Press release

PORTINARI POPULAR

Opening Reception: August 11, 8 p.m.
August 12 - November 15, 2016
2nd sublevel of MASP

MASP PRESENTS A LARGE SHOW OF WORKS BY PORTINARI, FEATURING AN ORIGINAL CROSS-SECTION OF HIS OEUVRE

Portinari popular [Popular Portinari] relates artworks rarely placed side-by-side, which emphasize social contents and depictions of Brazilian popular culture.

From August 11 through November 15, MASP is holding the exhibition Portinari popular, with about 50 works by Candido Portinari (1903–1962) which deal with commonplace, popular human types and themes. The exhibition presents a new look at the artist’s production, proposing a revision that runs counter to readings that favor an understanding of his work from a formal standpoint, always in comparison with European modernist painting. Portinari popular explores social contents such as political manifestations, the daily life of workers, and depictions of Brazilian cultural traditions, including popular festivals, typical games and toys, and karajá dolls.

Portinari is one of the most important and controversial Brazilian artists of the 20th century. A good part of his work is focused on common people. They are workers in their various activities (the coffee plantation worker, the washerwoman, the rubber tapper, the wildcat gold miner, the musician, the jangada boatman, the factory worker and the longshoreman), and folk figures (the cangaceiro bandit, the Bahian
woman in traditional dress, the karajá doll), in different contexts (in the favela, in Brodósqui, the artist’s city of birth), or in transit (migrants, refugees, homeless people). We also see children engaged in games, as well as scenes of festivals such as that of São João, or typical countryside weddings. Among Portinari’s portraits of commonplace characters, the exhibition will include the colonial woman, the woman in traditional Bahian dress, the mulatto woman, the Indian woman, the cangaceiro bandit, the mestizo man, and an intellectual – Mário de Andrade, an important interlocutor of the artist and the first great interpreter of his work.

MASP has an important historical relation with the artist and his work, extending back to the museum’s first exhibitions. In 1948, one year after its inauguration, MASP held a large retrospective of the painter, characterized as “tropical and popular” in the words of Pietro Maria Bardi (1900–1999), the museum’s founding director and a great admirer of Portinari’s work. Although some art critics at that time accused the artist of being an “official painter,” the exhibition attracted a huge number of visitors, many of whom were not regular museum goers. Today, in Brazil, in times of the internationalization and merchandising of contemporary art, coupled with widespread recognition of the constructive movement and its developments in the history of 20th-century art (concretism and neoconcretism), Portinari’s work deserves to be revisited and reviewed, beyond the debate about the “official painter” and the “genuinely Brazilian painter.”

MASP possesses 18 works by the artist which, until today, are among those that garner the greatest interest from the public. Besides the artworks in MASP’s collection, Portinari popular features works from public institutions and private collections and redeploy an exhibition design by Lina Bo Bardi (1992), conceived for the show at MASP in 1970, dedicated to the artist. The exhibition design created by the architect consists of a simple structure of pillars that allow the visitors to circulate unhindered among the paintings. The works are organized by themes, giving the spectator an overview of the artist’s entire oeuvre that revisits the same questions at different moments of his career.

This exhibition of 2016 begins a program for the review of the production of some canonic artists of Brazilian modernism, such as Tarsila do Amaral and Vicente do Rego Monteiro, based on contents and narratives related to elements of popular Brazilian culture that involve discussions about race, social reality and culture identity in Brazil. In this sense, the exhibition dialogues with another show held in parallel at the museum, A mão do povo brasileiro [The Hand of the Brazilian People], to open in September 2016 and which will restage the show of the same name, curated by Lina Bo Bardi in 1968, at MASP. Both Portinari popular and the new presentation of A mão do povo brasileiro are opportunities to explore other conceptions of the history of art, proposing multiple, diverse and plural narratives resistant to the hegemonic
discourses of the dominant and Eurocentric historic-artistic traditions.

*Portinari popular* is curated by artistic director Adriano Pedrosa; adjunct curator of Brazilian art Rodrigo Moura; and assistant curator Camila Bechelany. A catalog will be published on the occasion of the exhibition, with images of the artworks, rare documents, and texts by the curators, as well as by Annaterezsa Fabris, Olívio Tavares de Araújo and Sergio Miceli.

**EXHIBITION DETAILS**

**PORTINARI POPULAR**

Opening: August 11, 8 p.m.
Date: August 12 - November 15, 2016
Place: MASP’s second sublevel
Address: Avenida Paulista, 1578, São Paulo, SP
Telephone: +55 11 3149-5959

Hours: Tuesday through Sunday: 10 a.m. to 6 p.m. (ticket booth open until 5:30 p.m.); Thursdays: 10 a.m. through 8 p.m. (ticket booth open until 7:30 p.m.)

Tickets: R$25.00 (full admission); R$12.00 (discounted)

MASP offers free admission on Tuesdays, the entire day

The entrance ticket grants the right to visit the exhibitions running on the day of the visit.

Students, teachers and senior citizens (over 60) pay R$12.00 (discounted admission). Children under 10 admitted free.

MASP accepts all credit cards.

Parking: There are agreements with nearby parking lots, for up to three hours. It is necessary to stamp the parking ticket at the museum’s ticket booth or reception desk.

**CAR PARK** (Alameda Casa Branca, 41)
Monday through Friday, 6 a.m. to 11 p.m.: R$ 14.00
Saturday, Sundays and holidays, 8 a.m. to 8 p.m.: R$ 13.00

**PROGRESS PARK** (Av. Paulista, 1636)
Monday through Friday, 7 a.m. to 11 p.m.: R$ 20.00
Saturday, Sundays and holidays, 7 a.m. to 6 p.m.: R$ 20.00

Accessible to the disabled, air-conditioned, suitable for all ages.

Press Contacts:
imprensa@masp.org.br
Telephone: 3149-5899 / 3149-5898

www.masp.org.br
facebook.com/maspmuseu
twitter.com/maspmuseu
instagram.com/masp_oficial
snapchat/maspmuseu