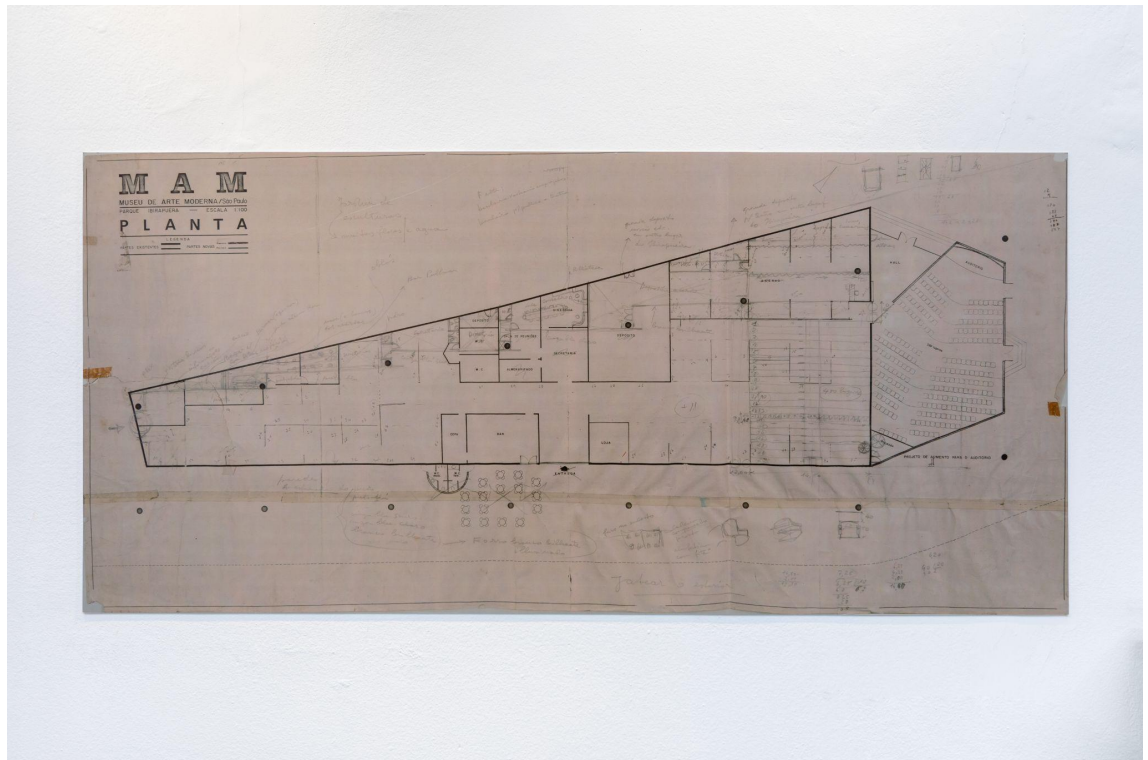


Exhibition at the MAM São Paulo Library presents Lina Bo Bardi's project to remodel the museum

Lina Bo Bardi e o MAM no Parque [Lina Bo Bardi and MAM in the Park] stems from the study for an exhibition device carried out by the architect in the early 1980s for the museum's renovation project, and seeks to understand in more depth the work and legacy left by Lina at the institution



Lina Bo Bardi's project to renovate the São Paulo Museum of Modern Art. Photo: Estúdio em Obra

In its 75th year, the **Museu de Arte Moderna de São Paulo [Museum of Modern Art of São Paulo]** brings to the audience an exhibit that seeks to reflect on the renovation of its headquarters carried out in the early 1980s by the Italian-Brazilian architect Lina Bo Bardi (1914 - 1992), and on the legacy that this project left. With curatorship by **Gabriel Gotoda** and **Pedro Nery**, the exhibition **Lina Bo Bardi e o MAM no Parque [Lina Bo Bardi and MAM in the Park]** occupies the **Biblioteca Paulo Mendes de Almeida [Paulo Mendes de Almeida Library]** until January 28, 2024, with documents and drawings of Lina's project.

Throughout its history, MAM has occupied several spaces. During its first years, it was at the Diários Associados building on Sete de Abril Street, in downtown São Paulo, in a space adapted by the architect Vilanova Artigas.

Afterwards, MAM occupied part of the Matarazzo Pavilion, when the São Paulo Biennial was still an event held by the museum. After the donation of its collection to USP [University of São Paulo], MAM went through a revamping period and resumed its activities in 1969 in a new headquarters: the building under the marquee of the Ibirapuera Park, where it remains today.

In the text that accompanies the exhibition, the curators say that “this space has been part of the architectural complex of the Park since its foundation in 1954. After housing the Wax Museum until at least the following year, it hosted the exhibition *Bahia no Ibirapuera* [*Bahia in Ibirapuera*] by Lina Bo Bardi and Martim Gonçalves in 1959, and later it was used for almost a decade as a Biennial storage facility. After a concession for the use of the building was granted by the city government in 1968, MAM invited Giancarlo Palanti to renovate the pavilion that would become the museum's headquarters. But it was only with the renovation designed by Lina Bo Bardi (with the collaboration of André Vainer and Marcelo Ferraz) in 1982 — completed in 1983 — that MAM executed the glass facade that would transform its relationship with Ibirapuera Park”.

From the survey of materials from the MAM Library, while the museum team was carrying out an cataloging and reconditioning assessment of the collection's architectural materials, a drawing by Lina Bo Bardi was located among the documents. The find prompted MAM to resume the research into the renovation that Lina proposed and handed over to the museum 40 years ago. In the exhibition, this drawing will be displayed alongside other materials that were gathered in this research, such as floor plans, mockup photos and other documents.

“Given the importance of this drawing for the architect's legacy and her relationship with the building occupied by MAM, the museum decided to incorporate it into the collection, along with the other works on paper that it stores. With this, besides promoting research on museum architecture and, especially, modern art, we seek to better understand the work and legacy left by Lina, who, with the success of her museographic brand, transformed MAM into a continuous space with the Ibirapuera Park”, says Gabriela Gotoda and Pedro Nery in the curatorial text.

About MAM São Paulo

Founded in 1948, the Museum of Modern Art of São Paulo [Museum of Modern Art of São Paulo] is a non-profit civil society of public interest. Its collection has more than 5,000 works produced by the most representative names in mostly Brazilian modern and contemporary art. Both the collection and the exhibitions



favor experimentalism, opening up to the plurality of global artistic production and the diversity of interests of contemporary societies.

The Museum maintains a wide range of activities that include courses, seminars, lectures, performances, musical shows, video sessions and artistic practices. The content of the exhibitions and activities is accessible to all audiences through visits in Libras [Brazilian Sign Language], audio description of the works and video guides in Libras [Brazilian Sign Language]. The collection of books, periodicals, documents and audiovisual material comprises 65,000 titles. The exchange with museum libraries in several countries keeps the collection alive.

Located in Ibirapuera Park, the most important green space in São Paulo, the building housing MAM was adapted by Lina Bo Bardi and in addition to the exhibition rooms it has a studio, library, auditorium, restaurant and a shop where visitors can find design objects, art books and a line of products from the MAM brand. The museum spaces are also visually integrated with the Sculpture Garden, designed by Roberto Burle Marx and Haruyoshi Ono to house works from the collection. All facilities are accessible to special needs visitors.

Information:

Lina Bo Bardi e o MAM no Parque [Lina Bo Bardi and MAM in the Park]

Curatorship: Gabriela Gotoda and Pedro Nery

Exhibition period: September 6, 2023 to January 28, 2024

Location: Museum of Modern Art of São Paulo (Paulo Mendes de Almeida Library)

Address: Parque Ibirapuera (Av. Pedro Álvares Cabral, s/nº - Gates 1 and 3)

Opening hours: Tuesday to Sunday, from 10am to 6pm (last entry at 5:30pm)

Tickets: R\$25.00 full price and R\$12.50 half price. On Sundays, entry is free and visitors can contribute whatever amount they want.

*Half price tickets for students, only with identification; for low-income youth and elderly people (+60). Free tickets for children under 10 years old; people with disabilities and companions; teachers and directors of São Paulo's state and city public school systems, with identification; members and students at MAM; employees from partner companies and museums; members of ICOM, AICA and ABCA, with identification; SPTuris employees and employees of the Municipal Secretariat of Culture.

Contact: +55 11 5085-1300

Access for people with disabilities

Restaurant/Cafe

Air conditioning

More info:

MAM São Paulo

www.instagram.com/mamsaopaulo/

<https://www.facebook.com/mamsaopaulo/>

www.youtube.com/@mamsaopaulo/

<https://twitter.com/mamsaopaulo>



press information:

a4&holofote comunicação

Marcus Vinicius Magalhães | marcusvinicius@a4eholofote.com.br | +55 11 99295-7997

Gabriela Marçal | gabrielamarcal@a4eholofote.com.br | +55 11 96864-4263

Neila Carvalho | neilacarvalho@a4eholofote.com.br | +55 11 99916-5094