

MAKE A difference



THROUGH A PINK LENS

PHOTOGRAPHER **BOB CAREY'S** SURPRISING SELF-PORTRAITS PERSONALIZE THE IMPACT OF BREAST CANCER ON HIS FAMILY—AND BEYOND BY AMY PERRY

In 2002, photographer Bob Carey was tapped by Ballet Arizona to shoot an ad campaign. The brief? Express what the art form meant to him. The Phoenix lensman had been working on a series of self-portraits about transformation, so he chose to make an image in the same style—but this time with a more befitting costume.

“My stepmother was a great seamstress, so I asked her to make the tutu,” Carey remembers. “At the time, there was no connection to breast cancer.” But something about that image clicked. So he hung onto the tulle confection, started percolating a new story line, and decided to relocate to New York with his wife, Linda, who is also Carey’s producer and studio manager.

Carting camera gear and their dogs, they set off for the four-day van trip from Phoenix to Brooklyn. In fact, Carey shot a self-portrait en route. Midmorning at a friend’s Santa Fe, New Mexico, ranch, he officially launched the new series—encircled in frothy pink layers.

Then in 2003, a mere six months after the move, Linda was diagnosed with breast cancer, and the shoots became Carey’s way

of coping. “When I’m photographing myself, it takes me away from reality, a mini vacation from my life,” he says. But when Linda shared the images with other women during chemotherapy sessions, hilarity ensued. “This was a turning point in the project,” Carey says. “If we could make a few people laugh during treatment, why not try for more?” And thus The Tutu Project was born.

Between gigs, Carey’d fluff up the tutu and take it on location, from chaotic Times Square to the majestic stage of the Metropolitan Opera House. And, of course, he did a self-portrait on the iconic floor of the 59th Street Bloomingdale’s, titled “Checkerboard.”

The couple sells limited-edition prints and postcards of the tutu self-portraits, which have also been collected in a coffee-table book titled *Ballerina*. They donate 20 percent of sales to The Carey Foundation, which serves women with breast cancer. For more information on the series and Carey and Linda’s nonprofit foundation, visit thetutuproject.com.

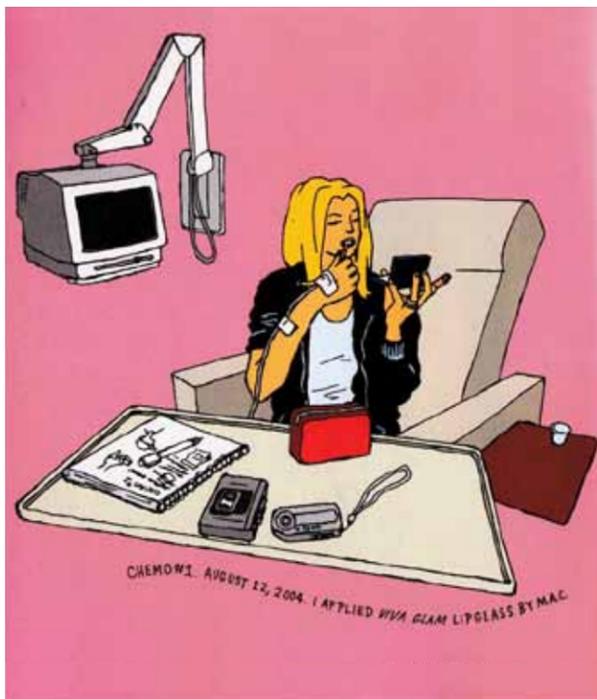
▶ Watch Bob Carey create a self-portrait for The Tutu Project at bloomingdales.com/tutu.

MEET THE ARTISTS Meet the innovative artists who are redefining breast cancer awareness campaigns. During the month of October, Bloomingdale’s shoppers in the New York metro area will have an opportunity to meet cartoonist, illustrator, and author of *Cancer Vixen* Marisa Acocella Marchetto, as well as Bob Carey, a commercial and fine art photographer and a co-founder of The Tutu Project. ■ WHERE: ALL NEW YORK METRO LOCATIONS, EXCEPT NEW YORK CITY ■ WHEN: THIS OCTOBER. DATES VARY FOR EACH STORE ■ FOR DETAILS, VISIT: bloomingdales.com/events



A Cancer Vixen in Hollywood

AUTHOR **MARISA ACOCELLA MARCHETTO** OPENS UP ABOUT HER WORK WITH BLOOMINGDALE’S—AND WHAT IT FEELS LIKE TO HAVE CATE BLANCHETT PLAY HER ON SCREEN BY MELISSA WALKER



Viva Glam Lipgloss, by Marisa Acocella Marchetto

Cartoonist Marisa Acocella Marchetto is the author of *Cancer Vixen*, a 2006 autobiographical graphic novel about a gutsy superhero battling cancer. Marchetto has a clean bill of health today—and a movie version of her book is on the way. But she still devotes much of her attention to ensuring that all women have access to the cancer-preventing screenings that can save lives.

This year has been a whirlwind for Marchetto, who is thrilled that her novel is being brought to the screen as an HBO film. “The most talented actress on the planet is starring in and producing *Cancer Vixen*,” gushes Marchetto about Cate Blanchett. “This is the first time Cate has partnered with HBO. Everyone involved is A-plus.”

It wasn’t so long ago that Marchetto was undergoing treatment for breast cancer and pouring her struggles onto the pages of her novel. The author-illustrator became a superhero herself for many women in 2006, when she established The Cancer Vixen Fund with the help of Bloomingdale’s. The fund sponsors free mammograms at Beth

Israel Comprehensive Care Center in New York City.

“Bloomingdale’s is like no other store in the world,” says Marchetto. “Their commitment to helping fund research and finding a cure for breast cancer is unwavering.” Marchetto notes that the store was a first love of hers: “When I was 5 years old, I thought it was a magical oasis.”

Throughout the years, with projects like creating Bloomingdale’s store windows and illustrating exclusive merchandise, Marchetto’s relationship with the store has evolved and expanded. “Being in partnership with Bloomingdale’s through The Cancer Vixen Fund, I know that their dedication to philanthropy is unsurpassed,” she says.

Marchetto is currently writing and illustrating her second graphic novel, this one fictional, and is also working on “creating something new and really powerful for women who are undergoing cancer treatments.” Updates can be found on Twitter @cancervixen or on Facebook via Marisa Acocella Marchetto.

MARCHETTO: STEVEN DILLON. *THE GIVE: ANYTIME FROM OCTOBER 1 THROUGH NOVEMBER 3, 2013. ENROLL IN THE PROGRAM BY CHARGING A \$15 FEE ON YOUR BLOOMINGDALE’S CARD—100 PERCENT OF WHICH WILL FUND RESEARCH, SUPPORT, AND AWARENESS PROGRAMS AT THESE THREE ORGANIZATIONS: THE BREAST CANCER RESEARCH FOUNDATION, THE TUTU PROJECT BENEFITTING THE CAREY FOUNDATION, AND THE CANCER VIXEN FUND AT BETH ISRAEL HOSPITAL.



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FIND OUT HOW YOU CAN HELP THE CAUSE WITH GIVE PINK, GET MORE ON THE BACK COVER OR AT BLOOMINGDALES.COM/PINK.*