



MAM presents a panoramic exhibition by multimedia artist Paulo Bruscky

Curated by Felipe Chaimovich, the show presents never-before seen performances, installations, sculptures, photographs, postal art, videos and documents

From September 1st to December 14th, Museu de Arte Moderna de São Paulo presents a panoramic exhibition with works by a Brazilian with great renown in the international art circuit, multimedia artist and poet from Pernambuco state **Paulo Bruscky**. Presented at the Paulo Figueiredo Room, the show is curated by Felipe Chaimovich, MAM's curator, and brings together fifty works among performances, installations, sculptures, photographs, postal art, films and documents from the 1960s to the present day, with some works still being produced.

The artist honored in this exhibition is recognized by works characterized by constant experimentation with media by using ephemeral supports such as Xerox, fax, stationery paper, stamps, envelopes, newspapers, documents and heliographs. A precursor of postal and Xerox art in Brazil, Bruscky mailed many photocopies and postcards to MAM throughout the years; they were archived with other documents in the library. All the works by this artist in the museum's collection, including these documents, will be shown in the exhibition.

In order to create wide visual discourses, Paulo Bruscky uses many different languages such as photography, video, collage, drawing, and assemblage. The artist also promotes interaction with electronic machines and equipment related to industrial culture – such as Xerox machines, faxes, telephones, video recorders, photograph cameras, encephalogram and cardiogram machines – and, thus, he cultivates new practices in image creation.

Born in 1949, in Recife, where he still lives and works, Bruscky is known for being a conceptual artist; however, he goes beyond thoughts, as he is concerned with materializing his ideas. “As conceptual as he can be, realizing the works is not secondary, as he is always intent in concretizing his ideas,” Chaimovich explains. In order to do this, Bruscky has many *Cadernos de Ideias* [Ideas Notebooks], where he writes down the works he wishes to accomplish. MAM presents four of these notebooks; the museum also materialized a few of the described works. “Bruscky may take years until he accomplishes a handwritten instruction, and the museum will have the opportunity to realize a few of them, also during the show's opening,” the curator says.

The exhibition brings together projects and actions by the artist, some of them continuous, others instantaneous – that will remain as video records during the show. On the opening night, there will be three performances, two of them never-before staged, as well as the installation *Fogueira de gelo* (Ice Fire, 1974-2014), composed by natural and colored flavored ice, positioned at the public's entrance, outside the museum, available to whomever wants to get a taste. The first performance of *A Plateia* (The Audience, 2014) will happen at the *Lina Bo Bardi Auditorium*, inside the museum. With those present at the opening, Paulo Bruscky will take part in the movie and direct it at the same time, through a fixed camera that films the audience and simultaneously projects the images on a screen, honoring British filmmaker Alfred Hitchcock.

Another never-before staged performance is *Meu cérebro desenha assim* (My brain draws like this, 1979-2014) in which encephalogram equipment, operated live by a neurologist and a technician, will examine the artist, showing how his mind works. The video record of the exam will be exhibited on a TV set in the show, and the results will hang on the walls. *Penas de galinha* (Chicken Feathers, 1960s), the last performance in the opening evening, is a collective performance lasting between fifteen to twenty minutes, composed by multicolored chicken feathers and fans. Each person who enters the room will receive a small bag with feathers to be thrown on the area covered by the fans.

Different actions will be performed throughout the exhibition period. In the *Vendedor de comida do Ibirapuera* (Food Vendor at Ibirapuera Park, 1974-2014) performance, a vendor in the park will do his job inside the exhibition space, selling salty treats during the exhibition period. *Carregadores de espelho* (Mirror Porters, 1970s), which will take place on September 6th (a Saturday), with the artist present, consists of eight people dressed in workers' overalls carrying mirrors (measuring 1.3 by 3.3 feet) and walking in line around the museum, the marquee and the Bienal building, interacting and reflecting the people in the park. Detailed projects of all the performances and original sketches of many projects will be exposed in the display entitled *Banco de Ideias* [Ideas Database], together with the *Cadernos de Ideias*.

"The artist gave specific instructions to the museum for the works' display, among them special recommendations for the installation of *Expediente* (Work Shift, 1978-2005), in which a MAM employee will do his regular work shift live in the exhibition room, as if he were an artwork," the curator says. *Arte classificada* (Classified Art, 2014) is an ad printed on a newspaper that is freely distributed in town, giving a clue, but without actually publicizing the exhibition. "Besides works that involve visitors' participation and catch the public's attention, we have the *Quadro de Aviso/Work in Progress* (Message Board), consisting of a cork board that will receive works through the mail, the internet, from people and posted by the artist himself, who will send materials in many different forms until the end of the exhibition period," Chaimovich declares.

MAM-SP is at Google Art Project

Visit: www.googleartproject.com/collection/museu-de-arte-moderna-de-sao-paulo/

PLAN YOUR VISIT:

Paulo Bruscky

Curator: Felipe Chaimovich

Room: Paulo Figueiredo

Opening: September 1st (Monday), from 8 pm

Visiting: September 2nd to December 14th

Parking available (Zona Azul parking permit: R\$ 3 for 2h)

Handicapped access

Restaurant/café

AC

Venue: Museu de Arte Moderna de São Paulo (Paulo Figueiredo Room)

Address: Parque do Ibirapuera (av. Pedro Álvares Cabral, s/nº - Portão 3)

Hours: Tuesday to Sunday, from 10 am to 5:30 pm (the museum closes at 6 pm)

Phone # +55 (11) 5085-1300

www.mam.org.br

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www.youtube.com/MAMoficial

Further information to the press

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