

ABADI

La Casa Azul

FRIDA KAHLO

The Mexican press had picked up the Times story, and a furor erupted. In Mexico, where Kahlo is known as la heroína del dolor, “the heroine of pain,” the artist is—like the Virgin of Guadalupe—a national idol. “They were demanding to know who is this gringa who has the right to do this to our national treasure,” Loomis says. “I had to reassure the Mexicans that I was auctioning the right to reproduce the diary in facsimile, not the diary itself.” Loomis invited a series of publishing houses to view the color photocopy in the Banco de Mexico’s New York offices and place their bids. “I was immediately intrigued,” says Abrams editor in chief Paul Gottlieb.

METRO NOVA

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SLATE

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