



**MTV TURNS FORTY**  
*I still want my MTV*

## Exhibit Exploration in the Classroom

*MTV Turns 40: I Still Want My MTV is the first major exhibition curated by Grammy Museum Mississippi, celebrating its fifth anniversary this year, and the first exhibit anywhere to fully explore the significance and history of Music Television.*

### Ideas for Before You Visit:

1. **Introduce the MTV exhibit** to students using the attached teacher notes. Describe to students the history of MTV and its impact on musicians and various genres of music, the legacy of **Bob Pittman**, his influence on producing **music videos to be viewed on cable TV**, VJs (video jockeys) such as **Mark Goodman, Nina Blackwood, J.J. Jackson, Alan Hunter, and Martha Quinn**, and the continuing contributions in the world of music.
2. **Review essential questions, new vocabulary, standards/objectives.**
3. **Ask students to share any prior knowledge about singer, songwriter, and performer Michael Jackson.** Use the teacher notes to frontload the students with Michael Jackson's history-making video as the **first black artist** to ever be featured in a made for TV music video. <https://youtu.be/oRdxUFDQe0>
4. **Use the "Think, Pair, Share" response strategy** to motivate a student discussion. (See questions below.)
5. **Decorate the MTV Logo Design** and bring them with you to the museum. (See attached sample.)

**A Fun Fact:** This design which later became a world-famous logo was thrown away in the garbage and pulled out by another worker not on the project.

# 1 - Overview of MTV

Fifty years ago, Music Television, more commonly known as MTV, changed the face of popular music and permanently altered the way in which we experienced it. By presenting music videos on a new concept called cable television, pop music was no longer just about sound. Now, how an artist looked and acted in front of a camera was nearly as important as the song itself. In a short time, MTV would go from being a pop culture curiosity to the most important promotional and creative vehicle in all of music.

MTV was first launched on Saturday, August 1, 1981, with the phrase, "Ladies and gentlemen, rock and roll", and the first music video played on MTV was "Video Killed the Radio Star" by The Buggles. Since the very beginning, MTV was designed as a platform for music videos. These videos were played 24 hours a day, 7 days a week, and were chosen by video jockeys, or VJs as the station called them. By the middle of the decade, it had firmly established itself on the pop music landscape. It had dramatically elevated the art of the promotional music video and all but displaced radio as the principal means of breaking new music. Despite a playlist that largely excluded black artists in its early years, MTV eventually opened up, becoming an essential showcase for the revolutionary sounds of hip-hop and the new grunge groups coming out of Seattle.

MTV created a popular awards show for top videos and video performances (MTV Music Awards). It premiered "MTV Unplugged," a new, intimate way to experience top artists in concert. It invented reality tv and embraced "gross-out" humor with Beavis and Butt-Head. MTV's mantra was to defy convention, explore bold new ideas, and celebrate contemporary pop music and culture without limitations.

## 2 - Essential Discussion Questions:

- What is MTV? Compare it to listening to music on a radio.
- What role did the channel's recognizable logo play in its success?
- Why is Michael Jackson compared to Jackie Robinson? Should he be?

## - Vocabulary:

- **MTV** - "Music Television" established fifty years ago presenting music videos.
- **VJ** - A Video Jockey is a person who introduces music videos for a broadcast or live performances.
- **Unplugged** - *Unplugged* is a new intimate way an artist performs in a concert. One example would be a well-known artist using acoustic instruments rather than electrical.
- **Cable Television** - Cable Television is a system that distributes signals solely via satellite.
- **Inclusive** - Inclusive is to involve all people, parties, and groups.
- **Pop Culture** - The Pop Culture reflects activities and /or commercial products that are considered popular by many people.
- **Debut** - A debut is a person's or group's first appearance or performance.
- **Mantra** - A mantra is a statement or slogan repeated frequently.
- **Significance** - Significance is the importance or meaning of something.

# - Lesson Standards/Objectives

## Mission of Education in the Arts

The mission of arts education in Mississippi is to ensure that students know and experience the uniqueness of the arts, understand themselves and their world by creating, expressing, and communicating meaning through the arts, and value the arts as humanity's most essential and universal language transcending culture, time, and place.

The Mississippi Learning Standards in all the arts (dance, media arts, music, theatre, and visual arts) are designed to empower and inspire arts educators and their students to explore the many facets of the arts and prepare them for a lifetime of engagement with art forms.

Arts Integration is an approach to teaching in which students construct and demonstrate understanding through an art form in all subject areas.

Arts Integration promotes student engagement in a creative process in subjects outside the arts. This integration connects an art form and another subject area and meets evolving objectives in both.

## Mississippi Standards

### Integration of Knowledge and Ideas

***Students use technology and digital media strategically and capably.***

Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words.

- Objective: Interpret information presented visually, orally, or quantitatively (e.g., in charts, graphs, diagrams, timelines, animations, or interactive elements on Web pages) and explain how the information contributes to an understanding of the text in which it appears
- Objective: Make connections between the text of a story or drama and a visual or oral presentation of the text, identifying where each version reflects specific descriptions and directions in the text.
- Objective: Draw on information from multiple print or digital sources, demonstrating the ability to locate an answer to a question quickly or to solve a problem efficiently.

### Key Ideas and Details:

***Students appreciate that the twenty-first-century classroom and workplace are settings in which people from often widely divergent cultures and who represent diverse experiences and perspectives must learn and work together***

- **Objective:** Explain the relationships or interactions between two or more individuals, events, ideas, or concepts in a historical, scientific, or technical text based on specific information in the text.
- **Objective:** Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
- **Objective:** Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.
- **Objective:** Analyze how and why individuals, events, or ideas develop and interact.

### Comprehension and Collaboration

***Students comprehend as well as critique.***

Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.

- **Objective:** Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grade level topics and texts, building on others' ideas and expressing their own clearly.
- **Objective:** Review the key ideas expressed and draw conclusions in light of information and knowledge gained from the discussions.

### **Presentation of Knowledge and Ideas**

#### ***Students display Flexible communication and collaboration***

Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.

- **Objective:** Report on a topic or text, tell a story, or recount an experience in an organized manner, using appropriate facts and relevant, descriptive details to support main ideas or themes; speak clearly at an understandable pace.

### **Vocabulary Acquisition and Use**

#### ***Vocabulary development includes mastering high frequency words with automaticity, decoding unfamiliar words, developing awareness and application of words, how they are formed, and their relationship to other words.***

Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate.

- **Objective:** Determine or clarify the meaning of unknown and multiple-meaning words and phrases based on grade level reading and content, choosing flexibly from a range of strategies.
- **Objective:** Acquire and use accurately grade-appropriate general academic and domain specific words and phrases.

## 3 – Michael Jackson: Breaking the “COLOR BARRIER”

Michael Jackson's *Billie Jean* became the first video by an African American artist to be played on MTV; it received the highest rotations of airplay, sparking a higher demand for the others on this list. Despite the success, the road to greatness for Michael Jackson had a bump in it from the beginning. Getting MTV to air the second track from Jackson's 1982 album, *Thriller*, was not an easy feat. When "Thriller" came out in 1983, Michael Jackson wanted to have his video played on the video channel. However, network executives refused. It wasn't until the President of Arista Records stepped in and issued an ultimatum: "If you can't play Michael Jackson's music video, we're going to take off all the other artists' videos on your channel." Network co-founder Les Garland denied such a confrontation occurred, telling *Jet* magazine that the network began playing the video on its own. "There was never any hesitation. No fret," he said. Once "Billie Jean" was played on MTV, the rest was history. The threats from Jackson's studio exec paid off, both for Jackson and his black counterparts. On March 10, 1983, MTV played "Billie Jean" for the first time and forever changed the course of its music programming.

[https://youtu.be/Zi\\_XLOBDo\\_Y](https://youtu.be/Zi_XLOBDo_Y)

### – Michael Jackson: Background

**Michael Joseph Jackson** (August 29, 1958 – June 25, 2009) was an American singer, songwriter, and dancer. Dubbed the "King of Pop", he is regarded as one of the most significant cultural figures of the 20th century. Through stage and video performances, he popularized complicated dance moves such as the moonwalk, to which he gave the name, and the robot. His sound and style have influenced artists of various genres, and his contributions to music, dance, and fashion, along with his publicized personal life, made him a global figure in popular culture.

The eighth child of the Jackson family, Jackson made his professional debut in 1964 with his elder brothers Jackie, Tito, Jermaine, and Marlon as a member of the Jackson 5. Jackson began his solo career in 1971 while at Motown Records, and rose to solo stardom with his 1979 album *Off the Wall* during the peak of the disco era. By the early 1980s, Jackson was a dominant figure in popular music. His music videos, including those for "Beat It", "Billie Jean", and "Thriller" from his 1982 album *Thriller*, are credited with breaking racial barriers and transforming the medium into an art form and promotional tool. He helped propel the success of MTV and continued to innovate with videos on the albums *Bad* (1987), *Dangerous* (1991), and *HIStory: Past, Present and Future, Book I* (1995).

Jackson is the most awarded artist in the history of popular music and one of the best-selling music artists of all time, with estimated sales of over 350 million records worldwide. *Thriller* is the best-selling album of all time, while *Bad* was the first album to produce five *Billboard* Hot 100 number-one singles. Jackson had 13 *Billboard* Hot 100 number-one singles, more than any other male artist in the Hot 100 era, and was the first artist to have a top ten single in the *Billboard* Hot 100 in five different decades. He received 15 Grammy Awards, six Brit Awards, a Golden Globe Award, and 39 Guinness World Records, including the "Most Successful Entertainer of All Time". Jackson's inductions include the Rock and Roll Hall of Fame twice, the Vocal Group Hall of Fame, the Songwriters Hall of Fame, the Dance Hall of Fame (the only recording artist to be inducted), and the Rhythm and Blues Music Hall of Fame..

#### Legacy and influence

Jackson has been referred to as the "King of Pop" because he transformed the art of music videos and paved the way for modern pop music. For much of Jackson's career, he had an unparalleled worldwide influence over the younger generation. His influence extended beyond the music industry; he impacted dance, led fashion trends, and raised awareness for global affairs. Jackson's music and videos fostered racial diversity in MTV's roster and steered its focus from rock to pop music and R&B, shaping the channel into a form that proved enduring. In songs such as "Man in the Mirror", "Black or White", "Heal the World", "Earth Song" and "They Don't Care About Us", Jackson's music emphasized racial integration and environmentalism and protested injustice. He is recognized as the Most Successful Entertainer of All Time by *Guinness World Records*. He is considered one of the most significant cultural icons of the 20th century, and his contributions to music, dance, and fashion, along with his publicized personal life, made him a global figure in popular culture for over four decades.

#### Vocal style

Jackson sang from childhood, and over time his voice and vocal style changed. Between 1971 and 1975, his voice descended from boy soprano to high tenor. He was known for his vocal range. With the arrival of *Off the Wall* in the late 1970s, Jackson's abilities as a vocalist were well regarded.

## Musicianship

Jackson had no formal music training and could not read or write music notation. He is credited for playing guitar, keyboard, and drums but was not proficient in them. When composing, he recorded ideas by beatboxing and imitating instruments vocally.

## Artistry Influences

Jackson was influenced by musicians including James Brown, Little Richard, Jackie Wilson, Diana Ross, Fred Astaire, Sammy Davis Jr., Gene Kelly and David Ruffin. Little Richard had a substantial influence on Jackson, but Brown was his greatest inspiration; he later said that as a small child, his mother would waken him whenever Brown appeared on television. Jackson described being "mesmerized".

Jackson's vocal technique was influenced by Diana Ross; his use of the "oooh" interjection from a young age was something Ross had used on many of her songs with the Supremes. She was a mother figure to him, and he often watched her rehearse. He said he had learned a lot from watching how she moved and sang, and that she had encouraged him to have confidence in himself.

## Dance

Jackson danced from a young age as part of the Jackson 5, and incorporated dance extensively in his performances and music videos. The moonwalk was Jackson's signature dance move and one of the most famous of the 20th century. Jackson is credited for coining the name.

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## **Michael Jackson · GRAMMY Awards - Won**

| YEAR | CATEGORY                           | WORK                           | RESULT |
|------|------------------------------------|--------------------------------|--------|
| 2010 | Lifetime Achievement Award         |                                | Won    |
| 2009 | Hall of Fame Award                 | Thriller                       | Won    |
| 2009 | Hall of Fame Award                 | Off the Wall                   | Won    |
| 2008 | Hall of Fame Award                 | Thriller                       | Won    |
| 2008 | Hall of Fame Award                 | Off the Wall                   | Won    |
| 1996 | Best Music Video                   | Scream                         | Won    |
| 1994 | Legend Award                       |                                | Won    |
| 1993 | Legend Award                       |                                | Won    |
| 1990 | Best Music Video                   | Leave Me Alone                 | Won    |
| 1986 | Song of the Year                   | We Are the World               | Won    |
| 1984 | Album of the Year                  | Thriller                       | Won    |
| 1984 | Best Album for Children            | E.T. the Extra-Terrestrial     | Won    |
| 1984 | Best Male Pop Vocal Performance    | Thriller                       | Won    |
| 1984 | Best Male R & B Vocal Performance  | Billie Jean                    | Won    |
| 1984 | Best Male Rock Vocal Performance   | Beat It                        | Won    |
| 1984 | Best R&B Song                      | Billie Jean                    | Won    |
| 1984 | Non-Classical Producer of the Year |                                | Won    |
| 1984 | Record of the Year                 | Beat It                        | Won    |
| 1980 | Best Male R & B Vocal Performance  | Don't Stop 'Til You get Enough | Won    |

## **Michael Jackson · GRAMMY Awards – Nominated**

| YEAR | CATEGORY  | WORK   | RESULT    |
|------|---|--|-----------|
| 2011 | Best Male Pop Vocal Performance                         | This Is It                                     | Nominated |
| 2009 | Lifetime Achievement Award                              |  | Nominated |
| 2002 | Best Male Pop Vocal Performance                         | You Rock My World                              | Nominated |
| 1997 | Best Music Video  | Earth Song                                     | Nominated |
| 1996 | Best Male Pop Vocal Performance                         | You are Not Alone                              | Nominated |
| 1996 | Album of the Year                                       | HIStory: Past, Present and Future, Book 1      | Nominated |
| 1993 | Best R&B Song   | Jam  | Nominated |
| 1993 | Best Male R&B Vocal Performance                         | Jam  | Nominated |
| 1993 | Best Male Pop Vocal Performance                         | Black or White                                 | Nominated |
| 1990 | Best Music Film   | Moonwalker                                     | Nominated |
| 1989 | Record of the Year                                      |  | Nominated |
| 1988 | Best Male Po Vocal Performance                          | Bad  | Nominated |
| 1988 | Album of the Year                                       | Bad  | Nominated |
| 1988 | Non-Classical Producer of the Year                      |  | Nominated |
| 1988 | Best Male R&B Vocal Performance                         | Bad  | Nominated |
| 1985 | Best Male R&B Performance by a Duo or Group with Vocals | Tell Me I'm Not Dreamin' (Too Good to Be True) | Nominated |
| 1984 | Best Pop Performance by a Duo or Group with Vocal       | The Girl Is Mine                               | Nominated |
| 1984 | Best R&B Song   |  | Nominated |
| 1984 | Song of the Year  | Beat It  | Nominated |
| 1984 | Song of the Year  | Billie Jean                                    | Nominated |
| 1980 | Best Disco Recording                                    | Don't Stop 'til You Get Enough                 | Nominated |

## 4 – “Think, Pair, Share” Discussion:

- **Think** about how Michael Jackson might have felt about being the first black artist to be featured in a music video on cable television which promoted predominantly all white artists. Why was his video important? Can you think of a person of a different race who was the first to do something, who changed the world or who impressed or influenced you?
- **Pair** with a classmate near you, (to the left or the right as your teacher directs) and discuss your answers to the given questions.
- **Share** your responses with the class.

## 5 - Decorate the MTV Logo:

The design of the **MTV logo** looks much like the design elements you see in **graffiti art**. This resemblance to graffiti is no coincidence, as both MTV and graffiti tap into many of the same ideas of freedom and rebellion, geared toward the same, young audience. Another significant design element of the MTV logo is the size and prominence of the “M” in the logo compared to the other two letters. At the beginning of MTV, the entire focus was on the music. In every way, the channel lived up to the name “Music Television”. The designers of the MTV logo chose to make the “M” in the logo much more prominent than the “TV”. One interesting aspect of the MTV logo’s design is its lack of dependency on a color scheme. The base logo is designed using only black text, though the channel has featured the logo in a variety of colors throughout the years in various promos. This ability to change the color scheme of their logo at will has served as a valuable marketing tool for the channel, allowing them to stay as diverse as the music they spotlight. **\*Use art materials to decorate the MTV Logo, run on cardstock if possible.**



# Ideas for When You Visit:

1. **View the MTV exhibit**, study the displayed artifacts, read the captions about each, watch the music videos and interviews. (An artifact is something made by humans.)
2. **Complete a Discover & Document Exhibit Hunt** and an **Exhibit/Artifact Response Activity** (Moonman). \*You can work individually or with other classmates.
3. **Explore the interactive stations in the exhibit.**

## DISCOVER & DOCUMENT the following:

**M** \_\_\_ *Joe Doe's **MOONMAN** Trophy*

**U** \_\_\_

**S** \_\_\_

**I** \_\_\_

**C** \_\_\_

**T** \_\_\_

**E** \_\_\_

**L** \_\_\_ *the **Logo** that appeared with the **first ever MTV video***

**I** \_\_\_

**V** \_\_\_ *the first **MTV Video** ever to **showcase a black artist***

**I** \_\_\_

**S** \_\_\_

**I** \_\_\_

**O** \_\_\_

**N** \_\_\_

# Exhibit/Artifact Response

What is the exhibit title?

\_\_\_\_\_

What is the exhibit about?

\_\_\_\_\_

The artifact in the exhibit that I have the most interest in is

\_\_\_\_\_.

Two things I wonder about this artifact are

\_\_\_\_\_

\_\_\_\_\_.

Facts I learned from viewing this exhibit:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***This exhibit makes me feel?***

This exhibit reminds me of

a song

an artist

a musician

a \_\_\_\_\_

Draw an artifact -



# Ideas for When You Return to School:

Choose at least one of the suggested extended activities below to complete, individually, as a group, or as a whole class. *Show your work and send samples to [education@grammymuseumms.org](mailto:education@grammymuseumms.org) to receive a GRAMMY treat.*

1. **Design a logo** in Graffiti style for your self-profile, your class, your school using the information you learned from touring and studying the design evolution of the MTV Logo.
2. **Watch 3 of the first music videos** ever shown on cable television. \*Keep in mind, all lyrics/images may not be appropriate for all students. We encourage you to always vet any video/audio links before sharing with your students. \*
3. **Create a statue** that represents an important 1st in your life using Aluminum Foil. (Examples: MTV's Moonman, GRAMMY Award) Materials Needed: boxes of foil, directions on the following link (<https://isfdn.org/core/files/isfdn/uploads/files/Foil%20FiguresFINAL.pdf>)
4. **Choreograph your dance moves** to promote a skill or grade objective. \*To protect the integrity of your students and the music, be sure to get parental permission before videoing students and placing on public websites. \*
5. **Create a class mural** (in Graffiti Style) of your reflections after touring the MTV Exhibit.

# 1 – Design Elements of the MTV Logo

The design of the MTV logo looks much like the design elements you see in graffiti art. This resemblance to graffiti is no coincidence, as both MTV and graffiti tap into many of the same ideas of freedom and rebellion, and both are geared toward the same, young audience.

Another significant design element of the MTV logo is the size and prominence of the “M” in the logo compared to the other two letters. At the beginning of MTV, the entire focus was on the music. In every way, the channel lived up to the name “Music Television”. It comes as no surprise, then, that the designers of the MTV logo chose to make the “M” in the logo much more prominent than the “TV”.

Lastly, one interesting aspect of the MTV logo’s design is its lack of dependency on a color scheme. The base logo is designed using only black text, though the channel has featured the logo in a variety of colors throughout the years in various promos. This ability to change the color scheme of their logo at will has served as a valuable marketing tool for the channel, allowing them to stay as diverse as the music they spotlight.



# 2 – Music Videos on Cable TV

There was a long history of using short films to promote the sale of music or to present music acts before the arrival of MTV.

In 1929, the great blues singer, Bessie Smith, performed her hit, “St. Louis Blues,” in a short film by the same name. In the 1940s, Soundies, or short music films, featured major jazz and rhythm & blues artists of the day such as Count Basie and Louis Jordan. Soundies were played on Panorams, or coin-operated movie jukeboxes, in nightclubs, restaurants, and other public places. The three-minute Soundies were the precursors to the modern music video.

The Beatles used music videos as a substitute for live performances, which ended in late summer of 1966. The videos were also employed to satisfy the many requests for the band to appear on British television. Rather than merely perform their songs in front of cameras, The Beatles often “acted out” their music.

In 1975, Queen created what is often considered to be the prototype *MTV* video with its version of “Bohemian Rhapsody,” a major hit for the band, but difficult to perform live on *Top of the Pops*, the influential British television music program. With interesting camera angles and clever lighting, “Bohemian Rhapsody” paved the path to the modern music video.

In 1979, *Video Concert Hall* became the first music video program on American television. It was featured on the *USA Network* and *Showtime* and shown for one or two hours at irregular times of the day. Playing all genres of music and devoid of any context, *Video Concert Hall* was a music video filler more than anything else.

## The First Ten Videos Played on *MTV*

1. "Video Killed the Radio Star" - The Buggles
2. "You Better Run" - Pat Benatar
3. "She Won't Dance with Me" - Rod Stewart
4. "You Better You Bet" - The Who
5. "Little Suzi's on the Up" - Ph.D
6. "We Don't Talk Anymore" - Cliff Richard
7. "Brass in Pocket" - The Pretenders
8. "Time Heals" - Todd Rundgren
9. "Take It on the Run" - REO Speedwagon
10. "Rockin' the Paradise" - Styx

<https://youtu.be/PJtiPRDIqtl>

## 3 – EVER WONDERED WHY THE VMA STATUE IS A MOONMAN?

Winners of a Video Music Award receive what became known as the "Moonman" trophy. The idea for it harkened back to *MTV's* debut show when it presented footage of the Apollo 11 spacecraft launch and an astronaut landing on the moon. A voiceover proclaimed, "Ladies and gentlemen, rock and roll." And thus, *MTV* was born.

Because the footage was replayed on *MTV* at the top of every hour for the channel's first five years, the astronaut became one of *MTV's* most enduring images.

According to designer Pat Gorman, a sneaker and a container of popcorn were also considered for the VMA trophy. In the end, the "Moonman" was selected because "We thought, 'We're like the guys landing on the moon and claiming it. We claim this land for music.'"

In 2017, the trophy was re-named the "Moon Person" award, making it gender neutral.



## 4 – Dance

Music videos produced possibly the greatest impact on filmed dance since the 1930s. At first, dance was used sparingly, but it was the collaboration of Broadway jazz dancer Michael Peters, Martin Scorsese, and the song-and-dance talents of Michael Jackson on the music video "**Beat It**" that contributed to the acceptance of dance-enriched music television videos and changed the face of MTV.

Director of Michael Jackson's historic "Beat It" video said, "The dance steps were worked out to combine with the camera movement so that the camera itself is dancing and the dolly grips were as important as some of the dancers. I wanted to make something classical the way the great choreographers moved in the late 40s and early 50s and the films that I saw growing up... Maybe the video itself is the dance. You know, the piece of film itself and the impression that it gives to the mind when you're flashing by on those channels, and that maybe speaks another language to a younger generation. Who knows."

Choreographer, Michael Peters, capsulated the significance of the new medium stating, "**Music videos are indicative of what we are, the way our culture has gone – instant gratification – my attention span is this short, so you better do it really fast because otherwise, I'm gonna hit that remote and change the channel.**"

Soon after, the first dance show, *Club MTV*, began in 1985 and became one of the channel's most popular programs. Borrowing the idea from the old *American Bandstand* and *Soul Train* teen dance shows, *Club MTV*'s host, Downtown Julie Brown consistently featured hot young dancers and live musical acts. Success stemmed largely from Brown's vivacious personality and chic wardrobe, and her endless enthusiasm for dance and dance music kept the energy of the show high and the action on the dance floor hot.

## 5 – Create a Class Mural

<https://learnodo-newtonic.com/famous-graffiti-art>

A **mural** is a painting or other work of art executed directly on a wall. Graffiti are writing or drawings that have been scribbled, scratched, or painted illicitly on a wall or other surface, often within public view. Murals have been created by many artists including the renowned Mexican painter, Diego Rivera. However, in this article we only look at murals created by graffiti artists, often illicitly but sometimes with permission of the authorities. **Graffiti** as an art movement began in the late 1960s and today some of the best-known artists in the world are street artists. However, graffiti is still considered vandalism and some of the most renowned works by street artists have been removed by authorities.

Though Shepard Fairey is world-famous, Banksy is arguably more so, which is remarkable given that he works anonymously (though his real name is rumored to be Robin Gunningham). The British artist, political activist, and filmmaker emerged in Bristol as part of an underground art and music scene during the early- to mid-1990s. Toward the end of the decade, he began to spray paint stenciled images that mixed pop-cultural references and subversive political themes on walls and bridges around Bristol and London (he has since gone world-wide). Needless to say, Banksy's notoriety has served him well on the art market, where his work has sold in the high six-figures. This in turn has generated collector interest in other street artist—a phenomenon that has come to be known as the "Banksy effect."



### Balloon Girl (2002) – Banksy

This graffiti shows a young girl whose hair and dress are blowing forward in the wind. She is stretching her hand to clutch the string of her heart-shaped red balloon, which has been blown away. The image of Banksy's Girl with a Balloon has been used numerous times on prints, t-shirts, as tattoos etc. Singer Justin Bieber got a tattoo based on the artwork. In February 2014, the Sincura Group removed the mural from the east London shop and sold it for £500,000. In November 2015, a print of the painting was auctioned for £56,250, more than twice its estimated value. In 2017, in a poll conducted by Samsung of 2,000 people from the United Kingdom, Banksy's image of a girl letting go of a heart-shaped balloon was voted the nation's favorite artwork. The Balloon Girl, created by the best-known graffiti artist, is the most famous graffiti art ever created.



King Robbo, or John Robertson, was an English graffiti artist. In 1985, he painted this graffiti work under the London Transport Police Headquarters on a wall beside Regent's Canal in Camden. The location was only accessible by water and as years passed it became the oldest piece of graffiti in London. Over time, all the works created by King Robbo were removed from London's trains and walls by authorities, except this one. In 2009, however, famous English graffiti artist Banksy destroyed most of this graffiti by painting over it. This started the well-known graffiti war between Banksy and King Robbo. In 2011, John Robertson sustained a head *injury* which left him in a *comatose condition*. **The same year, Banksy ended the war by creating a black and white mural at the same site to pay tribute to King Robbo.** Robertson was unable to recover and died in 2014.