

lati

tu

platform for  
brazilian art galleries  
abroad

40° 26' **N**  
MADRID

de

**ARCOmadrid**

2014

19 – 23 February



**ARCOmadrid**

IFEMA - Feria de Madrid  
Halls 7 & 8

**Hours**

Professional visit

Wed, 12-9pm

Thu, 12-8pm

Open to the public

Fri, Sat and Sun, 12-8pm

Anita Schwartz Galeria de Arte

Baró Galeria

Casa Triângulo

Emma Thomas

Galeria Jaqueline Martins

Luciana Brito Galeria

Galeria Marcelo Guarnieri

Mendes Wood DM

Galeria Pilar

SIM Galeria

Vermelho

Ybakatu Espaço de Arte

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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 ABACT (Brazilian Association of Contemporary Art).

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, 47 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.

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Latitude - Platform for Brazilian Art Galleries abroad cordially invites you to a panel discussion in ARCOMadrid 2014.

**Brazil: Being local, becoming global**

Date: February 21st | Friday

Time: 12:30 - 1:30pm

Location: Sala de presentaciones, Hall 7, ARCOMadrid

No RSVP needed, limited spaces available

Chair: **Oliver Basciano**

Speakers include:

**Luciana Brito**, owner, Luciana Brito Galeria

**Pablo LaFuente**, Co-editor, Afterall and Curator,  
31st São Paulo Bienal

**Pablo León de la Barra**, Guggenheim UBS MAP Curator,  
Latin America, Solomon R Guggenheim Museum

An ArtReview State of the Art Panel talk presented in partnership with Latitude - Platform for Brazilian Art Galleries Abroad.

In the lead up to the 31st Bienal de São Paulo in September 2014, this panel will look at the current state of contemporary art in Brazil at this crucial moment when the market has become more internationalized than ever before. It will also look at the issue of local vs. global in this context and the current impact on artistic production in Brazil.

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Latitude recommends the following events:

**Exhibition**

**La Historia la escriben los vencedores**

Curator: Marta Ramos-Yzquierdo

Artists: Almudena Lobera, Erica Bohm, Fábio Kacero, Felipe Ehrenberg, Guilherme Peters, Harun Farocki, Leticia Ramos, Lucas Simões, Luiz Roque, Martín Legón, Nicolás Lamas, Yoshua Okón.

Espacio de Arte OTR

Address: Calle San Eugenio 10, 28012 – MADRI

From Feb 14th to Apr 4th

Scheduled visits: [info@espaciodearteotr.com](mailto:info@espaciodearteotr.com)

**Book premiere**

**Viu?**

Artist: Washington Silvera

Ybakatu Espaço de Arte's booth at ARCOmadrid - 7D02

Friday, Feb 21st

6 - 8pm

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ARCOmadrid has been an important platform for business and making introductions for Brazilian galleries for over 15 years. Since 2000, the Brazilian presence in the international market expanded and diversified, but Spain remained a favored destination for Brazilian galleries to trade. Between 2000 and 2013, 127 galleries participated at the fair, which made ARCOmadrid the European fair with the greatest and most frequent participation of Brazilian galleries.

During these years, a successful history of acquisitions by important Spanish institutions of Brazilian artworks has been reported. Beyond sales, the fair also provides an optimal meeting point for art professionals and an excellent learning platform and showcase for emerging galleries.

For this year's fair, Latitude continues working with ARCOmadrid to create a programme specifically designed to generate business opportunities and improve visibility for Brazilian galleries, as well as the vibrant artistic production they represent.

In addition to supporting the participation of 12 galleries, Latitude presents the second edition of the Incubator Project aimed to encourage and mentor young galleries through their first steps into the international market. The selected galleries for ARCOmadrid 2014 are Galeria Marcelo Guarnieri and Galeria Pilar presenting at Solo Project artists Rogério Degaki and Fábio Flaks, respectively.

Brazil: Being local, becoming global - an ArtReview State of the Art Panel talk will be presented in partnership with Latitude at the fair as a public event. By doing so, we expect to contribute to the continuity of a cultural dialogue that has proved extremely fruitful, and whose results far exceeds the scope of the market.

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# Anita Schwartz Galeria de Arte

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**BOOTH 7D09** / GENERAL PROGRAMME

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Anita Schwartz has been actively participating in Rio de Janeiro's art scene for over 25 years. Aiming to generate knowledge and bring visitors closer to the creative process, the gallery promotes solo and group exhibitions, lectures, panels between curators, art critics, collectors and guest artists.

The wish to serve as a reference abroad has made the gallery's mission to guide its artists' careers internationally, collaborating with foreign galleries and institutions and taking part in major contemporary art fairs. Recently, Anita Schwartz Galeria de Arte has opened its doors for foreign artists, encouraging exchanges, promoting aesthetic experiences, and intensifying the dialogue between different cultures.

**Artists on the stand:** Carla Guagliardi, Otavio Schipper

Photo: **Carla Guagliardi** Partitura, 2014

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Contact: **Anita Schwartz**

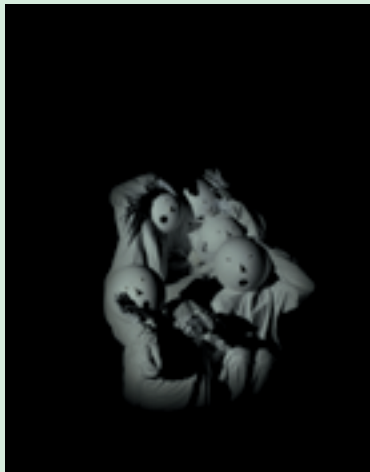
Rua José Roberto Macedo Soares, 30 – Rio de Janeiro RJ  
CEP 22470-100 – T +55 21 2540 6446 – [galeria@anitaschwartz.com.br](mailto:galeria@anitaschwartz.com.br)  
**[www.anitaschwartz.com.br](http://www.anitaschwartz.com.br)**

# Baró Galeria

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**BOOTH 7B06** / GENERAL PROGRAMME

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Baró Galeria is a reference in promoting Latin American art. In the last four years, the gallery has played an important role in the international art circuit helping to establish an intense dialogue between artists, curators and cultural institutions.

Baró Galeria's priority is displaying site-specific works and curatorial projects, with a strong development of contemporary artists of the '70s and '80s, enabling them to coexist with a team of younger talents.

**Artists on the stand:** Claudia Jaguaribe, David Medalla, Enrique Radigales, Felipe Ehrenberg, Iván Navarro, Moris, Norbert Bisky, Ricardo Alcaide, Roberto Jacoby

Photo: **Roberto Jacoby** Dark Room, Cuidado, 2002

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Contact: **Adriano Casanova**

Rua Barra Funda, 216 – São Paulo SP – CEP 01152-000

T +55 11 3666 6489 – info@barogaleria.com

**www.barogaleria.com**

# Casa Triângulo

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**BOOTH 9D12** / GENERAL PROGRAMME

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Casa Triângulo figures as one of the most renowned and respected Brazilian contemporary art gallery. Under the command of Ricardo Trevisan, the gallery supports emerging artists, as well as plays an important role in the construction and consolidation of the career of some of the most prominent names of the contemporary scene.

By encouraging implementation of experimental and institutional exhibitions, Casa Triângulo has established itself over the years as an open space for creation. Its action extends beyond its own exhibition space, encouraging the participation of their artists in major nationally and internationally exhibitions and art fairs, gaining increasing visibility in the international art circuit.

**Artists on the stand:** Albano Afonso, Alex Cervený, Eduardo Berliner, Flávio Cerqueira, Joana Vasconcelos, Juliana Cerqueira Leite, Manuela Ribadeneira, Marcia Xavier, Mariana Palma, Reginaldo Pereira, Sandra Cinto e Vânia Mignone

Photo: **Sandra Cinto** O dueto, 2014

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Contact: **Ricardo Trevisan and Rodrigo Editore**

Rua Pais de Araujo, 77 – São Paulo SP – CEP 04531-090

T +55 11 3167-5621 – info@casatriangulo.com

**www.casatriangulo.com**

# Emma Thomas

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**BOOTH 7SP11 / SOLO PROJECTS**

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Emma Thomas was founded in 2006 by Flaviana Bernardo and Juliana Freire with a main goal: to amplify contemporary art, by approaching the general public to the artistic production. The Gallery represents 14 new-generation Brazilian artists.

In 2012, Emma Thomas won Best Young Art Gallery Prize at ArteBA - Buenos Aires, Argentina, and in 2013 it was considered the second Best Art Gallery in São Paulo, by Epoca São Paulo magazine. Besides promoting shows and projects and participating in national and international art fairs, the new program of the gallery puts forward cultural knowledge exchanges.

**Artist on the stand:** Lucas Simões

Photo: **Lucas Simões** Bêbado samba, 2013

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Contact: **Flaviana Bernardo and Juliana Freire**

Rua Estados Unidos 2205 – São Paulo SP – CEP 01427-002

T +55 11 3063 2193 – contato@emmathomas.com.br

**www.emmathomas.com.br**

# Galeria Jaqueline Martins

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**BOOTH 90P05 / OPENING**

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Galeria Jaqueline Martins seeks to recover artistic productions pertaining to the politicized conceptual art of the 70s in Brazil and in other South American countries.

In this way, Galeria Jaqueline Martins positions itself as a platform for convergence of emergent and more established artists, and proposes to shed light on the transformations occurring in the cultural, social and political contexts, made visible in the aesthetic and conceptual developments unfolding throughout the last 40 years to the present.

**Artist on the stand:** Rafael França

Photo: **Rafael França** Without fear of vertigo, 1987

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Contact: **Jaqueline Martins**

Rua Virgílio de Carvalho Pinto, 74 – São Paulo SP – CEP 05415-020  
T +55 11 2628-1943 – contato@galeriajaquelinemartins.com.br

# Luciana Brito Galeria

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**BOOTH 7D07** / GENERAL PROGRAMME

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Founded in 1997, Luciano Brito Galeria is the result of an attempt to promote and disseminate Brazilian contemporary art, a venture Brito herself has spearheaded for over twenty years.

Autonomy of creative processes is at the heart of the gallery's philosophy, prioritizing partnership and shared effort among the artists, enabling to realise important projects and exhibitions within the gallery and other cultural institutions. Luciana Brito Galeria currently represents over 20 Brazilian and foreign artists, holding approximately 10 exhibitions per year. All are sustained by curatorial research, with developments in lectures, courses and reference publications as part of an on-going effort to showcase contemporary artistic production.

**Artists on the stand:** Caio Reisewitz, Héctor Zamora

Photo: **Héctor Zamora** Inconstância material, 2013

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Contact: **Luciana Brito**

Rua Gomes de Carvalho, 842 – São Paulo SP – CEP 04547-003

T +55 11 3842-0634 – info@lucianabritogaleria.com.br

**[www.lucianabritogaleria.com.br](http://www.lucianabritogaleria.com.br)**

# Galeria Marcelo Guarnieri

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**BOOTH 7SP16 / SOLO PROJECTS**

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Marcelo Guarnieri began the gallery activities in the 80's, promoting in Ribeirão Preto exhibitions of artists such as: Amilcar de Castro, Carmela Gross, Arcangelo Ianelli, Iberê Camargo, Lívio Abramo, Marcello Grassmann, Arthur Luiz Piza, Siron Franco, Tomie Ohtake, Volpi among others.

Galeria Marcelo Guarnieri opened in November, 2006, and it aims to promote exhibitions outside of the state capitals, focusing in modern and contemporary art. After seven years of activities, the gallery expanded to a new building, allowing the development of simultaneous projects and a permanent show of the gallery's collection.

**Artist on the stand:** Rogério Degaki

Photo: **Rogério Degaki** Art Nouveau, 2013

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Contact: **Marcelo Guarnieri**

Rua São José, 1497 – Ribeirão Preto SP – CEP 14025-180  
T + 55 16 3632-4046 – contato@galeriamarceloguarnieri.com.br  
**www.galeriamarceloguarnieri.com.br**



# Mendes Wood DM

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**BOOTH 7A06** / GENERAL PROGRAMME

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Mendes Wood DM was founded in 2010 with the purpose 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 DM cultivates a program premised on conceptualism, political resistance and intellectual rigor.

The gallery has recently amplified its three principal exhibition spaces to house its expanding program.

**Artists on the stand:** Adriano Costa, Mariana Castillo Deball, Michael Dean, Paulo Nazareth

Photo: **Adriano Costa** *Bandeira*, 2013

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Contact: **Felipe Dmab**

Rua da Consolação, 3358 – São Paulo SP – CEP 01416-001

T +55 11 3081 1735 – [info@mendeswood.com](mailto:info@mendeswood.com)

**[www.mendeswood.com](http://www.mendeswood.com)**

# Galeria Pilar

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**BOOTH 7SP20 / SOLO PROJECTS**

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Galeria Pilar was launched in 2011 by Elísio Yamada and Henrique Miziara. The gallery, located in the Santa Cecília district of São Paulo, has 400 square meters of exhibition space dedicated to presenting Brazilian as well as international artists, and functions as a platform for establishing a discourse with curators, critics and collectors.

The gallery's main purpose is to promote artists working in diverse media – including photography, painting, sculpture, installation, and video.

**Artist on the stand:** Fabio Flaks

Photo: **Fabio Flaks** Luz vermelha, 2013

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Contact: **Elísio Yamada and Henrique Miziara**

Rua Barão de Tatuí, 387 / 389, ljs 1 e 2 – São Paulo SP  
CEP 01226-030 – T +55 11 3661-7119 – info@galeriapilar.com  
**www.galeriapilar.com**

# SIM Galeria

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**BOOTH 9C15** / GENERAL PROGRAMME

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SIM Galeria was founded in 2011 as a space for disseminating and divulging Contemporary Art, showing Brazilian and international artists that performs their artistic researches in the most varied materials and techniques.

Since its opening, many solo and group exhibitions were organized by guest curators, followed by publications, contributing to the development of the local art scene. SIM Gallery is located at Curitiba's Casa de Pedra [Stone House], a true urban intervention specially designed to provide the flexibility required by such plural representations.

**Artists on the stand:** Isidro Blasco, Katinka Pilscheur, Romy Pocztaruk, Tony Camargo

Photo: **Isidro Blasco** Madrid Planet, 2014

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Contact: **Guilherme Simões de Assis**

Al. Presidente Tanay, 130 – Curitiba PR – CEP 80420-180

T +55 41 3322-1818 – contato@simgaleria.com

**www.simgaleria.com**

# Vermelho

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**BOOTH 9G08** / GENERAL PROGRAMME

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After ten years of existence, Vermelho has established itself as one of the main places for contemporary art in Brazil. More than just an exhibition space, Vermelho encourages new ideas and art production by emerging and established artists. In 1,000 m<sup>2</sup>, Vermelho holds three main exhibition rooms, one sculpture / installation terrace, a restaurant, Tijuana (multiple and artist book publisher), and the gallery's façade that has served as support to over 50 different art works.

With an average of 2,000 visitors per month, the exhibitions at Vermelho try to develop systematic encounters of artists, curators and the general public.

**Artists on the stand:** André Komatsu, Cadu, Dias & Riedweg, Gabriela Albergaria, Guilherme Peters, Lia Chaia, Marcelo Cidade, Maurício Ianês, Nicolas Robbio, Odiros Mlaszhó

Photo: **André Komatsu** Pré moldado, 2013

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Contact: **Akio Aoki**

Rua Minas Gerais, 350 – São Paulo SP – CEP 01244-010

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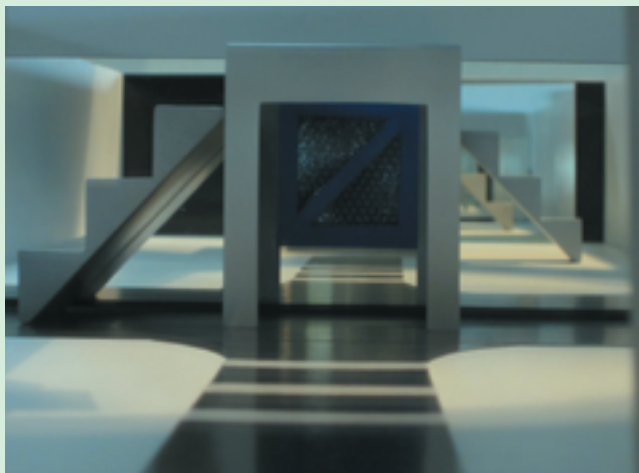
**www.galeriavermelho.com.br**

# Ybakatu Espaço de Arte

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**BOOTH 7D02** / GENERAL PROGRAMME

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Ybakatu Espaço de Arte began its activities in 1995, with the purpose of exhibiting contemporary art. Located in the Brazilian Southern State of Paraná, the gallery initially showed the work of local artists of the 1990s, but since then it has expanded its activities.

Today, the gallery features solo art exhibitions and curatorial projects by guest curators that include local, national and even some international productions, which place the gallery in a privileged position in the national artistic scenario.

**Artists on the stand:** Claudio Alvarez, Debora Santiago, FOD, Hugo Mendes, Isaque Pinheiro, Rene Sultra & Maria Barthelemy, Rogerio Ghomes, Sonia Navarro, Tatiana Stropp, Washington Silvera

Photo: **Claudio Alvarez** La Escalera, 2013

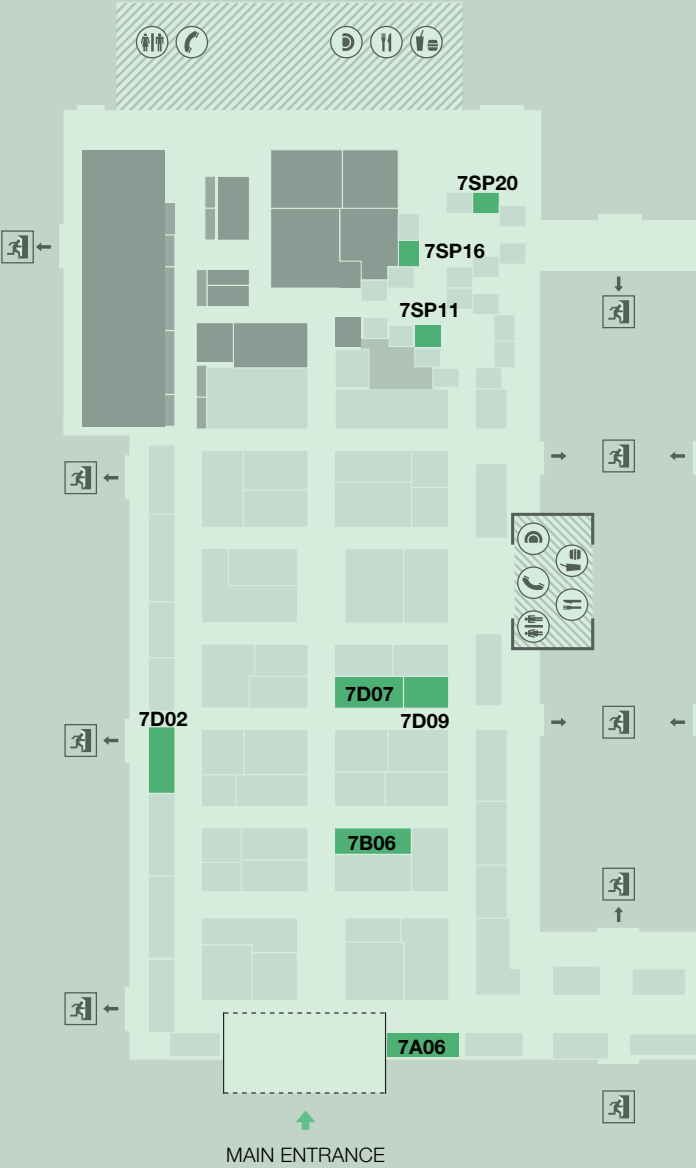
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**[www.ybakatu.com.br](http://www.ybakatu.com.br)**

# BRAZILIAN GALLERIES AT ARCOmadrid 2014



## SOLO PROJECTS

- 7SP11** Emma Thomas
- 7SP16** Galeria Marcelo Guarnieri
- 7SP20** Galeria Pilar

## GENERAL PROGRAMME

- 7D09** Anita Schwartz Galeria de Arte
- 7B06** Baró Galeria
- 9D12** Casa Triângulo
- 7D07** Luciana Brito Galeria



OPENING

**7A06** Mendes Wood DM

**9C15** SIM Galeria

**9G08** Vermelho

**7D02** Ybakatu Espaço de Arte

**9OP05** Galeria Jaqueline Martins

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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)**

Executive Manager **Mônica Novaes Esmanhotto**

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Production **Victoria Solano del Rio**

Graphic Design **HELIX Design, Branding**

Latitude Visual Identity **Estúdio Campo**

**latitude**

www.latitude  
brasil.org

**ABACT**  
associação brasileira de arte contemporânea

**ApexBrasil**

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DE EXPORTAÇÕES E INVESTIMENTOS 



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# latitude

[www.latitudebrasil.org](http://www.latitudebrasil.org)

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A Gentil Carioca  
Almacen Galeria  
Amparo 60 Galeria de Arte  
Anita Schwartz Galeria de Arte  
Athena Contemporanea  
Baró Galeria  
Galeria Berenice Arvani  
Blau Projects  
Bolsa de Arte de Porto Alegre  
Casa Triângulo  
Celma Albuquerque Galeria de Arte  
Central Galeria de Arte  
Choque Cultural  
Galeria Eduardo Fernandes  
Emma Thomas  
Galeria Estação  
FASS  
Galeria Fortes Vilaça  
Galeria da Gávea  
Inox Galeria  
Galeria Jaqueline Martins  
Galeria Laura Marsiaj  
Galeria Leme  
LOGO  
Luciana Brito Galeria  
Luciana Caravello Arte Contemporânea  
Galeria Luisa Strina  
Galeria Marcelo Guarnieri  
Galeria Marilia Razuk  
Mendes Wood DM  
Mercedes Viegas Arte Contemporânea  
Galeria Millan  
Galeria Murilo Castro  
Galeria Nara Roesler  
Galeria Oscar Cruz  
Paralelo Gallery  
Galeria Pilar  
Portas Vilaseca Galeria  
Progetti  
Galeria Raquel Arnaud  
Sergio Gonçalves Galeria  
Silvia Cintra+Box4  
SIM Galeria  
Vermelho  
Ybakatu Espaço de Arte  
Zipper Galeria