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platform for
brazilian art galleries
abroad

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Art Basel Hong Kong
2013

23 - 26 May

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Casa Triângulo
Mendes Wood DM
Galeria Nara Roesler

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latitude

Latitude is the title of the International Promotion Project for Brazilian Art Business which is a partnership between Apex-Brasil (Brazilian Trade and Investment Promotion Agency) and the Brazilian Association of Contemporary Art (ABACT).

It was started in 2007 with the core goal of creating business opportunities for the art sector mainly through cultural promotion activities. During this period, the number of members increased. Currently, 52 primary market art galleries participate in Latitude, representing more than 1000 artists.

Through a rich programme of activities that ranges from supporting Brazilian galleries in international fairs to promoting Art Immersion trips for international guests in Brazil, Latitude aims to improve professionalism within the art market and provide new opportunities for Brazilian galleries to trade internationally.

BRAZILIAN ART SCENE: DOMESTIC AND INTERNATIONAL EXPANSION

With one of the most prosperous and promising art scenes in the world, Brazil is quickly expanding its reputation as a global art centre. Maintaining its place as the world's sixth largest economy, it is a country that has steered clear of much of the economic turmoil of recent years and is host to original and vibrant production in contemporary art which is grounded in a solid historical tradition.

Some of the most successful Brazilian contemporary artists, like Vik Muniz, Ernesto Neto, Adriana Varejão and Beatriz Milhazes have succeeded in achieving international acknowledgement and success with their work featured in the main museums, galleries, collections and art institutions around the world.

In 2008, Tate Modern held a solo exhibition of works by Cildo Meirelles and is now preparing a large retrospective on Mira Schendel (1919-1988) to open in September 2013. With more than 500 Brazilian artworks in its permanent collection, MoMA showed a big installation by Carlito Carvalhosa in 2012 and will host a major retrospective on Lygia Clark (1920-1988) next year.

Some of the country's important institutions, like the Museum of Modern Art in São Paulo, were founded in the 1940s. São Paulo Biennial began in 1951, and is second only to Venice as the oldest functioning international biennial. These events helped create a rich interchange between different art forms and traditions, helping to consolidate the unique aesthetics of Brazil.

Beyond the biennial, the country currently has some prestigious public institutions such as Pinacoteca do Estado and Museu de Arte do Rio (MAR), as well as some non-profit private foundations like Casa Daros and the 3000-acre Inhotim, an assemblage of 20 galleries and pavilions surrounded by tropical botanical gardens.

São Paulo stands as Brazil's financial and cultural center, positioning itself as an optimal a new hot spot for the global art market. Rio de Janeiro also holds important museums, galleries and collections. Together, the two cities account for over 80% of the art trade in Brazil. SP-Arte and Art Rio, created respectively in 2005 and 2011, have quickly become relevant international fairs, seeing a steady increase in the percentage of foreign galleries over the years.

With a growing number of collectors, sellers and buyers, Brazil is now in an optimal position to share its creative energy, to provoke debate and to create new opportunities for exchange.

BRAZIL AND HONG KONG: ONGOING DISCOVERIES

Art crosses borders. In an increasingly global world, where economic and cultural exchange plays a necessary role, the Brazilian contemporary art sector is currently undergoing a vibrant and stimulating process of internationalization.

Exports for Brazilian contemporary art have increased by 403% since 2007 with higher numbers of Brazilian galleries integrating international art fairs like Art Basel and Frieze each year.

As the only participating galleries from Latin America, Casa Triângulo, Mendes Wood DM and Galeria Nara Roesler are proud to bring Brazilian contemporary art closer to Asia. Each with a different approach they are bringing together a large range of artists and techniques. Each of the three galleries is presenting in Hong Kong an intriguing view of current production in Brazil.

The exchange between Brazil, Hong Kong and China is an area ripe for exploration. Brazil has recently been displaying some important exhibitions of Chinese artists, and one of the country's main art institutions Centro Cultural Banco do Brasil is currently presenting Cai Guo-Qiang's works. Journalists from China and Southern Asia were invited and came to visit SP-Arte last April. An exhibition scheduled for next year will feature works of art created through an exchange residency whereby Brazilian artists produced new work in China and Chinese artists did the same in Brazil.

By seeking out new partnerships we hope to spread our enthusiasm for art from Brazil, and reduce distances between different countries and traditions around the world. We believe it is a rewarding challenge to be faced with.

Casa Triângulo

BOOTH 1B09 / ART GALLERIES



Casa Triângulo, founded in 1988, in São Paulo, stands out with accurate bet in emerging artists; in encouraging its artists to perform experimental exhibitions of institutional scale in the gallery space, in constantly supporting the artist's participation in important exhibitions, and investing in relevant art fairs which gives them visibility in the international contemporary art scene.

Promoting ten exhibitions a year, for almost 25 years, and working on the inclusion of works by its artists in relevant institutional and private collections in Brazil and abroad, Casa Triângulo was one of the first Brazilian galleries to invest in major international art fairs.

The gallery space is specially designed for housing the most varied artists languages and holds two exhibition rooms.

Artists in Art Basel Hong Kong: Mariana Palma, Marcia Xavier, Nunca, Sandra Cinto and Yuri Firmeza

Photo: **Mariana Palma** Sem Título, 2013

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Mendes Wood DM

BOOTH HALL1 1C46 / DISCOVERIES



Mendes Wood was founded in 2010 by partners Pedro Mendes, Matthew Wood and Felipe Dmab, with the intention to exhibit international and Brazilian artists in a context conducive to critical dialogue and cross-pollination. Central to the gallery's program is a concern for regional difference and individuation while fostering cosmopolitanism and collaboration.

Inspired by a belief that artistic practices broaden the scope of human agency and have the power to both touch and change the world, Mendes Wood endorses the new convergence of art, music, architecture and video for the collective good, celebrating conceptualism, political resistance and intellectual rigor.

Artists in Art Basel Hong Kong: Lucas Arruda

Photo: **Lucas Arruda** Sem Título, 2012

Contact: **Felipe Dmab**

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Galeria Nara Roesler

BOOTH 3C31 / ART GALLERIES



For over 35 years, Nara Roesler has continuously promoted contemporary art to a body of collectors, curators, and scholars. In 1989, Galeria Nara Roesler was founded in São Paulo as an arena to expand the boundaries of art practice, locally and abroad.

Representing some of the most interesting contemporary artists, the gallery directs much of its interest towards apposing art practices from the late 60s onwards with their contemporary and convergent ramifications, representing historical names alongside a selected group of artists on the rise. In 2012, the gallery had its exhibition space doubled, totaling an area of 1600m² and revitalized the curatorial project Roesler Hotel, started in 2006.

Artists in Art Basel Hong Kong: Abraham Palatnik, Alberto Baraya, Antonio Dias, Artur Lescher, Cristina Canale, Eduardo Coimbra, Isaac Julien, José Patrício, Julio Le Parc, Marcelo Silveira, Marco Maggi, Marcos Chaves, Oscar Oiwa, Vik Muniz.

Photo: **Vik Muniz** Pictures of Magazine 2: Vase of Flowers, after Claude Monet, 2013

Contact: **Daniel Roesler**

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LATITUDE – PLATFORM FOR BRAZILIAN ART GALLERIES ABROAD

Supported by **Apex-Brasil**
(Brazilian Trade and Investment Promotion Agency)

Production **ABACT**

(Brazilian Association of Contemporary Art)

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Graphic Design **HELIX Design, Branding.**

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