

## MAM São Paulo shows pieces from its collection and reinvents its garden in new exhibition at Sesc Vila Mariana

*The Jardim do MAM no Sesc [MAM Garden at Sesc] show features 21 works by 19 artists and proposes a reflection on the relationship between art, urban space audiences*



From May 14 to August 31, 2025, **Sesc Vila Mariana** will host the all-new exhibition **Jardim do MAM no Sesc [MAM Garden at Sesc]**, a co-production of the **Museu de Arte Moderna de São Paulo** and **Sesc São Paulo**. The exhibition is curated by **Cauê Alves** and **Gabriela Gotoda** and reenacts elements of the MAM Sculpture Garden at the entrance to Sesc Vila Mariana. The public will have the opportunity to appreciate works from the MAM collection, including iconic sculptures by **Alfredo Ceschiatti**, **Amilcar de Castro** and **Emanuel Araújo**, as well as works that explore social criticism, such as pieces by **Regina Silveira**, **Luiz 83** and **Marepe**.

Image credit:  
Felicia Leirner. Sculpture, 1973.  
Collection of the Museum of Modern  
Art of São Paulo. Photo: Ding Musa

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For MAM president **Elizabeth Machado**, the partnership with Sesc reinforces the

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museum's commitment to expanding access to art: "MAM's collection is a living heritage, and this exhibition at Sesc Vila Mariana allows an even wider audience to come into contact with key works of our history, promoting the encounter with and reflection on Brazilian art. Sesc is a long-standing partner of MAM, and this collaboration reaffirms our joint mission to expand access to culture."

Among the artists participating in the exhibition are **Alfredo Ceschiatti, Amílcar de Castro, Bruno Giorgi, Eliane Prolik, Emanuel Araújo, Felícia Leirner, Haroldo Barroso, Hisao Ohara, Ivens Machado, Luiz83, Marepe, Mari Yoshimoto, Márcia Pastore, Mario Agostinelli, Nicolas Vlavianos, Regina Silveira, Roberto Moriconi, Rubens Mano and Ottone Zorlino.**

The selection of works includes pieces that were previously part of the MAM Garden, as well as works from the museum's collection that address topics such as nature, the city and materiality. The installation at Sesc Vila Mariana recreates the dynamics of the Sculpture Garden, using elements of exhibition design that evoke Ibirapuera Park's winding topography designed by the office of the iconic landscape architect Burle Marx, stimulating new interactions between body, space and art.

Inaugurated in 1993, the MAM Sculpture Garden represents an initiative that revived the museum's collection in a space of its own, free of charge, and with a large circulation of people. "By proposing a kind of reenactment of the MAM Garden in Sesc Vila Mariana's Outer Square, we seek to develop the idea that, as in Ibirapuera Park's garden space, the square at Sesc serves as a hub for urban encounters," says Cauê Alves. "The exhibition includes works from the MAM collection that relate, in different ways, to nature, the body, the city, materiality, and with languages that express some of the inescapable tensions in society," the curator adds.

The proposal of the MAM Garden at Sesc Vila Mariana exhibition is to stimulate this relationship between bodies, works and space, transforming the unit's Outer Square into a territory of circulation, experimentation and discovery. Without the intention of emulating the park's landscaping, the project's design recreates the curves and volumes that make up the original garden, proposing a spatial rhythm between the sculptures. For Gabriela Gotoda, curator of the exhibition alongside Cauê Alves: "If the most original and authentic principle of modern art is to be close to life, a museum that is dedicated to collecting it and updating it in its present time must continually strive to offer its audience possibilities of enjoyment that do not distance them from their realities, but rather support them."

## MAM EDUCATIVO

During the exhibition period, the public will be able to participate, free of charge, in educational activities promoted by **MAM Educativo**, which develops programs and projects in dialogue with its audiences, through accessible and free programming that

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seeks to equalize opportunities and reduce physical, sensory, intellectual, social or mental health barriers.

Inspired by the experiences carried out in the museum's Sculpture Garden in Ibirapuera Park, part of MAM Educativo's May activities will be adapted to Sesc Vila Mariana's space, proposing different forms of interaction between bodies, works and the exhibition environment. Aimed at audiences of all ages and backgrounds, the activities will seek to stimulate new ways of looking at, inhabiting and reflecting on urban space through art.

The activities will be divided into programs. **"Contacts with art"** provides cultural training to teachers, educators, researchers and university students, encouraging their role as multipliers of different artistic expressions and pedagogical approaches based on diverse creative processes. **"MAM Family"** promotes the meeting of the museum's artistic universe and childhood cultures, through storytelling, games, artistic workshops, guided tours followed by poetic experiences, among other activities. **"MAM Sunday"** offers activities that invite the public to experience different artistic languages based on thematic axes that encompass dance, music, popular culture, street culture, debates and arts workshops.

The **"Visitation Program"** will cater to all types of audience and encourage access to art and culture through the exercise of critical thinking. The program includes guided visits, poetic experiences and the relationship program with partner schools. The guided visits with MAM Educativo comprise conversations in which critical reflection is stimulated through art and poetic experiences, which bring the museum public closer to artistic experiences and processes. Group bookings for visits to the *MAM Garden exhibition at Sesc* can be made by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br).

The program also includes activities that are part of the **National Museum Week** — an initiative of the Brazilian Institute of Museums (Ibram) that celebrate International Museum Day (May 18) and which, in 2025, will take place from May 12 to 18 with the theme "The Future of Museums in Rapidly Transforming Communities"—and of **World Play Week** — action promoted by the Alliance for Childhood that invites society to value play and the importance of childhood and which, in 2025, will have as its theme "Protecting the Enchantment of Childhood" and will take place from May 24 to June 1.

See below the complete schedule of activities to be carried out at Sesc Vila Mariana, which will also be published on MAM's and Sesc São Paulo's website and social media pages.

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May 16 (Friday)

**Creative accessibility and non-visual aesthetics, with Leonardo Sassaki**

**Contacts with art + National Museum Week**

**Time: 4–6 pm**

**Venue: Sesc Vila Mariana's Auditorium**

Aesthetic or creative accessibility can open up several new paths for rethinking people's access and their singularities to works of art. Rethinking the concept of aesthetics for something beyond the visual sense and how to create dialogues between the other senses in a creative way within a visual arts exhibition, whether contemporary or not. In this meeting, we will reflect on the concept of accessibility in museums beyond information, exploring ways to build rich non-visual aesthetic experiences for everyone.

**Leonardo Sassaki** is an educator and visual artist. Graduated in Visual Arts, specialist in inclusive education and audio description, he investigates synesthetic and multisensory practices in art education, aiming at cultural accessibility and inclusion of people with disabilities. He worked with non-formal education in the third sector and is currently part of the education team of the Museu de Arte Moderna de São Paulo. He is also the creator of "Sentindo os Sentidos" [Sensing the Senses], a company that provides services in accessibility and art education.

Free of charge, in-person activity for teachers, educators, researchers, students and artists, open to the public. **Registration via the link at Sesc.** For sign language interpreter or audio description, request by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) up to 48 hours before the event. To issue a certificate, request it by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) after the activity, with proof of registration attached.

May 17 (Saturday)

**Attention and reflections on gender identity and art, with Luna Aurora**

**Contacts with art + National Museum Week Time: 4–6 pm**

**Venue: Sesc Vila Mariana's Auditorium**

Based on connections between transfeminine artists and the Museu de Arte Moderna de São Paulo, this meeting aims to turn collective attention to issues surrounding respect and appreciation for debates on gender identity and, in parallel, reflections relevant to the artistic and pedagogical aspects that are part of the agenda. To this end, some poetic triggers, a curation of artists and mediative games will be presented.

**Luna Aurora Souto** or **Luna Dy Côrtes** has a bachelor's degree in letters from the University of São Paulo, is a postgraduate student in Art and Education at the Centro Universitário Belas Artes, writer, multi-artist of the word and educator. They

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published *Mem(orais): poéticas de uma Byxa-travesty preta de cortes* with Urutau publisher in 2019 and *Prospectos: feitiços entre o tempo, o vórtex, o eu e o eco* with the same publisher in 2023. They research the interdisciplinarity of languages focusing on writing in conjunction with discussions on gender identity and *travestilidades*.

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**May 18 and 25 (Sunday)**

**Visit to the MAM Garden exhibition at Sesc, with MAM Educativo**

**MAM Sunday**

**Time: 4:30 pm**

**Place: Exhibition**

MAM Educativo invites the public to take part in a guided tour of the *MAM Garden at Sesc* exhibition. The proposal is an exchange of experiences and reflections on the artists and concepts present in the exhibition.

In-person activity open to the public. **Limited seating. Registration on site 30 minutes before the event.** For sign language interpreter or audio description, request by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) up to 48 hours before the event. To issue a certificate, request it by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) after the activity, with proof of registration attached.

**May 4 (Saturday)**

**Cuts and Folds: sculpture workshop with MAM Educativo**

**MAM Family**

**Time: 11:30 am**

**Venue: educational workshop at the MAM Garden at Sesc exhibition**

Do you know the MAM Sculpture Garden? It houses more than 30 sculptures made of different materials, sizes and styles, which together form an open-air art exhibition. There are abstract sculptures, figurative ones, some very tall, others our size or smaller, made of steel, iron, aluminum, cement and even wood. In this workshop we will be inspired by some artworks that use the cutting and folding technique, and we will create new sculptures for the new garden.

Free of charge, in-person activity for families with children of all ages, accompanied

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by their guardians. **Limited seating. Registration on site 30 minutes before the event.** For audio description, request by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) up to 48 hours before the event.

**May 29 (Thursday)**

***Playing and singing: an experience for babies, with Amanda Falcão, Amanda Alves and Caroline Machado***

**MAM Family + World Play Week**

**Time: 4-5:30 pm**

**Venue: Sesc Vila Mariana Events Square**

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Playing, listening to stories and making art are some of the experiences promoted by the MAM Family program. They stimulate the imagination, opening up new possibilities for dialogue and interaction between family, children and friends.

In our desire to deepen and develop ongoing work with young children, we carry out specific activities for babies. The activities cover a range of artistic languages, from singing games, experimenting with natural paints and storytelling involving adults and babies, who participate in discovering together new sensory possibilities and sensitization.

**Amanda Falcão** is an artisan, artist and educator. Currently pursuing a postgraduate degree in Art Education, Amanda earned a bachelor's degree in Visual Arts and a licentiate in Arts from the Centro Universitário Belas Artes in São Paulo. She has worked in educational departments at cultural institutions such as Sesc Pompeia and Sesc 24 de Maio, and is currently an educator at MAM São Paulo. In her research, she seeks to weave together the relationships between memory, artisanship and art education.

**Amanda Alves Vilas Boas Oliveira or Amanza** is an educator and photographer. She holds a bachelor's degree in Art History from the Federal University of São Paulo (UNIFESP) and a technologist degree in Visual Communication from ETEC Tiquatira. She worked at museum and educational institutions such as the Pinacoteca do Estado de São Paulo and Sesc Consolação, administrative offices in the cultural field such as the Municipal Secretariat of Culture of São Paulo and in the production of peripheral cultural projects. She currently works as an educator at the Museu de Arte Moderna de São Paulo. Her research permeates the right to the city, musical expressions and childhood culture.

**Caroline Machado** is an educator, artist and cultural producer. She holds a technologist degree in Dance, a bachelor's degree in Visual Arts, she is pursuing a postgraduate degree through the course "Pedagogy of Details in Childhood Education: on epistemologies, utopias and stubbornness" at A Casa Tombada. Her

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research intertwines relationships between body, memory and aspects of Afro-diasporic and popular Brazilian culture in the field of art education.

Free of charge, in-person activity for families with children aged 2 and over, accompanied by their guardians. **Limited seating. Registration on site 30 minutes before the event.** For audio description, request by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) up to 48 hours before the event.

**May 30 (Friday)**

***Childhood cultures in the museum, with Mirela Estelles Contacts with art + World Play Week***

**Time: 4-6 pm**

**Venue: Sesc Vila Mariana Events Square**

With the purpose of bringing babies and their families closer to art exhibitions and promoting access from early childhood to playful, artistic and educational activities in the museum environment, the Família MAM program created the poetic-musical paths. In these routes, the proposal is to mediate works through musical games, poetry circles and songs from traditional childhood culture in an approach that considers the specificity of this age group, and at the same time cultivates the memory of cultural heritage through experience, interaction and play. In this meeting, Mirela Estelles will share in a practical and theoretical way the experiences lived in the museum's exhibitions, as well as the poetic-musical paths taken in the Sculpture Garden. Songs and games will permeate conversations and exchanges with the public.

**Mirela Estelles** is a cultural mediator who investigates the implications of storytelling in education in museums and art exhibitions. She studied Communication of Body Arts at PUC-SP and specialized in Languages of Art at Centro Universitário Maria Antônia, where she began research and activities for the project *Stories to See and Hear* (2011-). With experience in contemporary art, education, books and reading, childhood cultures, intangible heritage and museum audiences, she curates exhibitions and educational projects in schools, bookstores, libraries, museums and other cultural institutions, with attention to aspects of accessibility and diversity in the cultural management of multidisciplinary teams. She currently coordinates the education area at the Museu de Arte Moderna de São Paulo, where she has worked since 2009. In this museum, she curated the exhibition *Elementar: fazer junto* (2023); and conceived the projects: *Cultures of Childhood Week* (2012-), *Body Word Festival* (2021-) *Stories in the Garden* (2022-) and structured the program with simultaneous narrations in Portuguese and Libras [Brazilian Sign Language] (2011), which resulted in the project *Stories to See and Hear* (2020).

Free of charge, in-person activity for teachers, educators, researchers, students

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and artists, open to the public. Limited seating. Registration on site 30 minutes before the event. For sign language interpreter or audio description, request by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) up to 48 hours before the event. To issue a certificate, request it by e-mail [educativo@mam.org.br](mailto:educativo@mam.org.br) after the activity, with proof of registration attached.

### About MAM São Paulo

Founded in 1948, the Museu de Arte Moderna de São Paulo is a non-profit, civil society organization of public interest. Its collection holds more than 5,000 works produced by the most representative names in modern and contemporary art, mainly from Brazil. Both the collection and the exhibitions favor experimentalism, opening up to the plurality of artistic productions from around the world, as well as to the different interests of contemporary societies. MAM offers a wide range of activities including courses, seminars, lectures, performances, concerts, film sessions and artistic practices. The content of the exhibitions and activities is accessible to all audiences through guided visits conducted in Libras (Brazilian Sign Language), audio description of the works and video guides in Libras. The collection of books, periodicals, documents, and audio and video material comprises 65,000 titles. The exchange with museum libraries from several countries keeps the collection alive.

MAM has temporarily relocated out of its headquarters in the Ibirapuera Park since August 2024 due to the renovation of the building's marquee, carried out by the Secretariat of Green and Environment of the City of São Paulo. The museum's return to the Park is scheduled for the second half of 2025. The first semester's exhibition program is being presented at partner institutions such as Centro Cultural Fiesp and Sesc São Paulo. Follow our activities through MAM's website ([www.mam.org.br](http://www.mam.org.br)) and social media (@mamsaopaulo).

### About Sesc São Paulo

With over 78 years of experience, Sesc (Social Service of Commerce) has a network of 43 operational units in the state of São Paulo and develops activities that promote well-being and quality of life not only for workers in the fields of commerce of goods, services and tourism, and for society as a whole. Maintained by companies of this sector, Sesc is a private entity that serves around 30 million people every year. Today, around 50 national and international organizations in the fields of arts, sports, culture, health, environment, tourism, social services and human rights have representatives from Sesc São Paulo in their advisory and deliberative boards. For more information, visit the website: [sescsp.org.br](http://sescsp.org.br).

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MINISTÉRIO DA  
CULTURA





**Information:**

Exhibition: Jardim do MAM no Sesc [MAM Garden at Sesc]

Venue: Sesc Vila Mariana

Curated by: Cauê Alves and Gabriela Gotoda

Opening: May 14, Wednesday, at 7 pm

Exhibition period: May 15–August 31, 2025

Address: R. Pelotas, 141 - Vila Mariana, São Paulo - SP

Free admission

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