

MAM São Paulo reopens in Ibirapuera Park on September 12 and inaugurates a new phase with exhibitions, programs, and renovated spaces

MAM São Paulo returns to its headquarters following a period of renovation, reopening with the 39th Panorama of Brazilian Art and debuting updates to its architecture, signage, educational programming, Collectors Club, and dining offerings



The **Museum of Modern Art of São Paulo (MAM São Paulo)** reopens its doors to the public on September 12 in Ibirapuera Park, returning to its headquarters and beginning a new phase in its history. The occasion is marked by the inauguration of the **39th Panorama of Brazilian Art: After It's All Said**, an exhibition curated by **Diane Lima** and sponsored by **GoodStorage** and **Tiffany & Co.** through the Culture Incentive Law.

Image credit:
Facade of the Museum of
Modern Art of São Paulo.
Photo: Ding Musa

Closed since August 2024 due to construction work on the Ibirapuera Marquee [Marquise do Ibirapuera], MAM returns to the park with renewed spaces and updates that enhance the public experience at the museum. The architectural renovation project was designed by the firm **Metrópole_arq**, led by Anna Helena Villela and Silvio Oksman, and includes interventions that improve the infrastructure and the spatial flow between museum areas while preserving the building's architectural heritage and its integration with Ibirapuera Park.

The intervention reorganized internal flows to create a smoother and more accessible welcoming experience, eliminating steps and removing the former staircase leading to the auditorium. It also features a technical ceiling with flexible track systems in the exhibition rooms, the relocation of the ticket booth to the exterior area, and a complete redesign of the Education Department space, as well as the library and shop. The result is a museum better equipped to welcome visitors, with increased comfort, functionality, and improved conditions for hosting exhibitions, educational activities, and other programming.

As part of this renovation process, MAM also had the support of **Leo Social**, **Leo Madeira's** social impact front, which contributed to making the furniture for the museum's new spaces a reality.

The museum also features a new signage system developed by **Estúdio CLDT**, led by Celso Longo and Daniel Trench, which reorganizes spatial communication and streamlines visitor movement.

39th Panorama of Brazilian Art marks the museum's reopening

Click [here](#) to access images of the artworks from the 39th Panorama

The first major exhibition to occupy MAM following its return to Ibirapuera Park is the **39th Panorama of Brazilian Art: *After It's All Said***, curated by **Diane Lima**. In this edition, the museum's historic biennial exhibition brings together 33 artists from 11 Brazilian states, proposing a reflection on what remains, transforms, or emerges after certain events seem to have come to an end. Following a preview for press and invited guests on **September 11**, the show opens to the public on **September 12** and will remain on view through **January 24, 2027**.

The exhibition continues the long-standing tradition of the Panorama of Brazilian Art—one of MAM's most significant initiatives for monitoring the country's artistic production—while proposing a contemporary reading of the issues shaping Brazilian art today.

New edition of the Collectors Club

Click [here](#) to access promotional images for the Collectors Club

The reopening of MAM will also be accompanied by a new edition of the **MAM Collectors Club**, a program designed to engage diverse audiences with contemporary art production and foster the formation of collections. Each year, three artworks are released in limited editions of 70 copies, specially produced or selected for the program, expanding opportunities for members to connect with artists and the world of collecting. In addition to receiving the three artworks, Club members gain access to an exclusive lineup of meetings and experiences related to the museum and artistic creation. The 2026/27 edition includes works by **León Ferrari**, **Mayara Ferrão**, and **Rodrigo Cass**, featured at SP-Arte Rotas Brasileiras 2026 from August 26 to 30 at ARCA.

As part of the celebrations for MAM's reopening at its Ibirapuera Park headquarters, the Collectors Club also offers a special edition featuring an unreleased work by **Carmela Gross**. In *Brasil à mão livre* [Brazil Freehand], the artist takes a political map of Brazil drawn from

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memory and by hand as her starting point, revisiting a research process on maps that has accompanied her work since the 1980s. Conceived in two formats, the piece is presented both as a gold-plated multiple, in a limited edition of 70, and as a neon installation displayed on the wall of MAM's restaurant.

MAM Education Department expands formats and experiences

The return to its headquarters also opens a new chapter for the **MAM Education Department**, introducing updated activity formats and fresh ways to foster encounters between the public, art, and education through four core programs: [Programa de Visitação](#) [Visitation Program], [MAM Escolas](#) [MAM for Schools], [MAM na Marquise](#) [MAM on the Marquee], and [Ateliê Aberto](#) [Open Studio].

The programming will incorporate an even more diverse schedule of mediated visits, creative workshops, training courses, storytelling sessions, and exploratory activities tailored for children, young people, adults, educators, and families. With actions aimed at inclusion and welcoming multiple audiences, the initiative broadens opportunities for participation and meaningful engagement rooted in the museum's exhibitions and collection.

Another new addition from the Education Department is the **Ateliê Aberto: Práticas Inclusivas em Arte Contemporânea** [Open Studio: Inclusive Practices in Contemporary Art], a project developed in collaboration with the University of Leeds that offers sessions specifically designed for individuals with intellectual disabilities and autism. The project brings an inclusive education perspective into the museum's programming, reinforcing MAM's commitment to expanding access to contemporary art.

With the return to its headquarters, MAM is also resuming its free monthly schedule of events, available on its website (www.mam.org.br/agenda).

New restaurant expands the visitor experience at MAM

Another highlight of the reopening is the arrival of **Petí no MAM**. Helmed by chef **Victor Dimitrow** and restaurateur **Bárbara Camargo**, Petí holds a Michelin Guide Bib Gourmand award, given to establishments that offer high-quality cuisine at excellent value.

The restaurant will operate on the same schedule as the museum—Tuesday through Sunday, from 10:00 a.m. to 6:00 p.m. (last entry at 5:30 p.m.)—serving set and seasonal menu options featuring dishes inspired by the museum's exhibitions.

About the Museum of Modern Art of São Paulo (MAM São Paulo)

Founded in 1948, the Museu de Arte Moderna de São Paulo is a non-profit cultural institution dedicated to the research, preservation, production, and dissemination of modern and contemporary art. Located in Ibirapuera Park, São Paulo's largest green area, the museum holds one of the most important collections of modern and contemporary art in the country, comprising over 5,000 works, primarily by Brazilian artists.

In addition to its exhibition programming, MAM organizes courses, seminars, lectures, performances, educational activities, and artistic training programs for diverse audiences. Key initiatives include the *Panorama da Arte Brasileira*, one of the country's most prominent

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projects dedicated to contemporary Brazilian art; the Collectors' Club, a national reference in promoting art collecting and multiples; and MAM Educativo, a pioneer among Brazilian museums in developing mediation, training, and accessibility initiatives.

Committed to democratizing access to culture, the museum offers accessibility features such as guided tours in Brazilian Sign Language (Libras), audio description, and Libras video guides, as well as developing programs focused on the inclusion and participation of people with disabilities. Its Paulo Mendes de Almeida Library holds a specialized collection of approximately 65,000 books, periodicals, documents, and audiovisual materials, consolidating MAM as an important research center for modern and contemporary art.

Learn more at www.mam.org.br and follow @mamsaopaulo on social media.

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