



***The Marquee, MAM and Us in the Middle* invites reflection on the mixed vocation of the space occupied by the Museum of Modern Art of São Paulo**

On the eve of its 70th anniversary, the museum opens an exhibition space inspired by the metaphor of connection to its surroundings

The Paulo Figueiredo Room brings together works from the collection mixed together with objects such as skating ramps and ballet barres, used by groups that frequent this section of Ibirapuera Park to express their identities which, in turn, are linked to a program of performances, workshops and shows under the marquee

The show is structured around three fronts, with curatorship by Ana Maria Maia, the exhibiting architect of O Grupo Inteiro and the staging of activities organized by the museum's educational department, which has arranged six special editions of MAM Sunday over the duration of the exhibition

Between May 8th (opening at 20:00 to the general public and guests) and August 19th 2018, MAM – Museum of Modern Art of São Paulo, presents the exhibition **The Marquee, MAM and Us in the Middle (*A marquise, o MAM e nós no meio*)**, inspired by the metaphor of the museum's connection to its surroundings. Located, since 1969, in a pavilion under the marquee designed by Oscar Niemeyer for Ibirapuera Park, the museum forms an integral part of the one of the most dynamic and spontaneous spaces for cultural, sporting and political expression in the city. The Paulo Figueiredo Room brings together a series of works from the museum's collection selected by the curator Ana Maria Maia, mixed with furniture and a layout designed by the collective of artists and architects *O Grupo Inteiro*, which will interact with the activities staged by the communities that frequent the marquee, coordinated by the educational department - *Educativo MAM*.

Ana Maria Maia believes that, together with MAM's collection, the relationships with the neighborhood, surrounding areas and the agents who coexist with MAM and its vicinity, form an integral part of the museum's "collection". "The space presents itself as an invitation for a wide variety of occupations, formed of groups seeking to express their identities, by organizing encounters between dance, sports and fan clubs", she explains. "This environment was the starting point for my reflections on what MAM is today – identity, collection and history, at a time when the museum is celebrating its 70th anniversary. I thought it was interesting to reflect on its everyday identity, in addition to that related to the world of art", the curator concludes.

During the course of the exhibition, *Educativo MAM* has organized a program of events linked to MAM Sunday / *Domingo MAM*, an initiative which the museum's educational department has run since 2013. Six editions will be held that are linked to the

exhibition. Each of them will explore aspects of the close relationship between MAM and the marquee where different artistic, cultural, sporting and social activities form part of an everyday relationship of coexistence and negotiation (see below the special program "Us in the Middle", with performances, workshops, conversations, dance, theatre and musical presentations).

The mixed vocation of the broad space of the marquee, for both culture and entertainment, dates back to the 1950s: the same building that now houses the MAM was home to a wax museum designed by Ciccillo Matarazzo in 1955, which was turned into a skating rink in 1956. In 1969, the space was prepared for its transformation into a white cube.

The event comprises a total of 38 participating artists and groups, and includes installations, performances, music and dance presentations, photography, painting and sculpture. The works from the collection will remain inside the exhibition room while objects such as skate ramps will be incorporated both into the show's exhibition architecture and into the external area, to be used by skaters who frequent the free span. According to Ana Maria Maia, the intention is that the exhibition space should be experienced during the entire duration of the show "as a quiet space, stage and track, in its interfaces with its surroundings".

Artists and groups: Alessandra Leão, Amelia Toledo, *Bey Hive*, *Break Ibira*, Cinthia Marcelle, Claudio Tozzi, *Coletiva Ocupação*, *Explode!*, Falves Silva, Flávio de Carvalho, Georgete Melhem, Guilherme Peters, Henrique Fuhro, *House of Zion*, Ione Saldanha, Ivens Machado, Jorge Menna Barreto, Josefa Pereira and Patrícia Bergantin, Laura Lima, Lenora de Barros, Manuk Poladian, Mário Ishikawa, Maureen Bisilliat, *MC Delacroix*, *Micrópolis*, Mídia Ninja, Mônica Nador, Nair Benedicto, Nenê da Vila Matilde, *O Grupo Inteiro*, Otto Stupakoff, Paulo Nazareth, *Revista On/Off*, Rosana Paulino, Siron Franco, Vilma Slom, and Waldeny Elias.

Domingo MAM / MAM Sunday
SPECIAL PROGRAM "US IN THE MIDDLE"

May 27th

Beyhive, dance presentation

Time: 15:00 to 16:00

Location: Paulo Figueiredo Room (MAM)

Guilherme Peters, performance "*Bail 4*"

Time: 16:30 to 17:30

Location: Marquee, in front of the glass room

June 24th

***Explode! Zion*, chat* and vogue battle followed by a pocket-show by MC Delacroix**

Time: 14:00 to 18:00

Location: Marquee, in front of the glass room

**With sign-language interpreters*

July 8th

Laura Lima, performance "Quadris de homem = carne/mulher = carne" ("Hips of men = flesh/woman = flesh")

Time: 14:00 to 16:00

Location: Between the Paulo Figueiredo Room (MAM) and the Marquee

Josefa Pereira and Patrícia Bergantin, performance "*Mandíbula*" ("Jaws")

Time: 14:00 to 15:00

Location: between the Paulo Figueiredo Room (MAM) and the Marquee

Breaking Ibirá, training session and presentation by b.boys and b.girls

Time: 15:30 to 17:30

Location: Marquee, in front of the glass room

July 15th

Jorge Menna Barreto, "Café Educativo: Uma Escuta da Fome" ("Educational Coffee: Listening to Hunger")

In collaboration with Alexis Milonopoulos and Márcio Diegues

Activity 1: "*Fome em deriva: caminhada de identificação de plantas alimentícias não-convencionais no Parque Ibirapuera*"* ("Hunger Adrift: a walk to identify unfamiliar edible plants in Ibirapuera Park"*.)

Guest: Neide Rigo

Time: 10:30 to 12:30

Meeting Point: MAM Reception

** With sign-language interpreters.*

Activity 2: "*Entre a fome e o apetite: piquenique no parque*"* ("Between hunger and appetite: a picnic in the park"*)

Time: 12:30 to 13:30

Meeting Point: MAM Reception

**Participants should bring their own food*

Activity 3: "*Fome de Comum: conversaçoão sobre as potências da fome*"* ("Common Hunger: conversation about the power of hunger"*)

Guest: Ricardo Rodrigues Teixeira

Time: 14:30 to 17:00

Location: glass room of MAM

** With sign-language interpreters*

July 29th

Alessandra Leão, workshop "Cadê o cantador?" ("Where is the Singer?")

Time: 11:00 to 14:00

Location: Marquee, in front of the glass room

Collective Occupation, presentation "*Quando quebra queima*" ("When Breaking Burns")

Time: 15:30 to 17:00

Location: Marquee, in front of the glass room

August 5th

Stencil workshop with JAMAC

Time: 11:00 to 15:00

Location: Marquee, in front of the glass room

Limited places

Nenê de Vila Matilde samba school, presentation by the percussion section

Time: 16:00 to 17:00

Location: Marquee, in front of the glass room

Ana Maria Maia (Recife, 1984) is a researcher, curator and professor of contemporary art. She is currently taking a Doctorate in the Theory and Criticism of Art at the University of São Paulo. She was adjunct curator of the 33rd Panorama of Brazilian Art of the Museum of Modern Art of São Paulo (2013) and curator of Visual Arts Tracks (*Rumos Artes Visuais*) of Itaú Cultural (2011-2). She is the author of the book *Arte-veículo: intervenções na mídia de massa brasileira* (Editora Aplicação, 2016), produced with the support of *Bolsa Funarte 2014 de Estímulo à Crítica de Arte* (2014 Funarte Grant for Stimulating Art Criticism).

O Grupo Inteiro, composed of Carol Tonetti, Claudio Bueno, Ligia Nobre and Vitor Cesar, since 2014, combines different formations and practices – in the fields of architecture, design, art, communication, learning and technology – which converge, create correspondences and expand. They undertake research, representation, and spatial, graphic and technological projects on a large scale, activating multiple modes of co-existence. Works include *Conductors*, for the exhibition *Playgrounds 2016*, MASP and *Sesc Interlagos, Campos de Preposições* (Fields of Prepositions) *Sesc Ipiranga*, 2016 – in collaboration with Central Saint Martins – London, *MetaCozinha* (MetaKitchen) at the *Casa do Povo*, 2016, *Manejo* (Handling) – a spatialization of the project *Restauração* (Restoration), by Jorge Menna Barreto at the 32nd Biennale of São Paulo. <http://www.ogrupointeiro.net/>

The Museum of Modern Art of São Paulo

The MAM is a non-profit public interest non-governmental organization, founded in 1948. Its collection comprises over 5 thousand works produced by some of the most important figures in modern and contemporary art, mainly from Brazil. Both the collection and exhibitions give precedence to experimentalism, embracing the plurality of global artistic production and the diversity of interests of contemporary societies.

The main exhibitions are held in two rooms, in accordance with an annual calendar divided into four seasons. Other exhibitions are regularly staged in the spaces of the library and the connecting corridor, where the installation program *Projeto Parede / Wall Project* is staged.

Every two years, MAM holds the Panorama of Brazilian Art (*Panorama da Arte Brasileira*), an exhibition that results from a mapping of contemporary production throughout every region of Brazil. The growth of interest in Brazilian art around the world has consolidated the Panorama as an important show on the international art circuit.

The museum also organizes a wide range of activities that includes courses, seminars, lectures, performances, musical shows, video sessions and artistic practices. The content of the exhibitions and activities is accessible to all audiences, through audio-guides, video-guides and translation into Brazilian sign language.

OPENING HOURS

Exhibition: *A marquee, o MAM e nós no meio / The Marquee, MAM and Us in the Middle*

Curatorship: Ana Maria Maia in conversation with *O Grupo Inteiro* and *Educativo MAM*

Launch: May 8th 2018 (Tuesday), from 20:00

Visits: May 9th to August 19th 2018

Location: Museum of Modern Art of São Paulo

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

Times: Tuesday to Sunday, 10:00 to 17:30 (doors close at 18:00)

Telephone: (11) 5085-1300

Tickets: R\$7.00 | Half-Price: R\$3.50

Free entry on Saturdays

Free entry is also granted to visitors under 10 years of age or over 60 years of age, members and students of MAM, employees of partner companies and museums, members of ICOM, AICA and ABCA with identification, environmental agents of CET, GCM, PM, Metrô and employees of the yellow line of the Metrô subway, CPTM, the Civil Police, bus conductors and drivers, coach drivers, employees of SPTuris, street vendors of Ibirapuera Park, gas station attendants and taxi drivers with identification, and to up to 4 of their carers.

On Saturdays, entry is free all day for all members of the public.

Group visits may be scheduled, free of charge, for all members of the public by calling 5085-1313 or sending an email to: educativo@mam.org.br

atendimento@mam.org.br

www.mam.org.br

www.facebook.com/MAMoficial

www.twitter.com/MAMoficial

www.youtube.com/MAMoficial

On Site Parking (Blue Zone: R\$5 for 2 hours)

Disabled Access

Restaurant / Café

Air-conditioning

Additional Press Information

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