

Ministério da Cultura, Cinemateca Brasileira and Museu de Arte Moderna de São Paulo present

MAM São Paulo presents an unprecedented video art exhibition at the Cinemateca Brasileira

A one-time screening on July 16 features works by such artists as Cinthia Marcelle, Carmela Gross and Lucas Bambozzi; the program celebrates the donation of 75 videos from the Chaia collection to the museum's archive.



On July 16, the **Museu de Arte Moderna de São Paulo** will hold a special screening session at the Cinemateca Brasileira to present to the public a selection of video art pieces that were recently added to its collection. Curated by Cauê Alves, chief curator of MAM, and by the professor of Social Sciences at PUC-SP, Miguel Chaia, the exhibition **MAM at Cinemateca: body and city in motion** brings together, spanning 1h21, 15 videos recently integrated into the museum's archives, from a donation of the Chaia collection.

Image credit:
Cinthia Marcelle
Cruzada (video frame)
Collection MAM São Paulo
Still: Marina Paixão

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The choice of the Cinemateca as the place for the exhibition reinforces the historic connection between the institutions: it was within MAM that emerged, in 1954, the film library that gave rise to the Cinemateca Brasileira, one of the chief centers

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today for preserving the country's audiovisual memory.

"At this time, when the museum is temporarily out of its headquarters in Ibirapuera Park, due to the renovation of the marquee, we have brought our collection to other partner institutions. Presenting this powerful set of videos at the Cinematheca reinforces not only a historical connection, but also the shared commitment to the preservation and dissemination of audiovisual memory and contemporary art," remarks Cauê Alves, chief curator at MAM São Paulo.

"Partnerships like this are of key importance to expanding access to cinematographic works that find little visibility or circulation in traditional circuits. The collaboration with MAM, whose experience and keen eye for video arts greatly enrich the dialogue with other languages and formats, strengthens the mission of the Cinematheca Brasileira to preserve, support and disseminate Brazilian cinema and audiovisual in all its richness, complexity and plurality," adds César Turim, Promotion Manager at the Cinematheca Brasileira.

Schedule

The main screening takes place at 7:00 pm and will be preceded by an accessible session with subtitles, Brazilian Sign Language interpretation, and audio description at 5:00 pm. The film that opens the screenings is *Cruzada* (2010), by **Cinthia Marcelle**, a video performance in which 16 musicians march through the streets until they meet at an intersection, creating a powerful sound and urban choreography. Next, the *Poetic Portraits* section shows works that explore corporeality and identities with lyricism and visual strength, such as *Faces*, by **Lia Chaia**; *Dandara*, by **Rafaela Kennedy**; *Via de mãos dadas*, by **Thiago Rivaldo**; and *Translado*, by **Sara Ramo**, in which common, everyday elements gain symbolic and political contours.

Following that, the *Political Landscapes* section brings together videos such as *Aleph*, by **Lia Chaia**; *Luz del Fuego*, by **Carmela Gross**, a work that recalls the historical figure of the artist and activist of the same name; *Etrom uo Aicnédnepedni*, by **Guilherme Peters** and **Sansa Rope**; *Americano*, by **Berna Reale**, known for her videos that confront institutional violence; and *Físico*, by **Rodrigo Cass**.

The exhibition continues with the *Language Experiences* block, in which the works tension the very structure of the video. The following are presented: *Odiolândia*, by **Giselle Beiguelman**, a critique of hate speech on social media; *Pamonha*, by **Marcelo Cidade**; *Love stories*, by **Lucas Bambozzi**; and *Monologue*, by **Nicole Kouts**. Finally, closing the session, the video *Sin Peso*, by **Cao Guimarães**, brings slow and poetic images in which simple gestures acquire sensitive density, inviting contemplation.

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The exhibition marks the celebration of the donation of 75 video art pieces to MAM São Paulo, made by Vera and Miguel Chaia, professors at the Faculty of Social Sciences of PUC-SP and collectors of contemporary art since the 1970s.

Founders of the Center for Studies in Art, Media and Politics at the same university in 1997, the couple has brought together over the decades one of the most comprehensive and relevant selection of contemporary videos, by 40 artists from different generations, trends and regions of Brazil and the world. The donation to MAM includes works in video and video installations that significantly expand the museum's audiovisual collection, which previously included 41 video pieces.

"The donation by Vera and Miguel Chaia marks a new era for the museum's archive, almost tripling MAM's video collection. The exhibition at the Cinemateca is a way not only to give visibility to the collection, but also to critically reflect on this contemporary production in a display configuration that is different from the exhibition room," says Cauê Alves.

"Partnerships like this are of fundamental importance for expanding access to cinematic works that receive little visibility or circulation in traditional circuits. The collaboration with MAM, whose expertise and refined perspective on video art greatly enrich the dialogue with other languages and formats, strengthens the mission of the Cinemateca Brasileira to preserve, promote, and disseminate Brazilian cinema and audiovisual productions in all their richness, complexity, and diversity," says César Turim, Distribution Manager at the Cinemateca Brasileira.

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

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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) and social media (@mamsaopaulo).

About Cinemateca Brasileira

The Cinemateca Brasileira, the largest film collection in South America and a pioneering member of the International Federation of Film Archives (FIAP), was inaugurated in 1949 as the Film Library of the Museu de Arte Moderna de São Paulo, becoming the Cinemateca Brasileira in 1956, under the guidance of its creator, chief curator and director, Paulo Emílio Sales Gomes. The core of its mission is to preserve Brazilian audiovisual works and disseminate cinematographic culture. Since 2022, the institution has been managed by Sociedade Amigos da Cinemateca, an entity created in 1962, and which recently became a Social Organization. Cinemateca Brasileira's collection comprises more than 40,000 titles and a vast archive of documents (textual, photographic and iconographic) on the production, dissemination, exhibition, criticism and preservation of cinema, in addition to an online informational heritage of the 120 years of Brazilian filmmaking. Some pieces and excerpts from this collection, such as Vera Cruz, Atlântida, works from the silent period, in addition to the newspaper and soap opera collections from TV Tupi in São Paulo, are available in the Cultural Content Bank for public access.

Information

MAM at the Cinemateca: body and city in motion

When: July 16, 2025, from 7:00 pm to 9:30 pm (accessible screening at 5:00 pm)

Curated by: Cauê Alves and Miguel Chaia

Undertaking: MAM São Paulo and Cinemateca Brasileira

Venue: Cinemateca Brasileira (Largo Sen. Raul Cardoso, 207 - Vila Clementino)

Free admission

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