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Sesc Pompeia presents the exhibition (+ = -) *Mais é Igual a Menos* to commemorate the 18th anniversary of Fabiana de Barros' *Fiteiro Cultural*

Opening: March 29th (Wednesday) at 8:00 pm
With the launching of the 2nd edition of *Aberto [Open]: Fiteiro Cultural*, by Edições Sesc São Paulo

with the support of

swiss arts council

prohelvetia

It will feature photos, films, and models of this cultural and artistic intervention project that has traveled the world, in addition to a series of reliefs being shown for the first time

Fabiana de Barros is also taking part in SP-Arte, presenting a new Fiteiro Cultural under commission by Galeria Luciana Brito

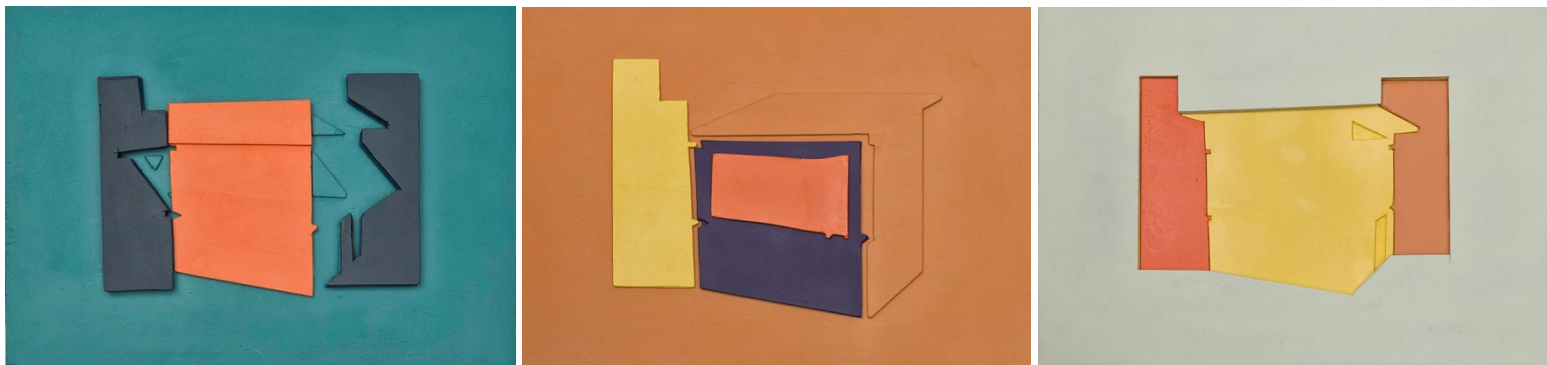


Beach kiosks (*fiteiros culturais*) in João Pessoa (PB), Cuba and Palestine

From March 30 to June 18, 2017 **Sesc Pompeia** will be presenting **Fabiana de Barros' (+ = -) *Mais é Igual a Menos*** [More is Less] in the cultural center's Creativity Workshops. This free exhibition commemorates the 18th anniversary of ***Fiteiro Cultural***, a cultural and artistic intervention conceived in 1998 that has toured 13 countries, posing new ways of thinking about the relationship between art and the public.

While an artist in residence in **João Pessoa**, in the northeastern state of Paraíba, Fabiana de Barros created the first *Fiteiro Cultural* based on local beach kiosks (*fiteiros*). The basic wooden construction became a powerful instrument for forging collaborative cultural partnerships once they had been installed, enabling the local community to use the empty space as an workshop, a creative art center or a stage for performances, among countless other possibilities.

Ever since then Barros, a Brazilian artist based in Switzerland, went on to receive several commissions from artists, institutions, galleries and international events to show her kiosks all over the world. **Nineteen fiteiros** have been shown in cities that include Athens, Havana, Jerusalem, Milan, New York and São Paulo with differing adaptations for each local situation and users' needs. Essentially, however, they share the same aim of bringing individuals together to create, build, play, write, learn, teach, discuss and share.



A novel series of reliefs inspired by the forms of the kiosk and Josef Albers' squares

Designed by **Ricardo Amado**, the exhibition “**(+ = -) Mais é Igual a Menos**” – named for a poem by the German artist **Josef Albers** (1888 - 1976) – features **photos and films** that revisit the *Fiteiro Cultural's* trajectory over the last 18 years together with **models** of eight kiosks and works by Fabiana de Barros being shown for the first time.

Using voids and the constructive form of kiosks (*fiteiros*), Barros drew inspiration from **Albers's colorful and juxtaposed squares** to develop a **series of reliefs**, involving drawing, cutouts, reconstruction, sculpture and casting. She also built new **tridimensional epoxy models** using various configurations of these kiosks filled in with silicone, thus lending corporeality to the object's voids. For the artist, who had always been producing *fiteiros* for others, creating these new works was a way of **reappropriating her own work**.

The 18th anniversary of Fabiana de Barros' project is also being commemorated, on the evening of the exhibition opening, with the launching of the 2nd edition of the book **Aberto [Open]: Fiteiro Cultural**.

ABOUT THE ARTIST

Fabiana de Barros was born in São Paulo in 1957 and lives in Switzerland and Brazil. Her father was the artist **Geraldo de Barros**. After earning a degree in fine arts at FAAP (SP), she did graduate work on multimedia at École des Beaux Arts in Geneva (Switzerland). In her field of contextual relational public art, **the public plays a vital role in works**. Highlights among her many urban interventions, performances, video-installations and web art pieces include *Tours du Monde* (1987), shown at Museu de Arte de São Paulo (MASP) and Galerie Care Off, in Geneva, which got visitors to "travel" without moving from the spot; *Fiteiro Cultural*, presented since 1998 in Brazil and other countries, and in *Second Life*, as of 2007; *AUTO PSi* (2004), created in collaborative partnership with her husband, the Swiss photographer and filmmaker **Michel Favre**, in which taxi passengers are transported for free in exchange for an imaginary story; and *Indoor Beauty Contest for an Anthropophagic Picnic*, which recently mobilized the public and one of the leading newspapers in Geneva. Main exhibitions: *MediaLab Madrid 2010*; the 20th, 24th and 25th iterations of the São Paulo International Biennial; the 1st Canary Islands Biennial, Spain; the 8th Havana Biennial, Cuba; and the 7th Mercosur Biennial, Porto Alegre.

SP-ARTE

Fabiana de Barros is also taking part in **SP-Arte**, at which she will present a new **Fiteiro Cultural** under commission by **Galeria Luciana Brito**. Then on April 5 at 4pm she will hold a signing session at the launching of the book "**Aberto [Open]: Fiteiro Cultural**".



Original fiteiro model and new 3-D silicone model

SESC POMPEIA

Inaugurated in 1982 in the heart of old industrial neighborhood of Pompeia, in São Paulo, the SESC Pompeia joins the structure of an old English factory-style with the modernist architecture of Lina Bo Bardi, responsible for the design and renovation of the building.

Historical Heritage, the building covers an area of 23.571m², and consists of a main street that runs through the complex. Along the path, which is accessible only for pedestrians, one living area, which welcomes visitors in search of simple contact with other people, exhibitions, a library and reading room of periodicals, one Bar-

Café, a restaurant and choperia, a theater, multipurpose warehouse, creativity workshops, dental offices, a deck and the Sports Building.

The complex is considered one of the most daring projects of the Italian architect naturalized Brazilian. Two towers of 11 floors, constructed in reinforced concrete joined by walkways, houses a pool, four gymnasiums, changing rooms and a free internet room.

SESC Pompeia has a team of 350 professionals working in different fields and receives about 30,000 people weekly.

SESC SÃO PAULO

Sesc – São Paulo Social Service of Commerce is a private, non-profit institution, created in 1946 by businessmen engaged in commerce of goods and services throughout Brazil.

Over 70 years, in the State of São Paulo, Sesc maintains 35 centers that bring together its fields of expertise. Among these we find Culture, Education, Sports, Leisure and Health Programs.

Art and thematic exhibitions occupy 44 spaces at SESC dedicated to visual arts throughout the state, in addition to workshops and artistic development courses open to the interested public.

Among its program of activities, SESC conducts performing arts, music and film in some of its 31 theaters and auditoriums, meetings and workshops with authors in its 30 libraries and reading rooms, sports courses and open classes spread over 70 pools, 35 gyms, 116 sports courts and 79 rooms for body activities, youth programs aimed at different age groups and intergenerational, social tourism, environmental education, restaurants and nutritional education, also a program to combat food waste and hunger, and dental care in its 120 dental offices.

Throughout 2014, SESC São Paulo received over 20 million visitors.

The actions of this institution are guided by their educational purpose and the pursuit of social welfare based on a broad understanding of the term culture. In this sense, the full accessibility of its space and content aims the democratization of culture as a way to the autonomy of the individual.

SESC SP headquarter, located at the Belém district in the city of São Paulo, is formed by the Regional Director - represented by Danilo Santos de Miranda- the superintendence and advices consultants, as well as the managements that represent all the fields that structure the actions of the institution.

The Management of Visual Arts and Technology (GEAVT) is responsible for coordinating - in its technical and strategic aspects - the exhibitions held by the institution, and the dialogue with the teams that work directly with exhibitions and courses in Visual Arts and Media Art in SESC centers as well as with its external partners.

Complementing the work of the technical managements, the International Affairs Department (ARI) deals with the approach and dialogue between SESC SP, representative offices and foreign institutions. The ARI seeks to establish exchanges and bilateral collaborations in order to make the most from the actions developed jointly.

SESC SP has held exhibitions in partnership with the Cité de la Musique (France), PhotoEspaña, Adam Mickiewicz Institute (Poland), AFTW - Arts for the World (Switzerland), Children's Book Fair in Bologna (Italy), as well as international cooperation in the fields of performing arts, music, dance, circus, sports events, youth and environment. SESC is also partner of some relevant national events such as the São Paulo Biennial Foundation, coproducing some of the works of each edition for later itinerancy in SESC facilities within the state.

Danilo Santos de Miranda, Regional Director, also represented by its technical team, is constantly invited to give lectures and participate in international events and conferences.

(+ = -) MAIS É IGUAL A MENOS – FABIANA DE BARROS

Opening March 29th at 8 pm

Visitation from March 30 to June 18, 2017

Tuesday to Friday from 10 am to 9:30 pm.

Saturdays, Sunday and holidays from 10 am to 6 pm.

Scheduling for group visits (companies, NGOs or schools):

agendamento@pompeia.sescsp.org.br | +55 (11) 3871-7759

Sesc Pompeia – Rua Clélia, 93 – São Paulo, SP.

No parking. For information about other events see sescsp.org.br/pompeia

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