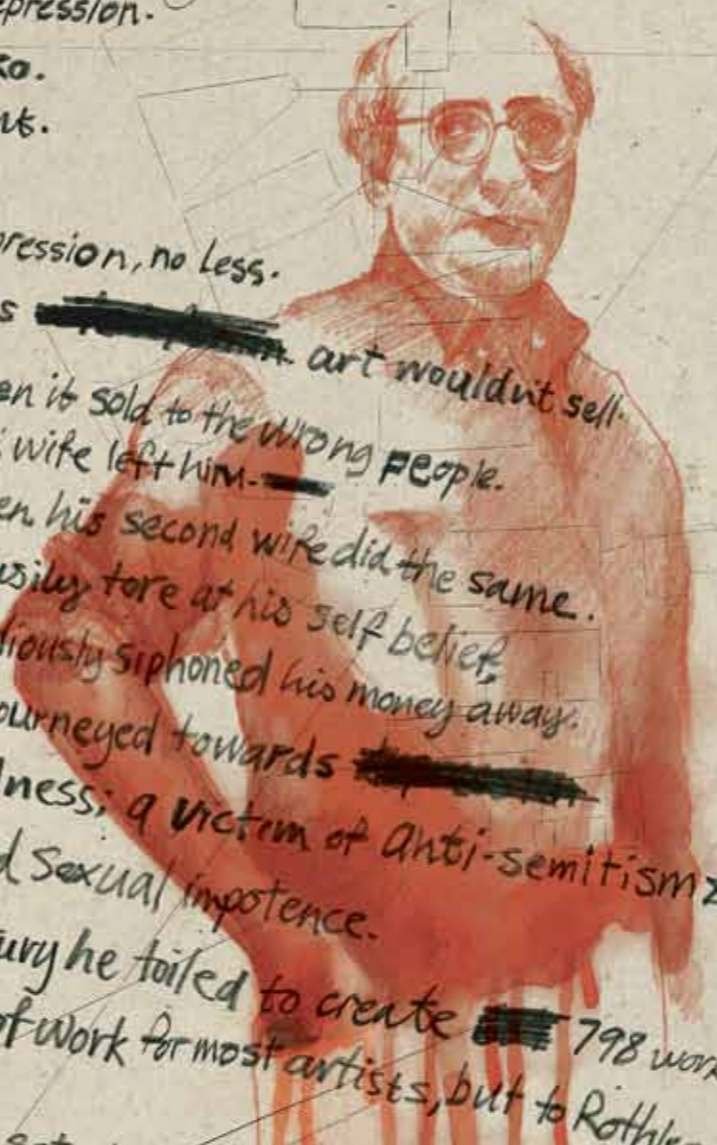
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Rothko's latest work valued at \$10,000.

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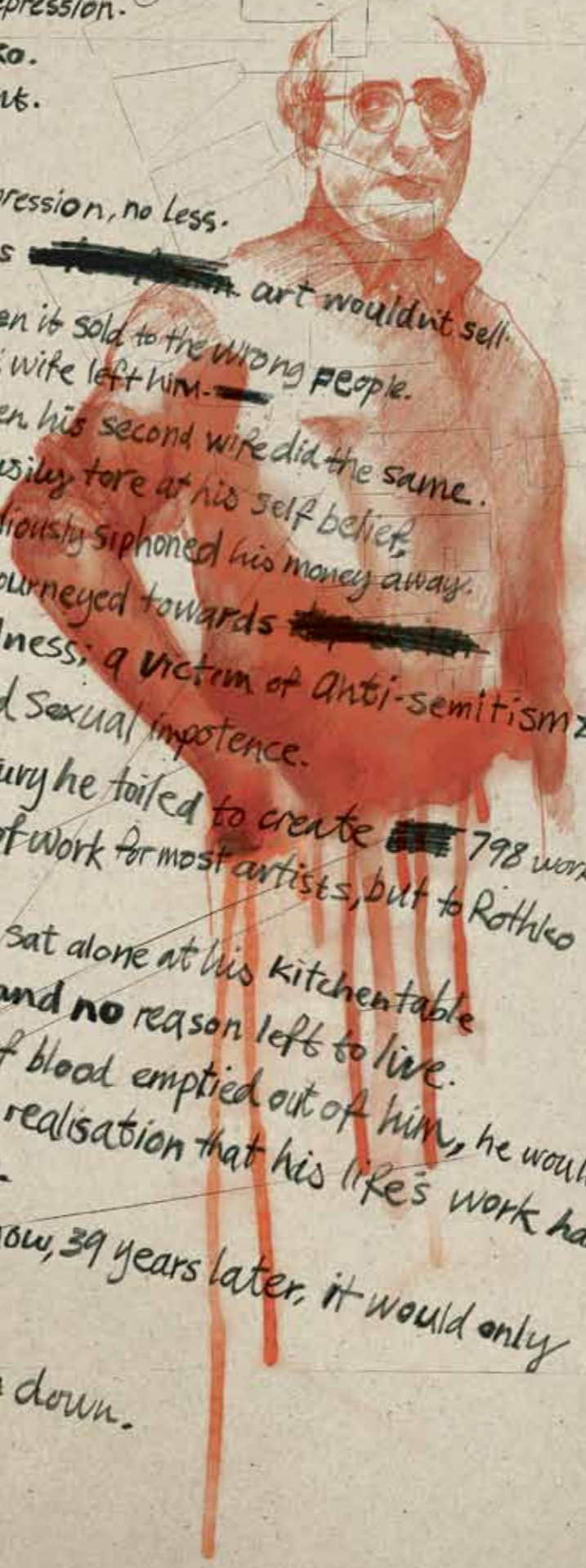
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NEWSPAPER
AD 
 year
 09...10

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Pain, suffering and torture. Who said advertising was easy?

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