

August 2, 2010

Museum of Modern Art of São Paulo



Dimitri Xenakis and Maro Avrabou's project for MAM's Festival of Gardens at Ibirapuera

Area around MAM-SP

MAM's Festival of Gardens at Ibirapuera – curated by Felipe Chaimovich

One of the most important landscaping events in the world, the International Festival of Gardens of *Chaumont-sur-Loire* in France can be seen for the first time outside of France at the Museum of Modern Art in São Paulo, Brazil, starting September 22 (Wednesday), the first day of Spring in the Southern hemisphere. Curated by Felipe Chaimovich and supported by São Paulo's Environmental Agency (*Secretaria do Verde e do Meio Ambiente*) and Domaine de Chaumont-sur-Loire, *MAM's Festival of Gardens at Ibirapuera park* showcases nine projects by nine French landscape designers, including Michel Racine and Florence Mercier, and three Brazilian visual artists such as Ernesto Neto and Beatriz Milhazes, who examine the theme of food, which has been already celebrated by the original event.

The Museum of Modern Art of São Paulo, located in the Ibirapuera Park, is the ideal setting for the first tour of the celebrated landscaping event. Founded by industrialist Ciccillo Matarazzo in 1948, MAM-SP has been focusing on a line of art and ecology exhibitions since 2007 through shows that propose a wide debate on the current environmental and sustainability issues, including the *Franz Krajcberg: natura* (2008) show and *Ecologic*—a critique of consumer society—, both followed by activities such as debates and workshops that expand the contents shown.

Gastronomy and the understanding of food as also an aesthetic manifestation is part of another curatorship line at MAM-SP and perfectly fit the Festival, which uses landscapes to preempt the theme of nurturing the body and the soul. Art, ecology, and gastronomy fuse in a debate that seeks to challenge nutrition and the agricultural problem in today's world, food waste, and the need to slow down current life's accelerated pace on behalf of total nutrition, both physical and spiritual.

Opened in August 21, 1954, during the celebrations of São Paulo's Fourth Centennial, the Ibirapuera Park was designed by architects Oscar Niemeyer, Olhôa Cavalcanti, Zenon Lotufo, Eduardo Knesse de Mello, and Icaro Castro Mello, in addition to landscape designer Augusto Teixeira Mendes. Measuring 1.5 million square meters, it is one of the parks most sought out by São Paulo's residents and one of the most important green and leisure areas in the city.

Ibirapuera also houses a large number of cultural landmarks including Professor Aristóteles Orsini Planetarium, the Free Environment and Peace Culture University, Auditorium, Afro Brazilian Museum, Oca, the Biennial Foundation, the Museum of Modern Art, and the Museum of Contemporary Art.

Main Room – Grande Sala

Ernesto Neto: Dengo – curated by Felipe Chaimovich

Exploring sensorial implications and visitors' immersion in the creation of his work, this carioca artist created a crochet mesh and built a gigantic and colorful structure that will completely occupy one thousand square meters of MAM-SP's main room, through which visitors will circulate. By entering this type of organism, visitors create unusual relationships with space, provoking a direct perception and evoking the warmth of a caress thanks to the material used in the work. For the first time at MAM-SP Neto creates an installation of such proportion.

41 Essex Street
New York, NY 10002, USA

Paulo Figueiredo Room

Raymundo Colares – curated by Luiz Camillo Osorio

The show aims to bring to museumgoers the production of one of the most inventive artists in Brazil in the mid 60's and 1986, date of his premature death. Not widely known internationally yet, Colares is one of the main artists to articulate 60's experimentalism with Brazil's modern tradition. His paintings of bus sidings combine the geometric rigor of neoconcretism and the urgent visual appeal of pop. Together with his paintings and metal reliefs the show will display his "Comic Books," which articulate color, body, and geometry in small paper object-books which have been originally handled. The idea is to produce replicas so that visitors can handle them as well. Drawings, letters, poems, and a video - Colares 1987 – shot by filmmaker Sergio Wladimir Bernardes are also part of the show, which includes around 50 pieces. The exhibit was organized by the currently curator of the Museum of Modern Art of Rio de Janeiro.

Whole museum

Resident DJ *Territorial* – 3rd edition by Gabriel Acevedo and Rafael Polar

Whistles draw the attention of passersby in the entrance hall of MAM-SP. With a change in intensity and length of the whistles, the artists explore how an auditory sign changes from a simple sign of presence to a code that defines social territories.

Corridor

Wall Project *Pele* – by Rochelle Costi

A spinoff on the *Toalhas [Tablecloths]* series, developed between 1996 and 1997 for the VI Biennial in Havana, the work uses as reference the popular tablecloths made of linoleum to question what remains from the domestic rituals around the table. Each one of the patterns is made up of leftovers, such as the chicken feet reused in *Pele [Skin]*.

www.mam.org.br

Further information to the media:

Conteúdo Comunicação

MAM quarters – Luciana Pareja (imprensamam@mam.org.br) +55 (11) 7200-4131
Phone # +55 (11) 5085-1337

Roberta Montanari (roberta.montanari@conteudonet.com) +55 (11) 9967-3292
Cláudio Sá (claudio.sa@conteudonet.com) +55 (11) 9945-7005
Phone # +55 (11) 5056-9800

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