



FEITO POR BRASILEIROS/MADE BY BRAZILIANS:

A “Creative Invasion” to take place in São Paulo

From September 9 to October 12 - A multi-faceted art exhibition was

Specially curated to celebrate the revival of São Paulo’s abandoned
Matarazzo Hospital

Exhibition to showcase the work of 100 artists reflecting the inspiring
power of Brazil

Launching at the same time:

Feito Por Brasileiros/Made By Brazilians,

A book spotlighting the work of Brazil’s most creative individuals

AUGUST 11th 2014, SÃO PAULO. A “creative invasion” of artists will herald the return to life of a long-abandoned São Paulo landmark, the old Umberto Primo Hospital, known as the Hospital Matarazzo, a six-acre complex in the heart of the city, boasting historically significant 19th- century Italianate buildings that were in active use until 1993. Once a center of city life-- the birthplace of half a million Paulistas and hailed as an important part of Brazil’s cultural patrimony-- the disused Hospital Matarazzo will be revitalized starting on September 9, when its pavilions, hallways, and gardens will be filled with the work of 100 artists taking part in a specially curated exhibition meant to re-infuse the site with new energy before its refurbishment as the Cidade Matarazzo, a landmark mixed-use cultural and tourist complex being created by the Groupe Allard. Founded and led by Alexandre Allard, Groupe Allard has previously sponsored major exhibitions including *Basquiat* at the Museum of Modern Art in Paris (2010), *Veilhan Versailles* at the palace of Versailles (2010), and *Miró En Son Jardin* at the Maeght Foundation in Saint-Paul de Vence (2009).

The Energy and Diversity of Brazil’s Contemporary Art Scene

Curated by Marc Pottier, with special projects curated by Simon Watson, Nadja Romain, Gabriela Maciel and André Sheik, the “Invisible Museum” (Le Musée de l’Invisible) by Pascal Pique, Baixo Ribeiro, and 3rd Bahia Biennial, *FEITO POR BRASILEIROS/MADE BY BRAZILIANS* was conceived to celebrate the energy and diversity of Brazil’s contemporary artistic scene. The curators invited 50 Brazilian artists and 50 non-Brazilian artists to occupy the hospital’s extensive indoor and outdoor spaces in an invasion that can be regarded as both an exhibition and a ritual concurrence of individual performances and installations. For Marc Pottier and Simon Watson, the exhibition is a reunion effort. In 1995 in New York, the two curators first collaborated on an historical show of the Brazilian artist Tunga, which they presented in an abandoned warehouse of SoHo as part of the “Art from Brazil in NY” festival. In *FEITO POR BRASILEIROS/MADE BY BRAZILIANS*, Pottier and Watson collaborate again on a contemporary art mission—this time at the instigation of Groupe Allard, which is creating in Cidade Matarazzo a communal cultural space with the liveliness of a public square, where São Paulo citizens and visitors alike will come face-to-face with the most powerful examples of creativity in Brazil. “Matarazzo Hospital has kept its mysterious aura although it has been closed in 1993,” says Vik Muniz, one of the Brazilian artists participating in the project. “It’s an amazing site, full of histories and memories. In September, the public will once again gain access to this emblematic place. It will open its doors to a huge art and music celebration-- an unmissable show that will hit São Paulo’s cultural scene in an unforgettable way.”

For another Brazilian participating artist, Henrique Oliveira, the exhibition will occasion a visit to a São Paulo that no longer exists. “The experience of walking around inside the old hospital takes us directly to the Italian influences that are still really strong,” says Oliveira. “These influences have been so well absorbed that we almost forget the historical background. Matarazzo is a small village within the city, a microcosm inside a big metropolis. Being considered as a national heritage site, the Allard project will turn Matarazzo into a welcome landmark for a city mostly characterized by the destruction of the past. The site is now living a new moment of its history and we are witnessing its rebirth.”

Scheduled to run simultaneously with the Biennale of Sao Paulo, *FEITO POR BRASILEIROS/MADE BY BRAZILIANS* will incorporate ephemeral works of painting, sculpture, installation, and video, as well as other short-lived installations and “interventions,” in which viewers can see artists confronting and cross-pollinating their visions, and “cannibalizing” each other’s work, in a process resonant with the influential 1928 “Cannibal Manifesto” of the Brazilian poet Oswald de Andrade (1890-1954), which argued that Brazil's cannibalization of other cultures is one of its greatest strengths. This concept will be celebrated by the first work shown inside the exhibition’s main entrance, *Baba Antropofágica (Cannibalistic Drool)*, created by artist Lygia Clark in 1973.

The Vision of MADE BY BRAZILIANS in a Book

This unique exhibition will also mark the publication a major new book by the same

name. Conceived by French gallerist and publisher Enrico Navarra, curated by Marc Pottier and with Editoria Capivara as publishing editor, at the invitation of Groupe Allard, the book *FEITO POR BRASILEIROS/MADE BY BRAZILIANS* will focus on more than 200 of Brazil's most important creative individuals: artists, collectors, critics, graphic artists, designers, architects, and fashion professionals. The product of two years of research, the book will comprise more than 1,200 pages in three volumes.

The Center for Creativity at Cidade Matarazzo

The liveliness of Brazilian creativity exemplified in *FEITO POR BRASILEIROS/MADE BY BRAZILIANS* will find an ongoing home at Cidade Matarazzo after the exhibition closes, in the about-to-launch Center for Creativity. The Center was created by Groupe Allard to showcase the importance of creativity to Brazil's economy. Featuring residences, movie theatres, exhibition areas, and studios dedicated to art, music, film, handicrafts, fashion, and the culinary arts, the Center for Creativity will offer seminars, debates, workshops and other activities aimed at expanding the discussion about the importance of art and culture in Brazilian society and beyond.

"Brazil is an immense spring of creativity," says Alexandre Allard, "but we can still find more effective ways of pouring this creativity into a profusion of forms that can transform the economy and ultimately be exported."

EXHIBITION HIGHLIGHTS

TITLE: *FEITO POR BRASILEIROS/MADE BY BRAZILIANS*

DATES: September 9th to October 12th of 2014

HOURS: Tuesday to Sunday, 9 a.m. to 5 p.m. (entry is free)

LOCATION: Cidade Matarazzo, Alameda Rio Claro, 190, Bela Vista

CONCEIVED BY: Alexandre Allard

CURATOR/ARTISTIC DIRECTOR: Marc Pottier (EU/Brazil)

GUEST CURATOR: Simon Watson (USA)

ADJUNCT CURATOR: Maguy Etlin

GENERAL COORDINATOR: Katia d'Avillez

EXECUTIVE DIRECTION: Companhia das Licenças and Base7 Projeto Culturais

COMMUNICATIONS DIRECTOR: Elise Lombrage

PRESS AND PUBLIC RELATIONS: Mai Carvalho, A4 Comunicação

+ 55 11 3897-4122

maicarvalho@a4com.com.br

julianamartins@a4com.com.br

adrianaaverissimo@a4com.com.br

ABOUT THE GROUPE ALLARD: <http://www.groupe-allard.com>

PHOTOS:

<ftp://FEITOPORBRASILEIROS:FEITOPORBRASILEIROS@remote.a4com.com.br/>



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