

# Act. Portfolio

# Act.

Founded in 2017 and headquartered in São Paulo, Brazil, Act. fills in several gaps in the art world on a global scale and is involved with all agents of the circuit: artists, collectors, galleries, museums, and cultural institutions. Our mission is to connect art and people, through the development of consultancies, projects and publications.

We act on all fronts of creation, curation, management and production of art projects for companies, creating bonds between brands and their audiences, contributing to diverse cultural initiatives, or carrying out special projects. We have promoted various initiatives in collaboration with national and international players, from countries such as Argentina, Colombia, Mexico, the US and the UK.



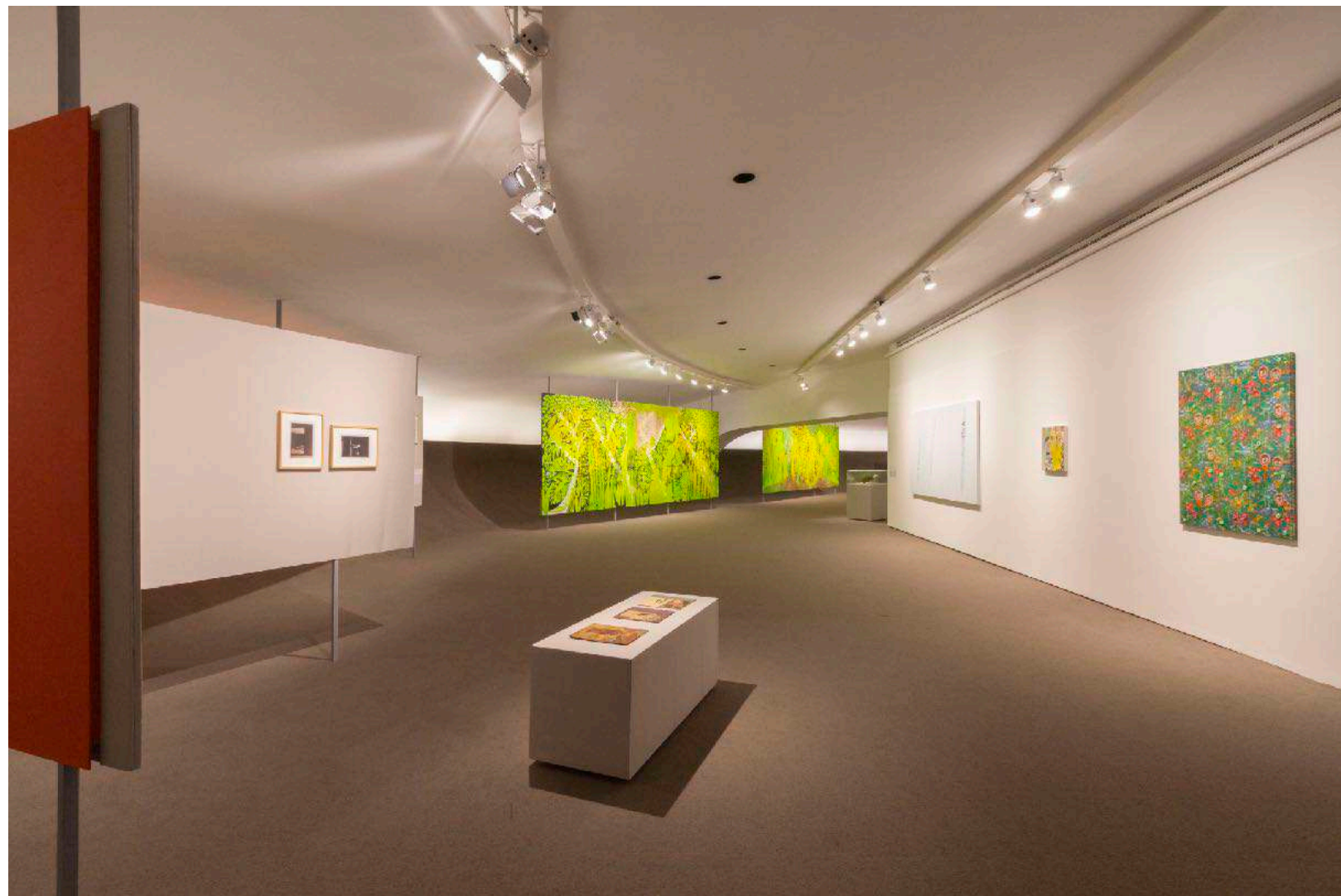
# Colección Oxford

2022 —



The itinerant exhibition project, organized by Act., presents an exclusive selection of artworks from the Colección Oxford, handpicked over careful research by curator Mariano Mayer. The works by the artists from the Collection are presented in three prestigious and diverse venues with complementary programs: MAC Niterói (Rio de Janeiro), Instituto Tomie Ohtake (São Paulo) e Fundação Iberê Camargo (Porto Alegre). The itinerant exhibition establishes, in three acts, an important and unprecedented dialogue between contemporary Argentinean art and the Brazilian cultural context.







# Act. Editora

2018 —



Act. Editora's mission as a publishing house is to promote the contemporary debate around art and design through publications that feature exceptional graphic projects and contents, always available in more than one language. Since 2018, the publishing house has been conducting extensive research on the theory and practice of emerging and established artists, as well as institutions in Brazil and worldwide, in Latin America especially.

With the objective of putting together a selection of diverse titles, Act. Editora develops projects in close partnership with renowned national and international curators, artists, galleries, researchers and institutions.

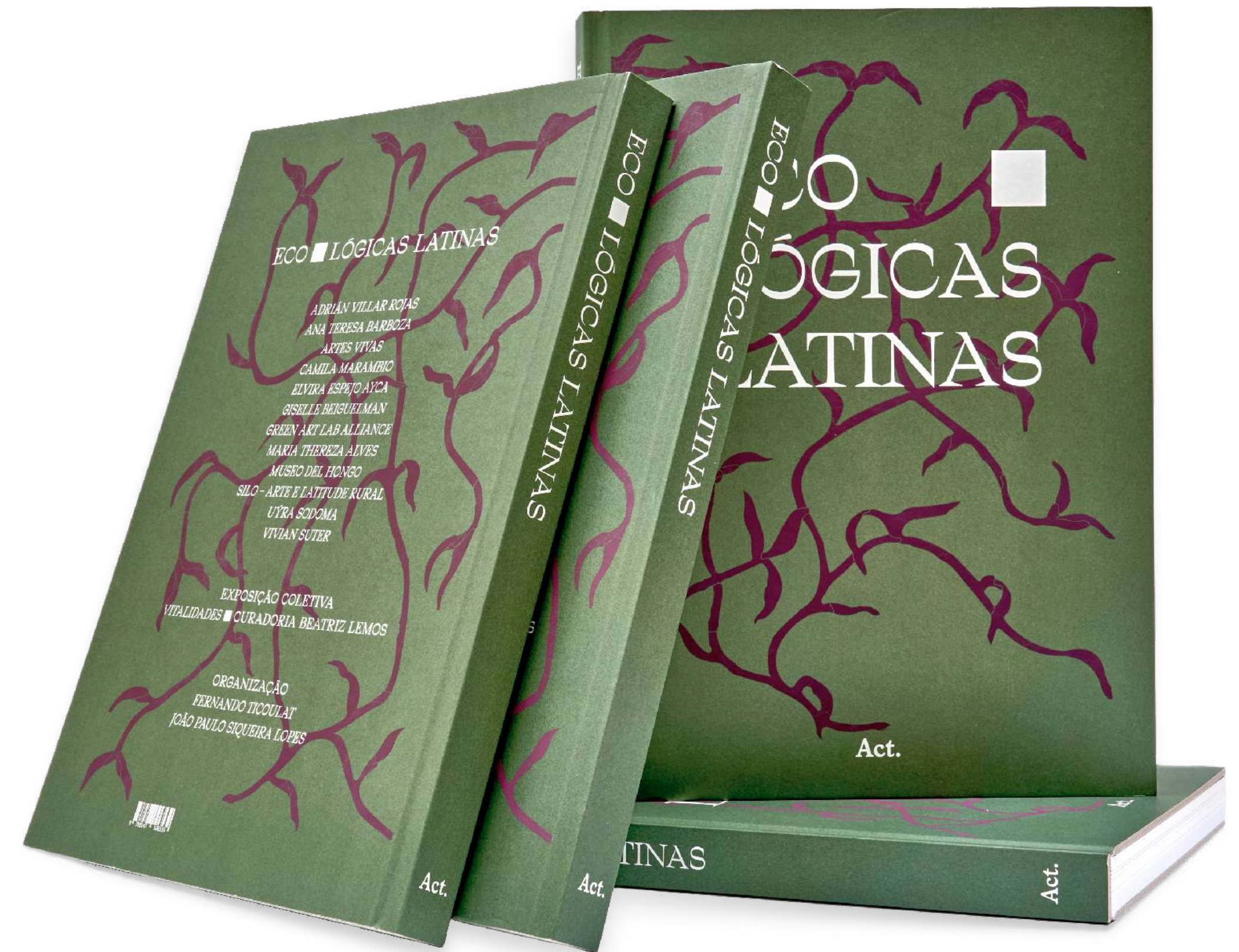


# Eco-Lógicas Latinas

2022

The book *Eco-Lógicas Latinas* establishes a cartography of Latin American initiatives and artists who reflect deeply on the interchange between art, ecology and science, as well as the resonances that the humanity-nature relationship has in contemporary artistic practice and vice-versa.

With a bold design project, based on natural materials and finishes that refer to environmental iconography, the trilingual publication (Portuguese, English, and Spanish) is composed of an exclusive exhibition in book format, curated by Beatriz Lemos, profiles of projects and artists central to the subject, original interviews with curators and specialists, and a glossary of the main terms that interconnect the universes of art and ecology.





# entre(tempo)s: Casa Zalszupin

2022

Launched by Act. Editora, in partnership with ETEL, Almeida & Dale Galeria de Arte and Casa Zalszupin, the publication *entre(tempo)s: Casa Zalszupin* is a tribute to the first life cycle of the museum-home dedicated to the memory and legacy of architect and designer Jorge Zalszupin. The book features a foreword by Lissa Carmona and an original photo essay by Ruy Teixeira, capturing the house's curves, textures, tones, through the exclusive exhibitions where modern and contemporary art and design pieces coexist. Curators Ana Avelar, Claudia Moreira Salles, Francesco Perrotta-Bosch, Germano Dushá, Guilherme Wisnik, and Jayme Vargas also present texts related to the shows organized at the institution throughout its first year.





# Saboneteiras, Ana Elisa Egreja

2022

*Saboneteiras* [Soapdishes] compiles the eponymous series by visual artist Ana Elisa Egreja, produced during the isolation period of the Covid-19 pandemic, between 2020 and 2021. The small-scale paintings subtly condense some of the themes explored throughout her career, such as the meticulous reproduction of materials and textures and the representation of the affective memory impregnated in home interiors. Produced in partnership with Galeria Leme, the book features four different covers, with preface by artist Jac Leirner, a poem by writer Carola Saavedra and a critical text by curator Ann Gallagher.





# boa forma gute form

## design in Brazil 1947-1968

2021

Through twelve original essays written by specialists in the subject, infographics and unprecedented iconographic research, *good design gute form* traces fundamental links between the institutionalization of design in Brazil, in the 1950s and 1960s, the movement of concrete art and the teaching at the Ulm School of Design, Germany. The publication also features an original testimony by German designer Karl Heinz Bergmiller, an important character in this plot, and a complex timeline, contextualizing artists, artworks, exhibitions and design schools between Brazil and Germany. Collaborators of the books are: Aleca Le Blanc, Alexandre Benoit, Ana Luiza Nobre, Chico Homem de Melo, David Oswald, Ethel Leon, Felipe Scovino, Julieta González, Malou von Muralt, Mina Warchavchik Hugerth, Pedro Luiz Pereira de Souza and Rodrigo Paiva.





# Where Art Lives in Latin America

2021

Shortlisted for the Jabuti Prize 2022, in the Arts category, the book *Where Art Lives in Latin America* presents a selection of 35 spaces for creation and exhibition in Latin America that are a reference for the development of the state of the arts not only in the region but worldwide, each in its own way. Each space is presented through selected images and exclusive interviews with their respective directors and curators. Among the museums, foundations, artist residencies, independent art spaces and sculpture parks presented are: Beta-Local, Fundación Proa, Inhotim, lugar a dudas, Malba, Mali, MAM Rio, Masp, NuMu, Paiján, Pivô, Pinacoteca de São Paulo, Sala Mendoza, Museo Tamayo, Urra, among others. Available in Portuguese, English and Spanish, the book also includes critical essays by curators Fernando Ticoulat and Julieta González.





# 20 em 2020: the Artists of the Next Decade – America Latina

2020

Nominated for the Jabuti 2021 Award, in the Arts category, *20 in 2020: The Artists of the Next Decade – Latin America* presents a spectrum of the Latin American visual arts through twenty artists considered relevant in the cultural and artistic horizon of the 2020s. The fundamental premise guiding the publication is translated by the question “What is Latin America?”, and if there would be an aesthetic and cultural unity in it. The book features a profile and detailed images of works by the artists: Adriano Amaral, Iván Argote, Pia Camil, Carolina Caycedo, Gabriel Chaile, Tania Pérez Córdova, Alia Farid, Katherine Fiedler, Sheroanawe Hakihiwe, Frieda Toranzo Jaeger, Ad Minoliti, Jota Mobaça, Jill Mulleady, Reynier Leyva Novo, Dalton Paula, Gala Porras-Kim, Naufus Ramírez-Figueroa, Tabita Rezaire, Johanna Unzueta and Yuli Yamagata.

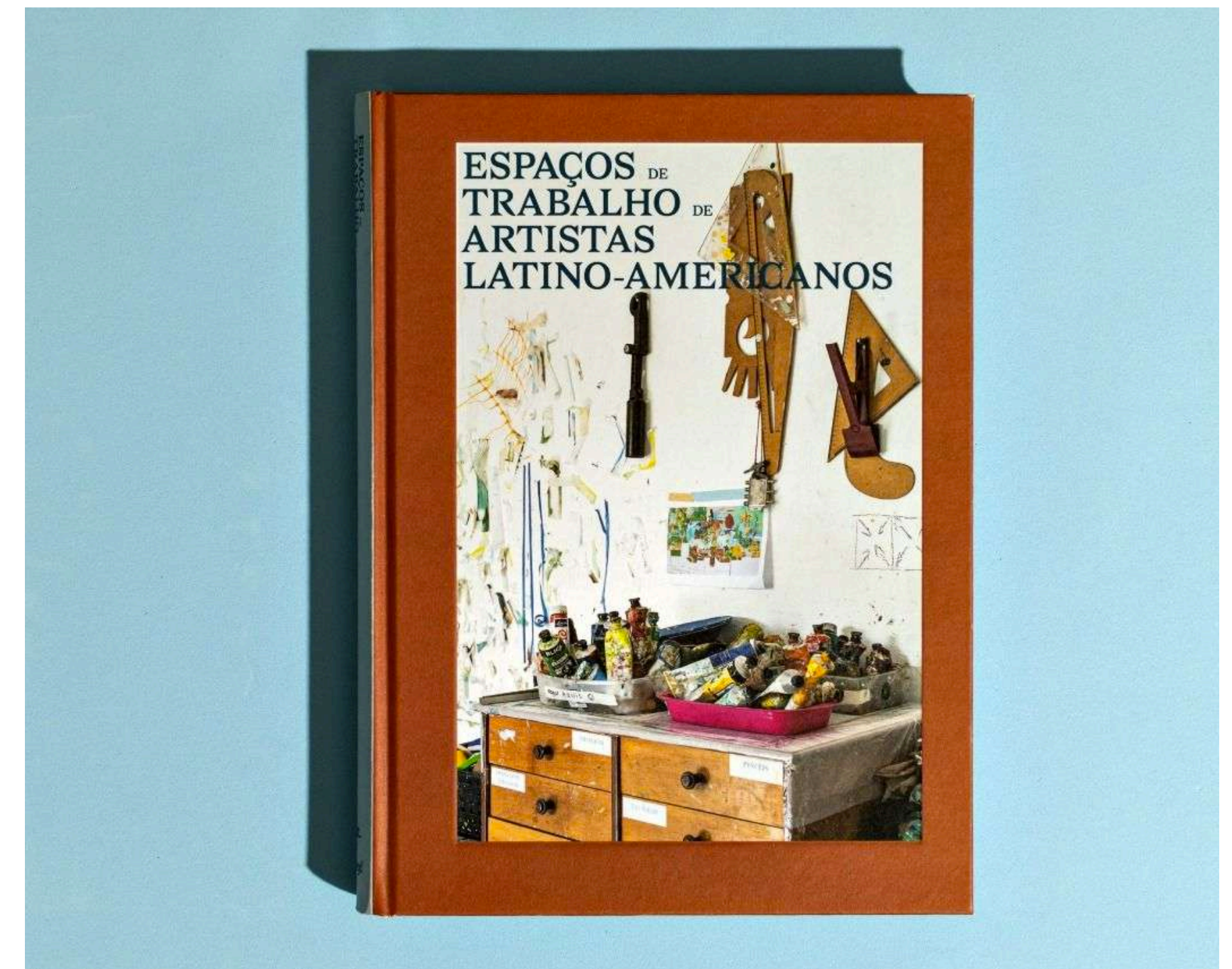




# Workspaces of Latin American Artists

2019

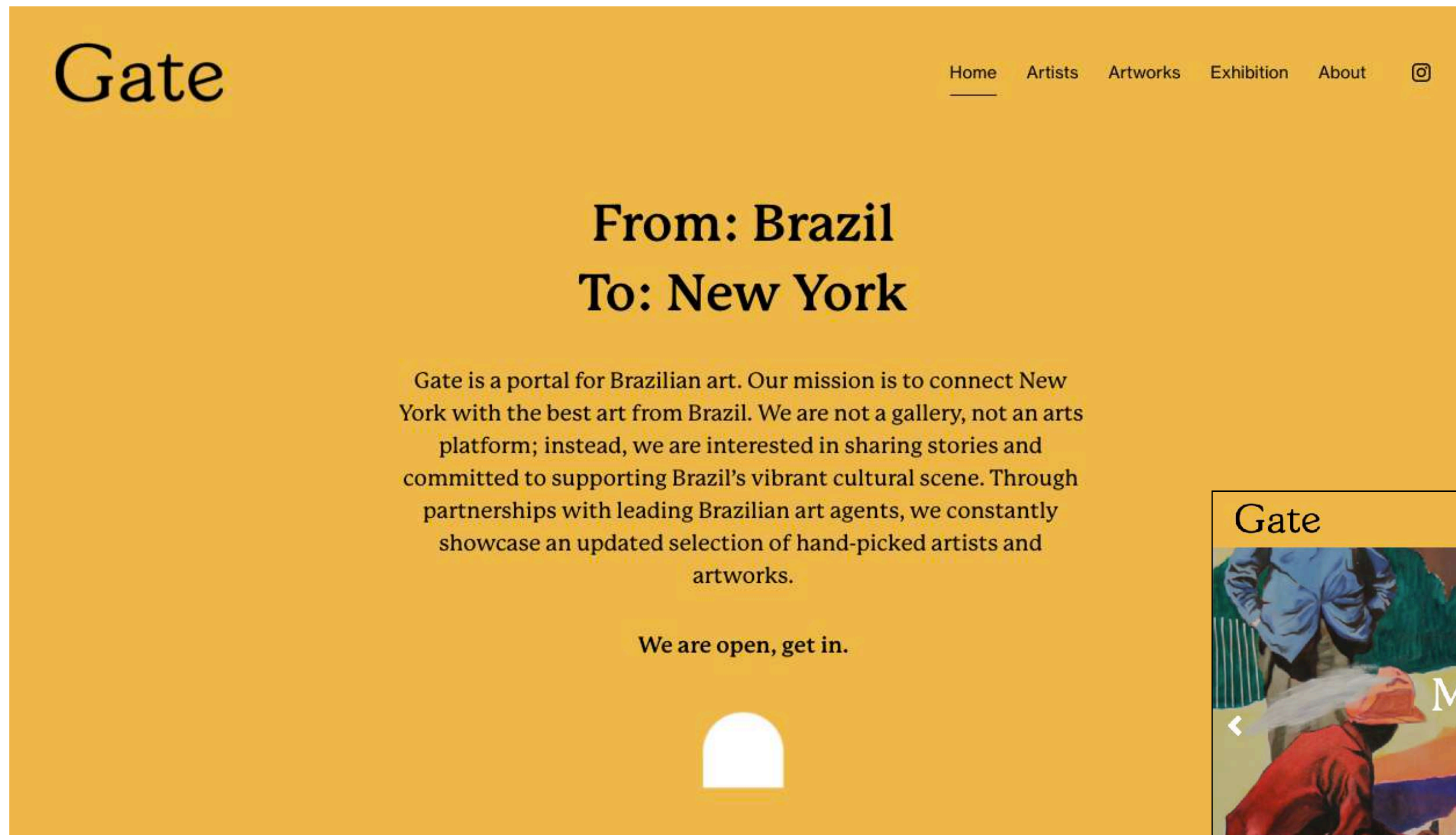
The starting point is the studio, a place that provokes widespread fascination, but the book *Workspaces of Latin American Artists* goes far beyond these four walls and reveals unique workspaces. With images taken by photographer Fran Parente and interviews by journalist and art critic Beta Germano, the book invites the reader to enter these intimate environments of artistic work and get to know a little more about the personality that inhabits each one of them. Participating artists are: Adriana Varejão, Alberto Baraya, Alfredo Jaar, Ana Tiscornia, Arjan Martins, Beatriz González, Carmos Amoraes, Cecilia Vicuña, Cildo Meireles, Deley Morelos, Fernanda Gomes, Graciela Iturbide, Jorge Macchi, José Carlos Martinat, Liliana Porter, Lucia Laguna, Luiz Zerbini, Mariana Castillo Deball, Marta Minujín, Matias Duville, Miguel Ángel Rojas, Miguel Rio Branco, Paulo Bruscky, Paz Errázuriz, Sandra Gamarra, Voluspa Jarpa and Ximena Garrido-Lecca.





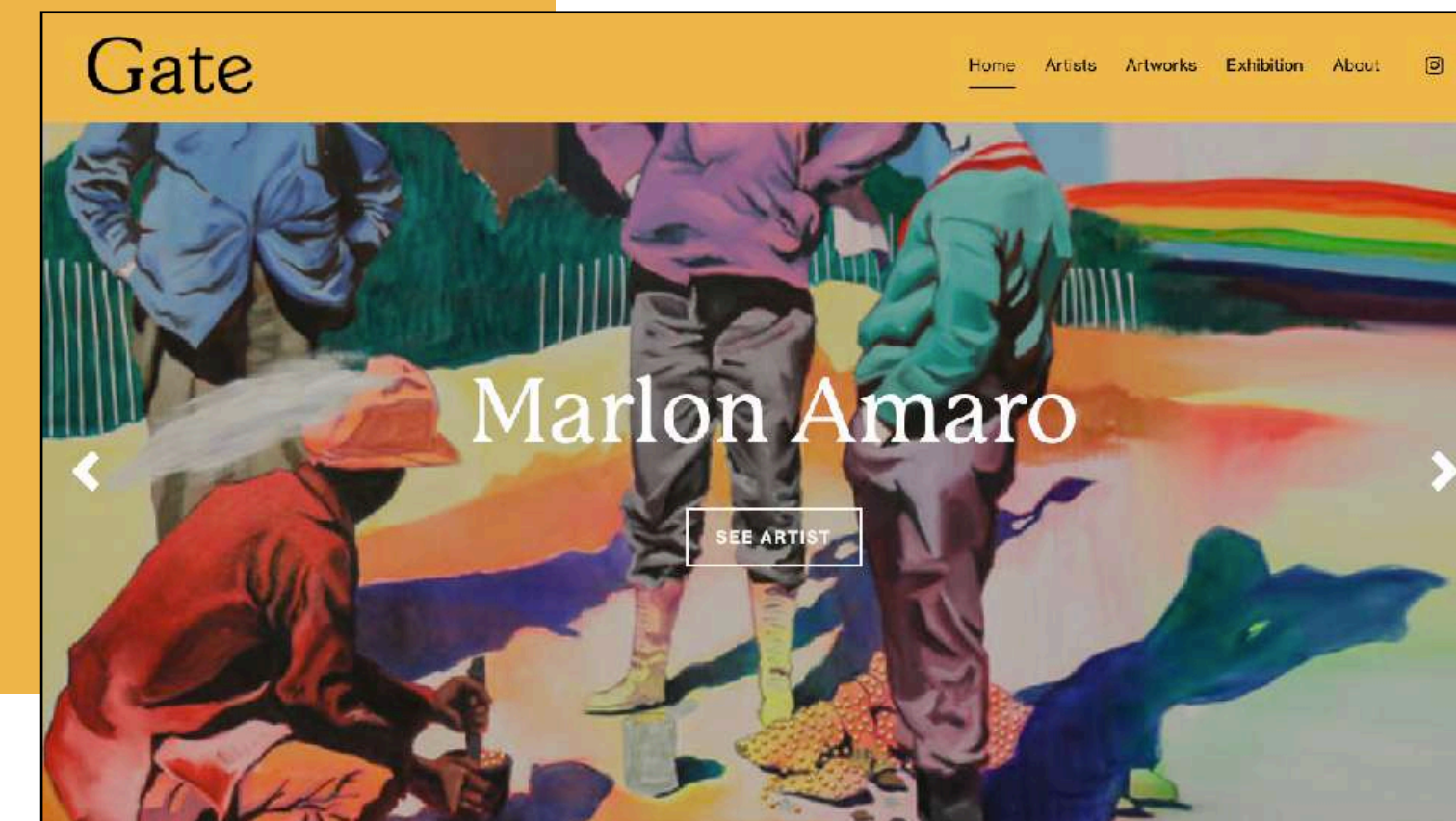
# Gate New York

2020 – 2022



[www.gate.art](http://www.gate.art)

Consultancy for the development and kick-off of Gate, a Latin American art space in New York City that connects young artists with collectors and those interested in visual arts.





# Gate New York

2020 – 2022

- Business model development, programming, and strategies;
- Artists' research;
- Development of visual identity and social media of the project;
- Advice on legal and tax matters;
- Website development and programming;
- Statement:

*Gate is a portal for Brazilian art. Our mission is to connect people with the best art from Brazil. We are not a gallery, not an arts platform; instead, we are interested in sharing stories and committed to supporting Brazil's vibrant cultural scene. Through partnerships with leading Brazilian art agents, we constantly showcase an updated selection of hand-picked artists and artworks. We are open, get in.*





# LATITUDE + ABACT

2020

**Thematic Meeting: Challenges and case studies for art galleries' online presence.**

Development of two seminars for art galleries associated to ABACT, based on market intelligence research and with the objective of mitigating the effects of Covid-19 and equipping galleries for a better international performance.

ABACT (Brazilian Association of Contemporary Art) is an entity that brings together 50 art galleries in Brazil. Latitude is a partnership between ABACT and Apex-Brasil (Brazilian Agency for the Promotion of Exports and Investments) with the objective of creating business opportunities abroad.

Streamed on the 9<sup>th</sup> and 23<sup>rd</sup> of July, 2020



Click to watch: [\[1\]](#) | [\[2\]](#)




# Irrigation Veins: Ana Mendieta and Carolee Schneemann

Moderation of webinar on the exhibition *Irrigation Veins*, a dialogue between artists Ana Mendieta and Carolee Schneemann, presented at Galerie Lelong & Co., New York.

The webinar was attended by curator Sabine Breitwieser and gallerists Wendy Olsoff (P.P.O.W) and Mary Sabbatino (Lelong).

2020

**P.P.O.W GALERIE LELONG & Co. Act.**



**Irrigation Veins: Ana Mendieta and Carolee Schneemann**

**Panel Discussion**  
**with Sabine Breitwieser, Wendy Olsoff, and Mary Sabbatino**  
**Moderated by João Paulo Siqueira Lopes**

**Wednesday, May 27, 2020**  
**5:00pm (EST) on Zoom**

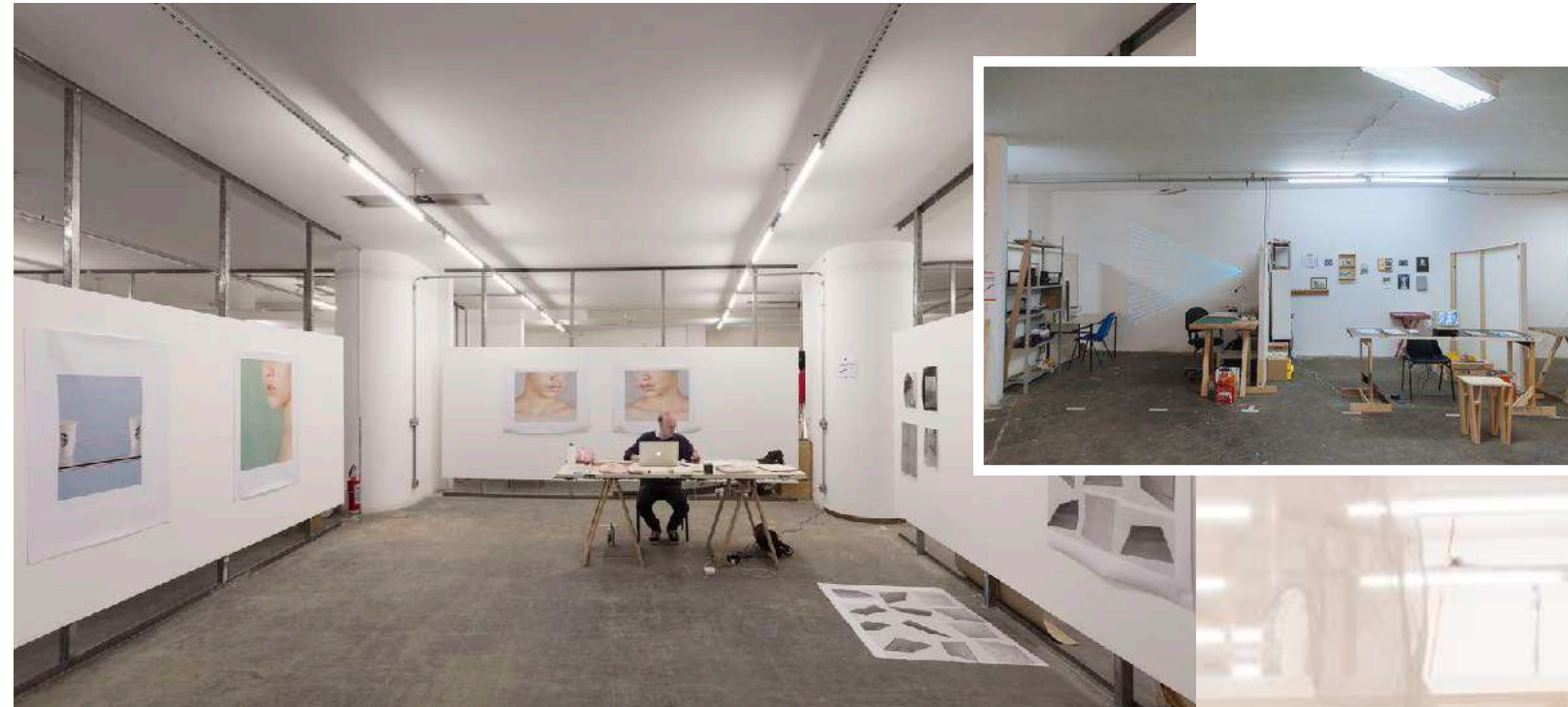
Click [here](#) to watch.



# Pivô Research Grant

2018

Pivô, São Paulo



- Program development and fundraising
- Artist residency funded with *per diem*, shipping and accommodation
- Special event for customisation
- Individual, institutional and company support
- Engagement of sponsors for the program

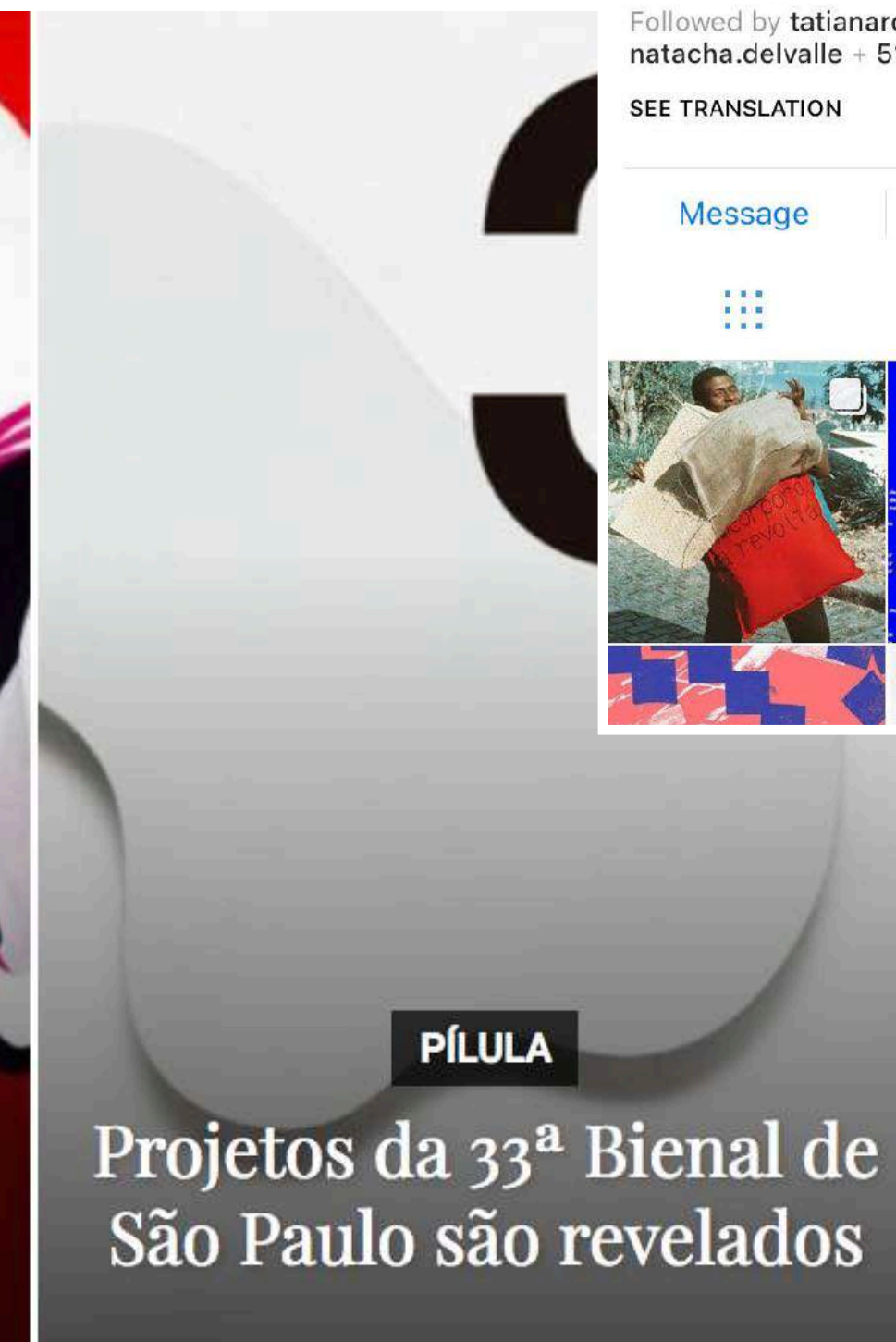




# AQA

## Arte Que Acontece

- Branding, strategy and content development for online platform about art - (website, smartphone app, podcasts e other medias)



## 2017 – 2019

Artequeacontece

Arts & Entertainment

Somos uma plataforma online voltada pra difusão de arte contemporânea. Visite nosso site. | Online platform dedicated to contemporary art. 🙌

[www.artequaeacontece.com.br/](http://www.artequaeacontece.com.br/)

São Paulo, Brazil

Followed by [tatianarosato](#), [andreatchalianconde](#), [natacha.delvalle](#) + 51 more

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PÍLULA

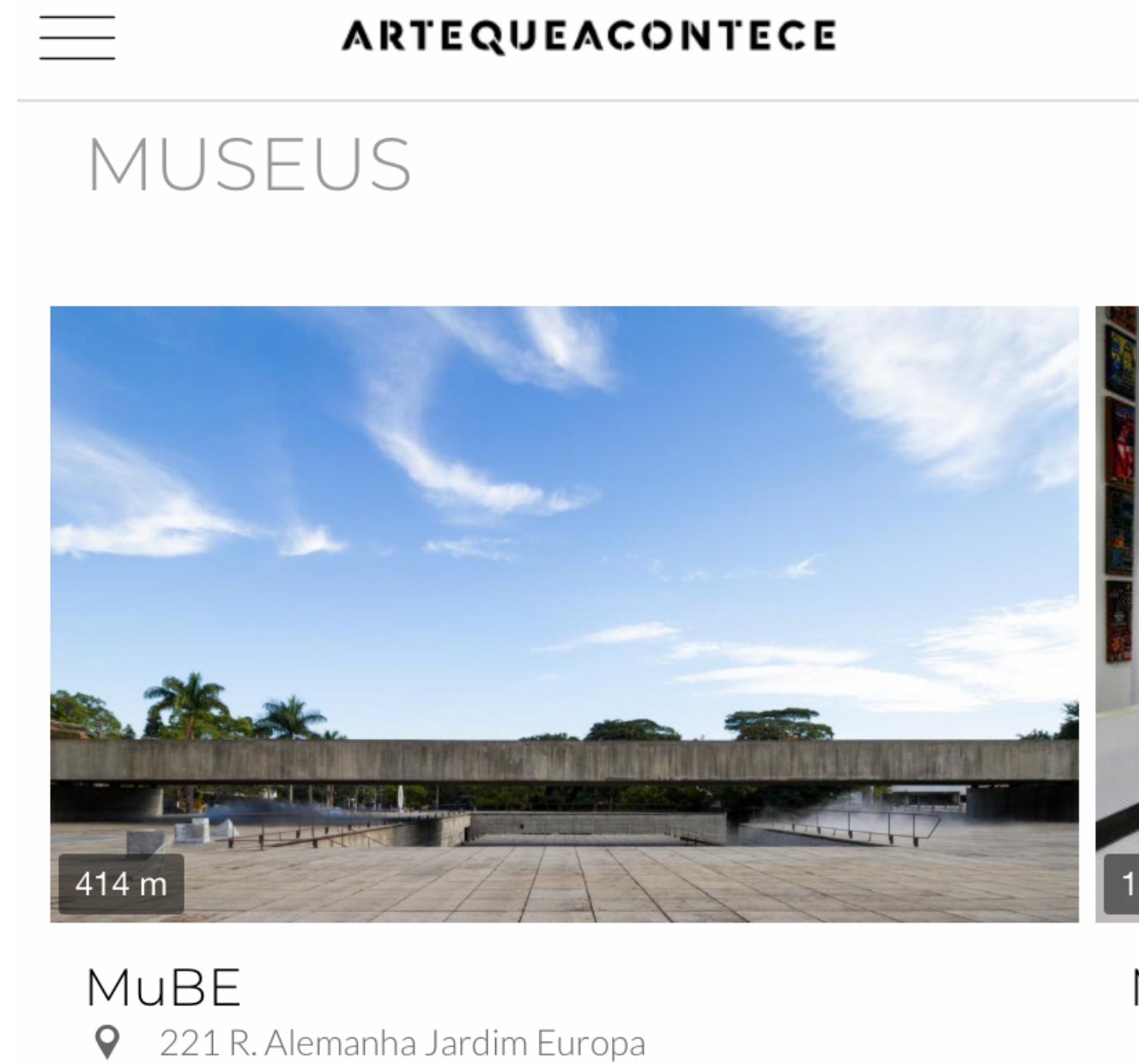
Projetos da 33ª Bienal de São Paulo são revelados

[www.artequaeacontece.com.br](http://www.artequaeacontece.com.br)

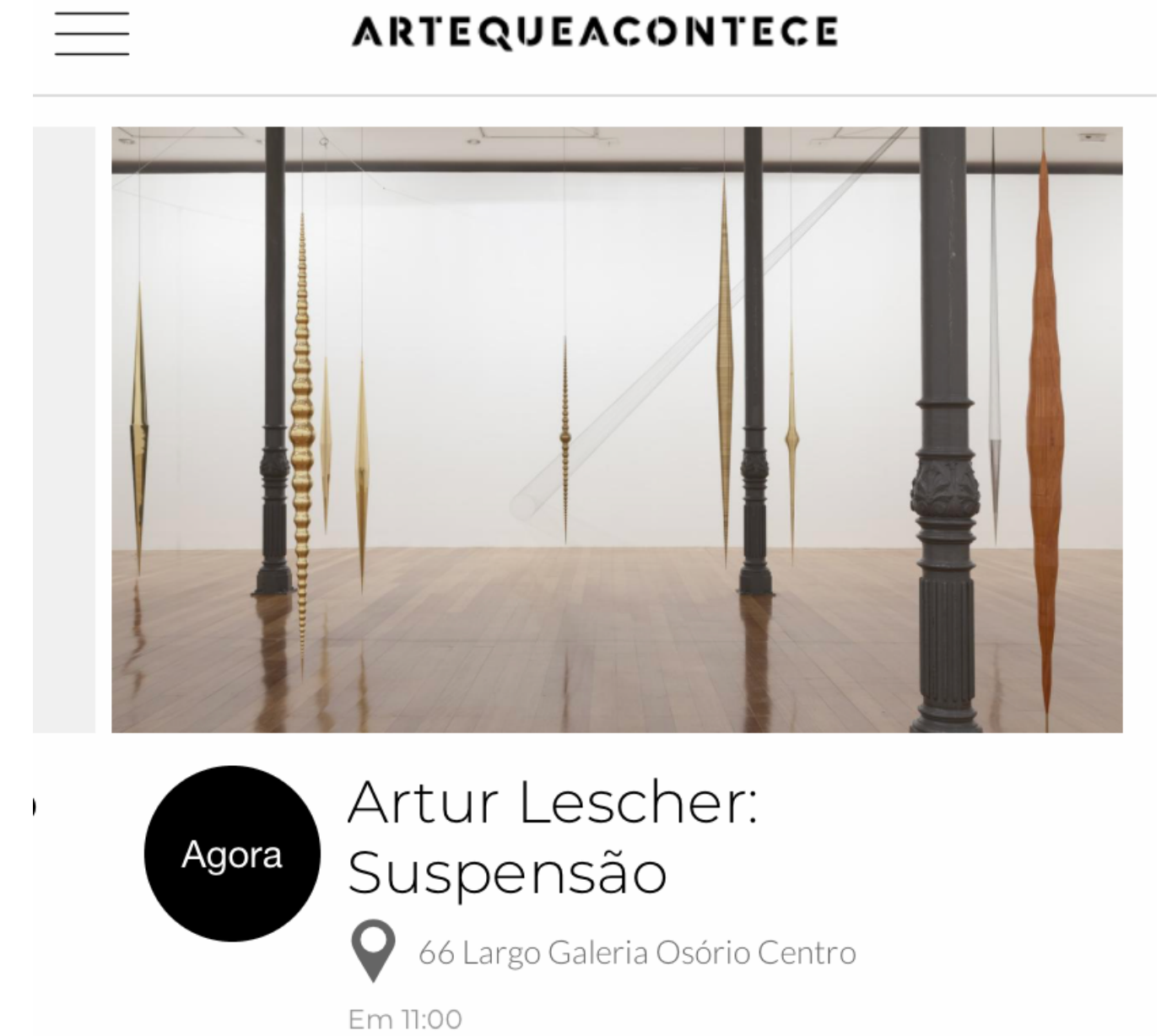
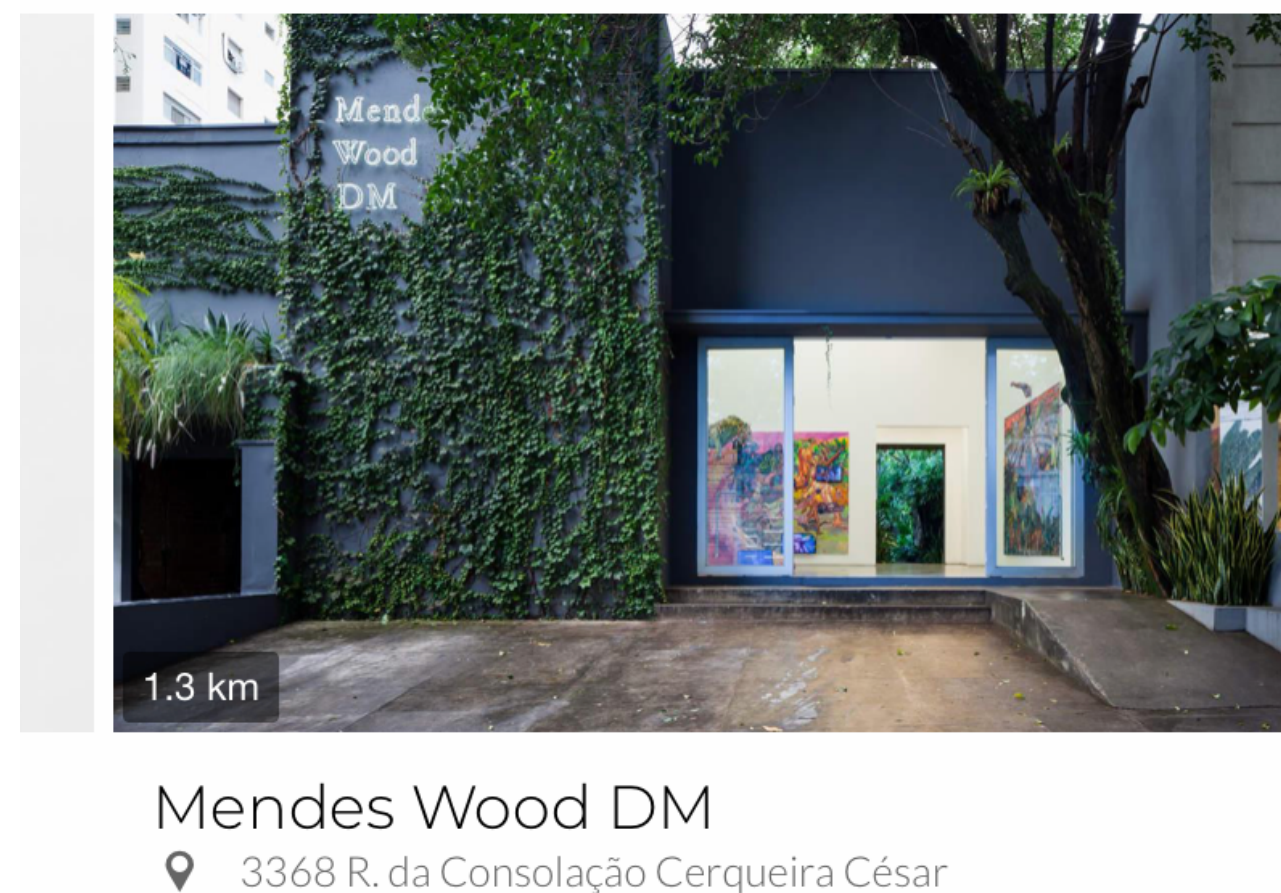


# App AQA

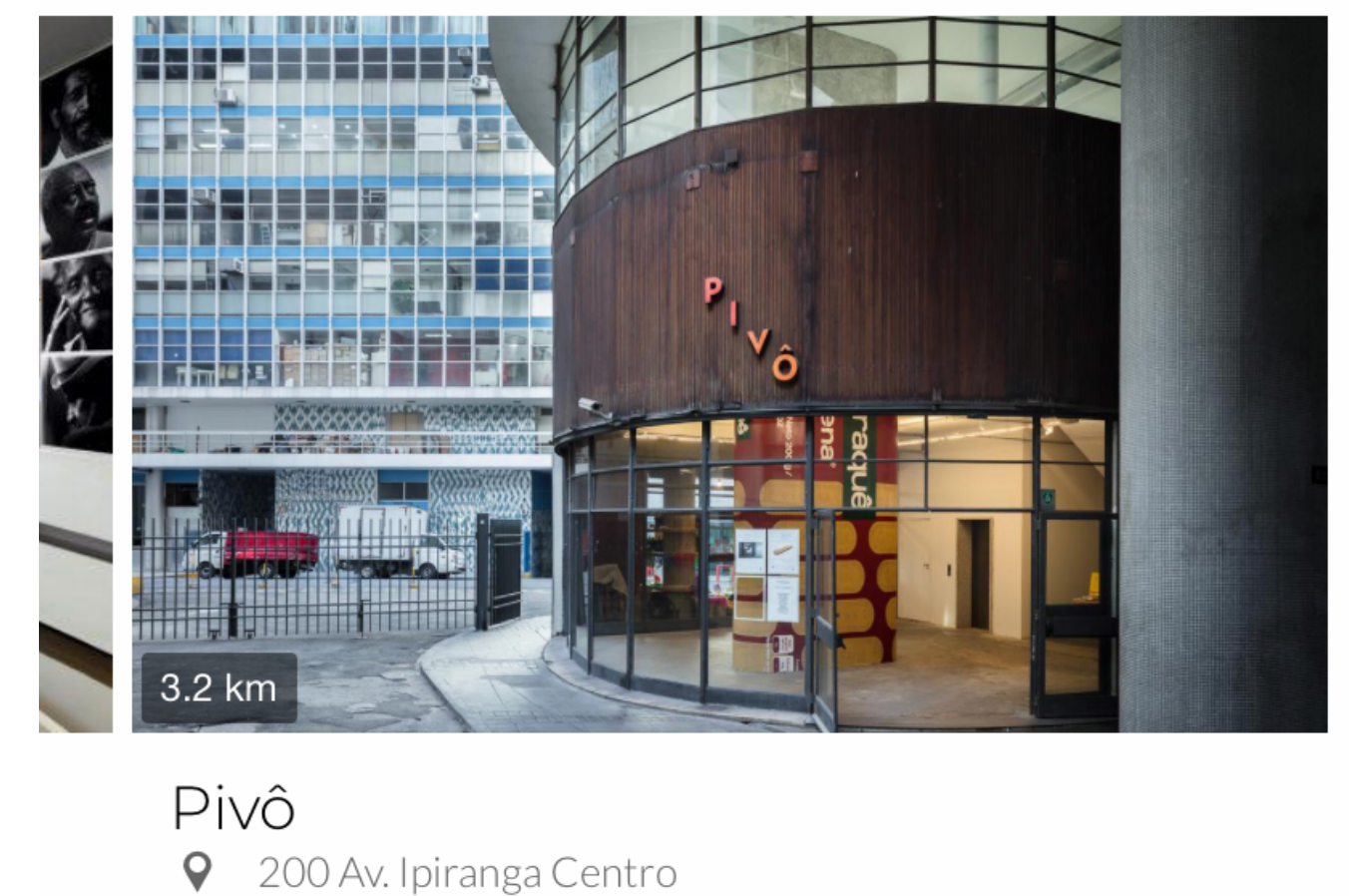
- Development of the AQA APP (IOS e Android)
- Agenda with the best exhibitions and museums in São Paulo and Rio de Janeiro



## GALERIAS



## MUSEUS

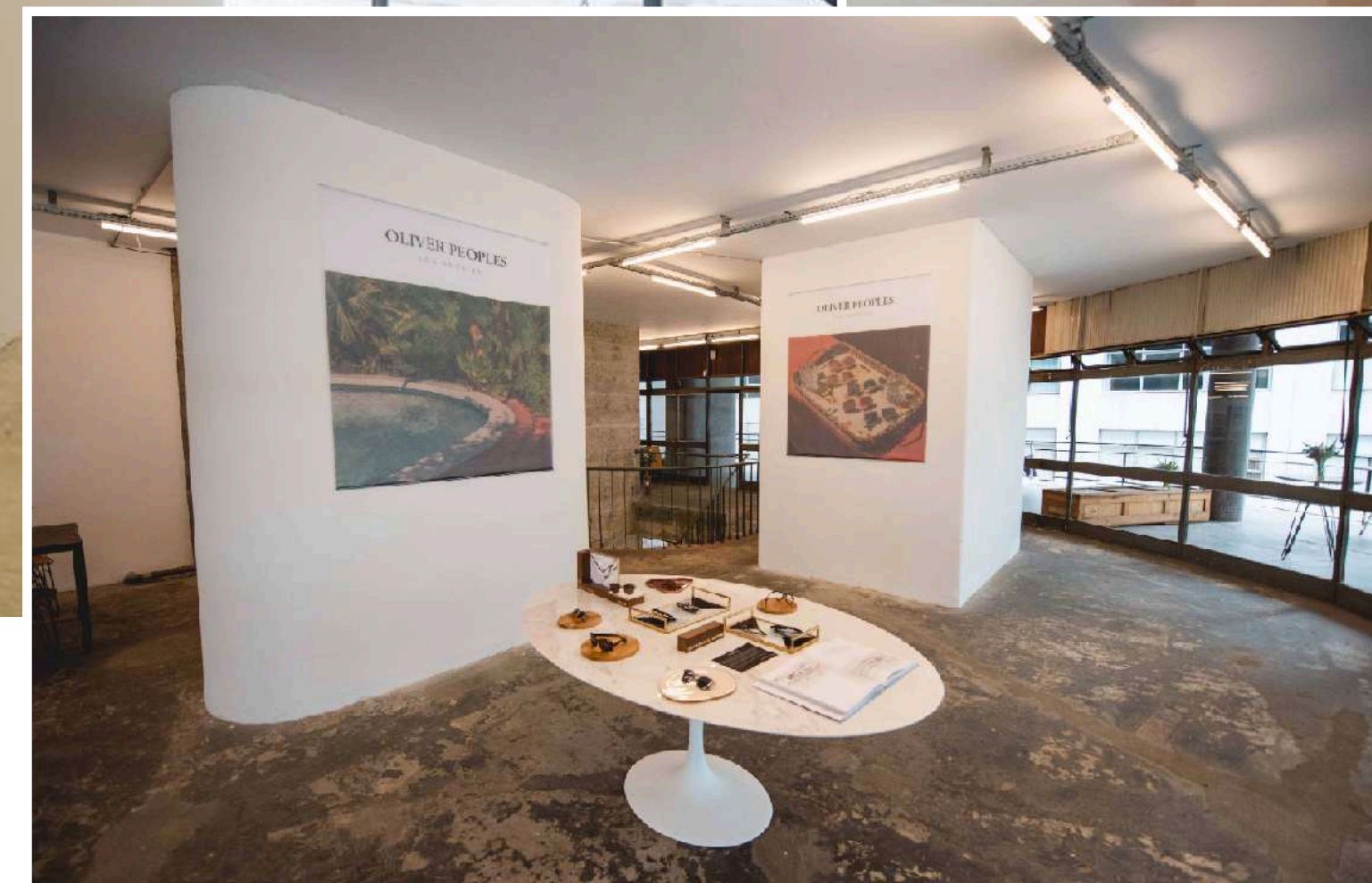
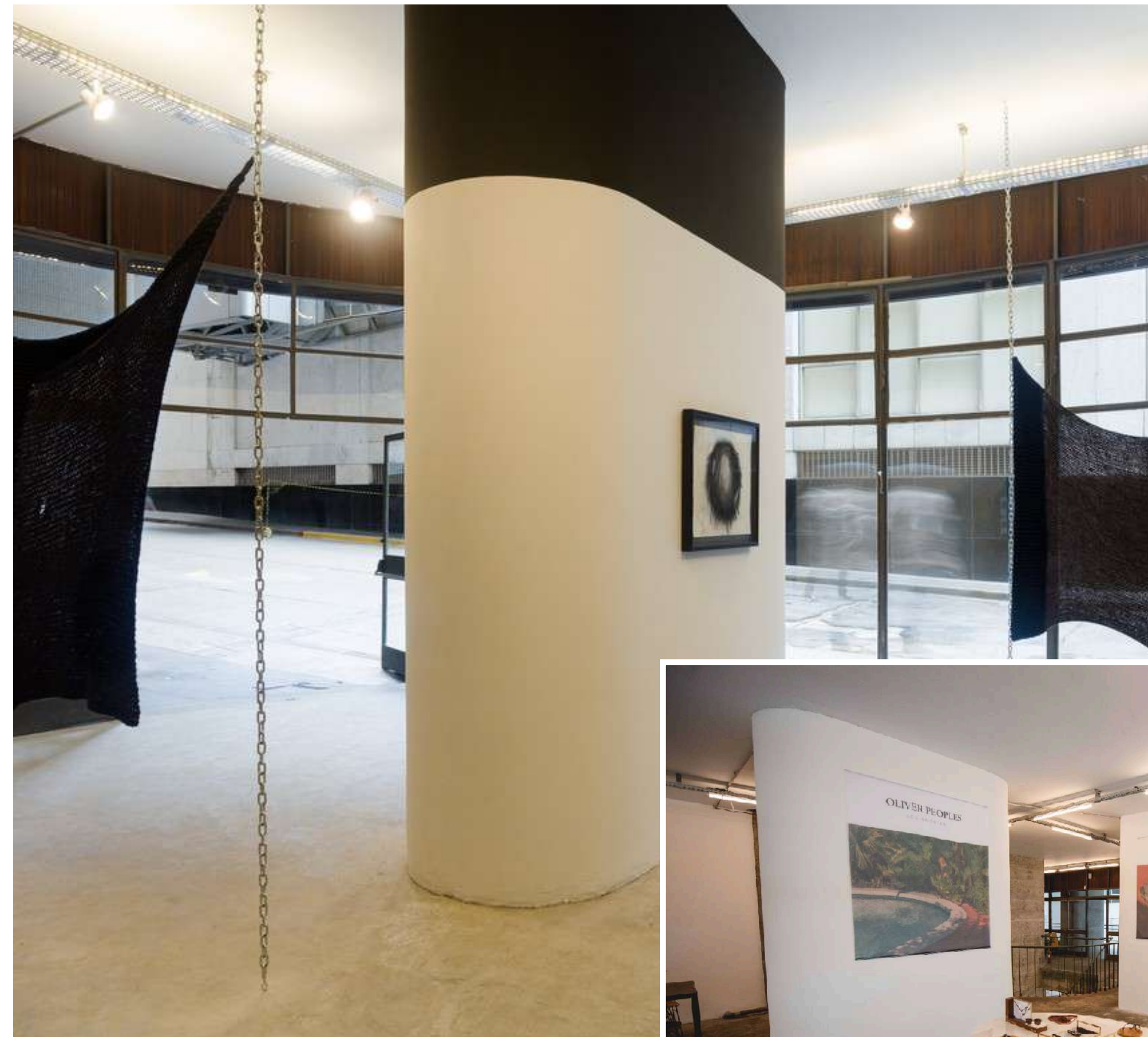




# Act. + Oliver Peoples

2019

- Intermediation between Oliver Peoples eyewear brand and Pivô Cultural Center to sponsor the brand's exclusive exhibition and launch event in Brazil





# Act. + Louis Vuitton

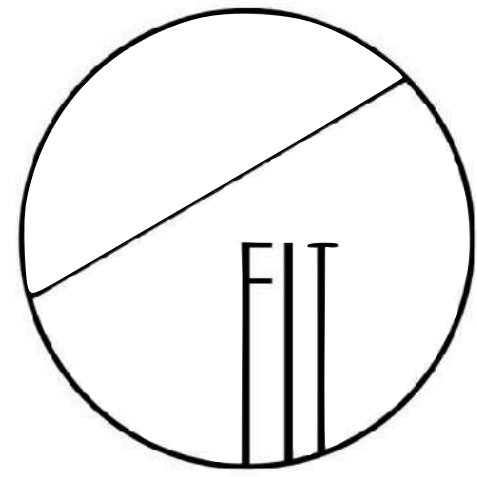
2019

- Guided tour of the studio of artist Vik Muniz (Rio de Janeiro), part of the exclusive program for special clients of the brand



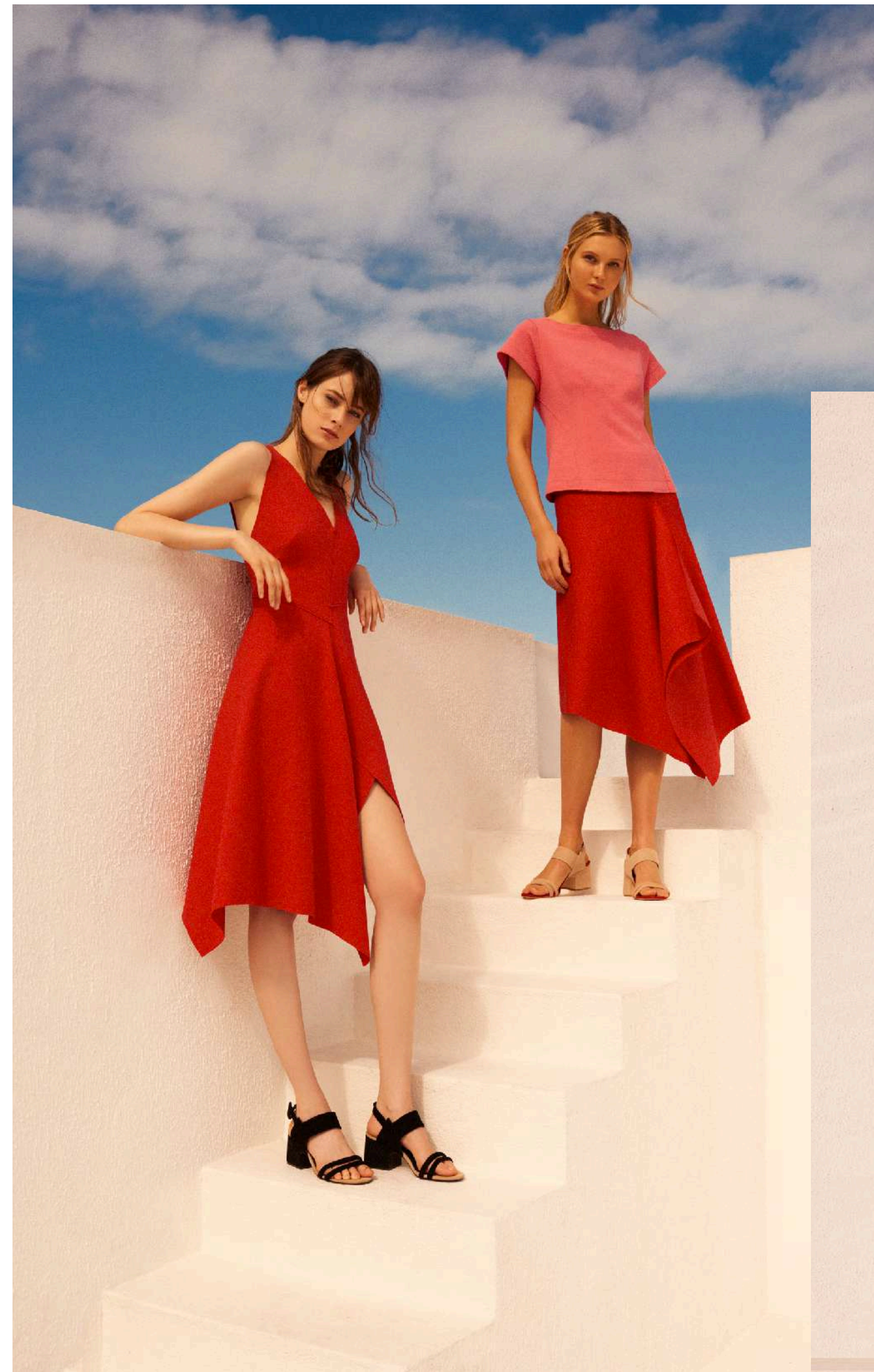


# Act. + FIT

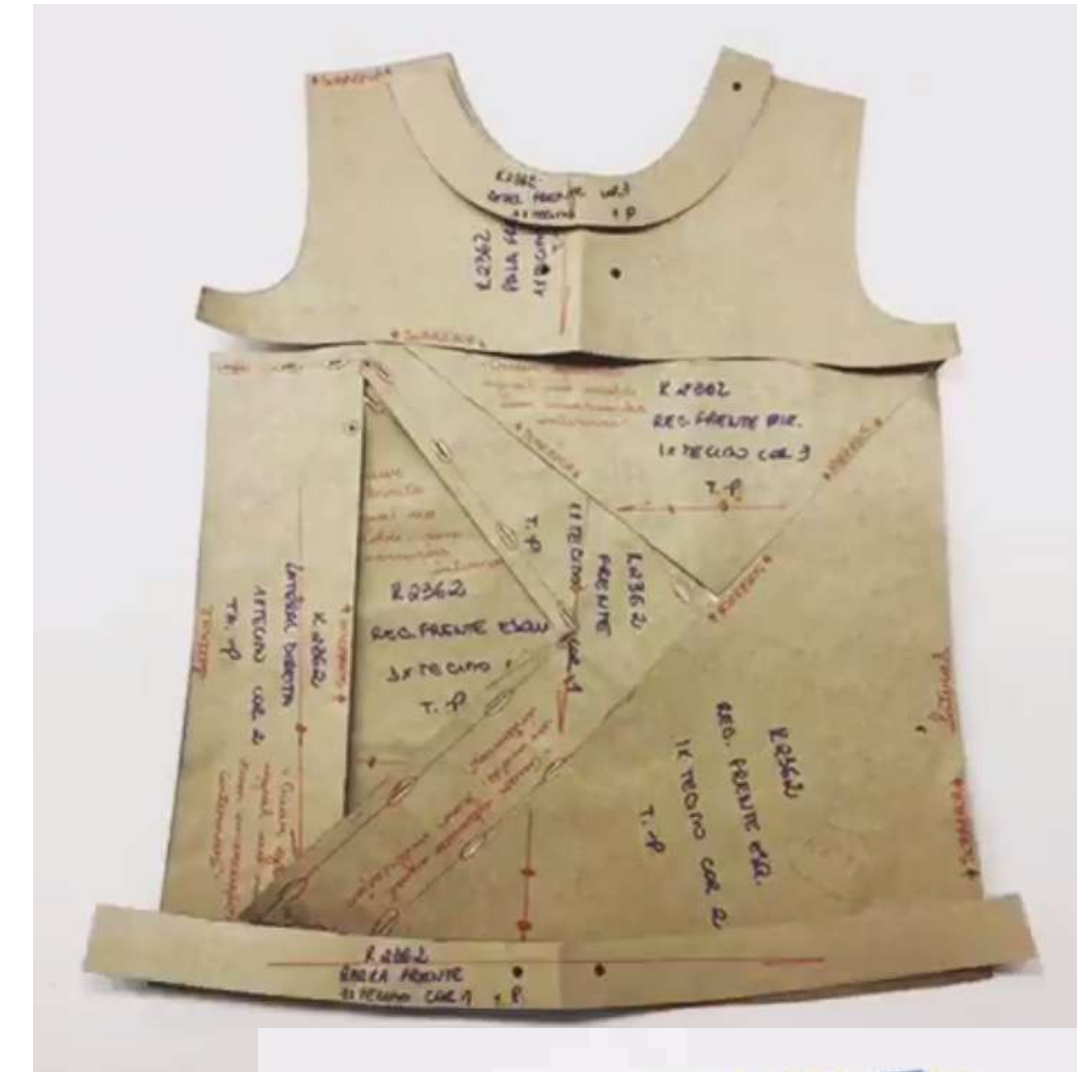


- Branding: insertion of the brand in the art world
- Brand positioning on Instagram
- Cultural support through tax incentive law
- New clients seeding

2018







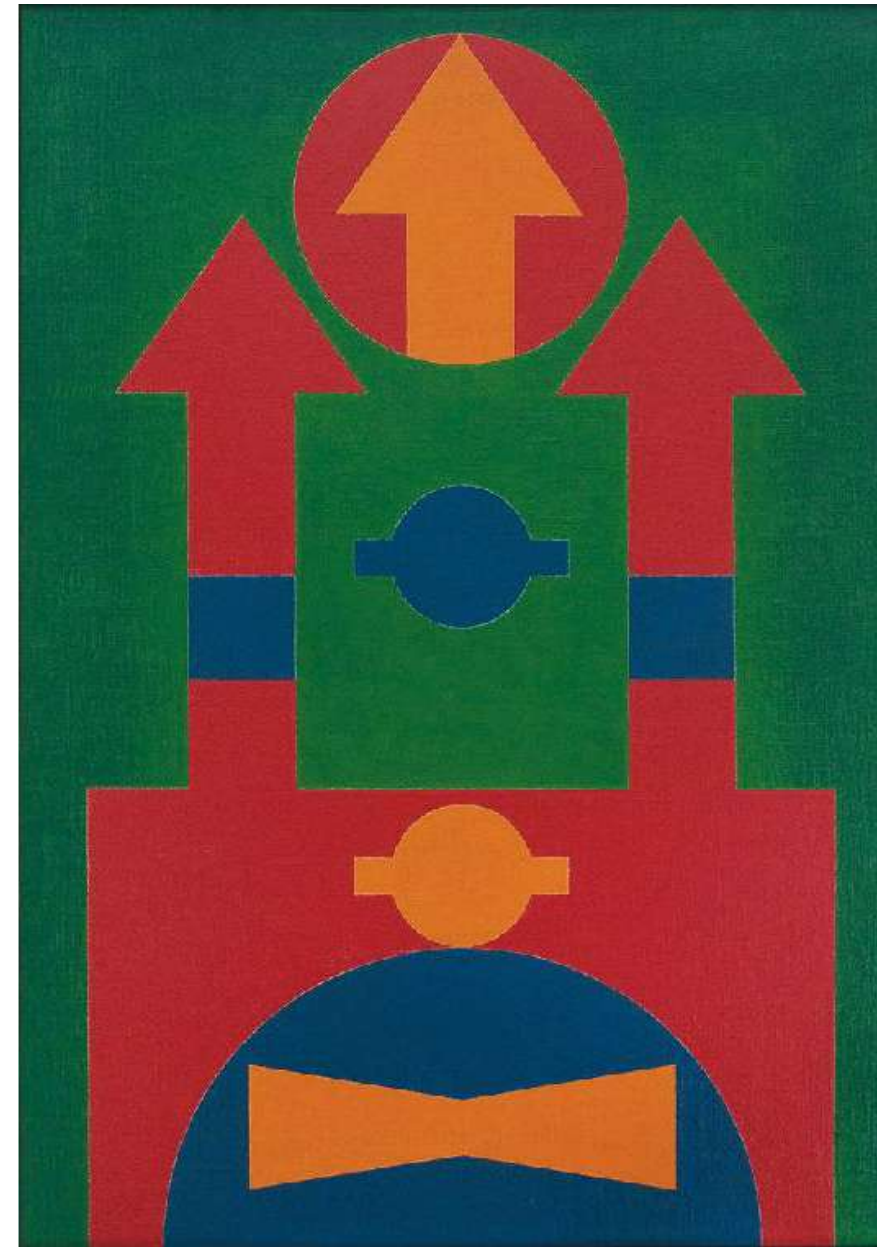
- FIT's summer 2019 collection was inspired by the life and work of Brazilian artist Rubem Valentim



# MASP

2018

- Sponsorship through tax incentive law for the exhibition of Rubem Valentim
- Special pre-opening lunch for fashion and art influencers
- Guided tour for the children from Casa do Zezinho (non profit organization)





MASP  
RUBEM VALENTIM



#fitapoiarte



Há 32 anos a FIT  
surgiu com a proposta  
de moda + arte.  
Apoiamos artistas  
e instituições que  
reforçam o nosso  
propósito a cada coleção.

#fitapoiarte







- Pre-opening lunch for Rubem Valentim's exhibition: *Construções Afro-Atlânticas*





# FIT + Casa do Povo



- FIT is one of the main sponsors of Casa do Povo cultural center, in Bom Retiro (SP)
- We developed the communication strategy for this support in the context of Casa do Povo's annual fundraising dinner



CASA  
DO POVO

2018

com  
**Caetano  
Veloso**

27 de maio  
domingo

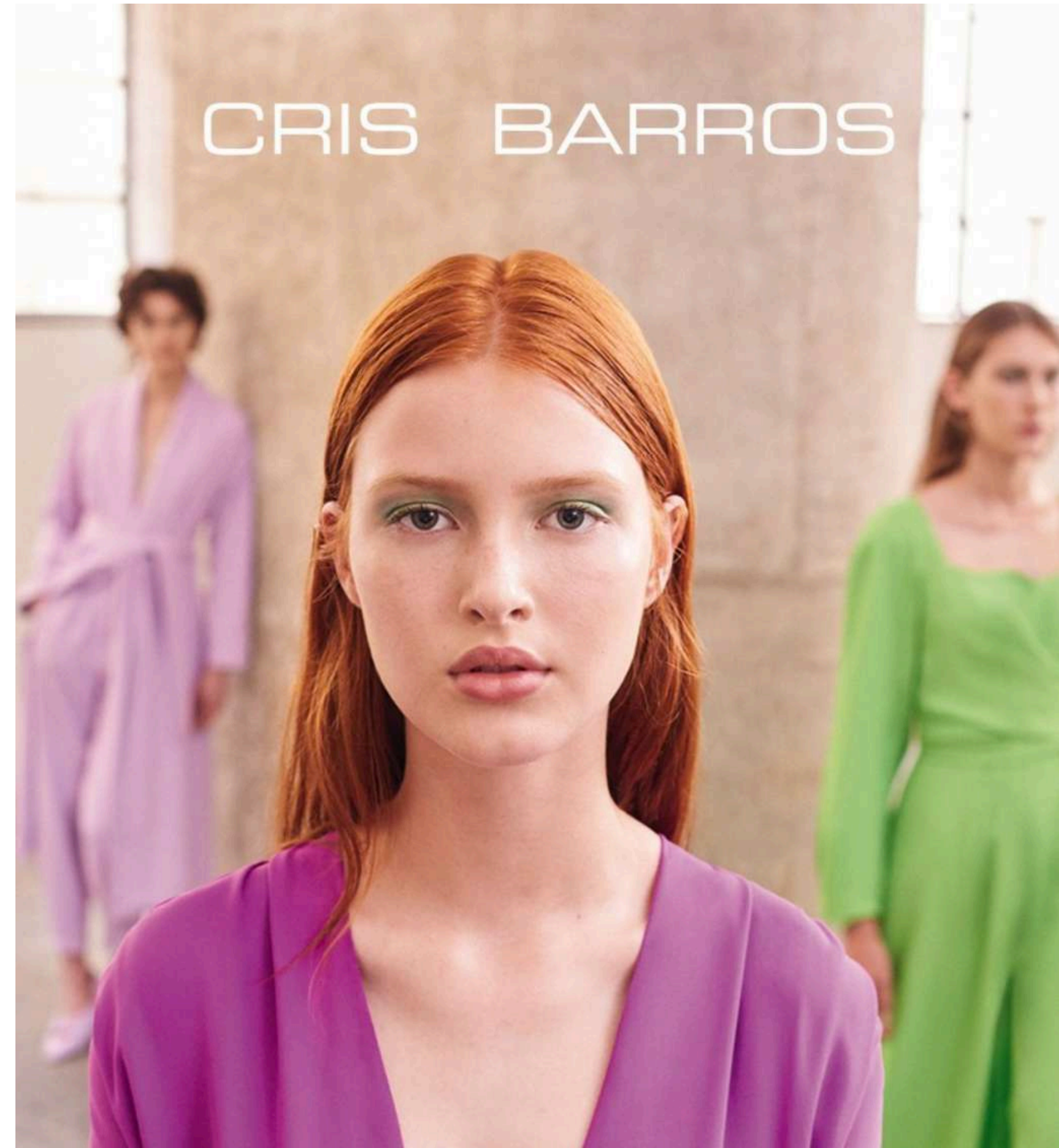
recepção às 17h  
pocket show às 19h

rua três rios, 252  
bom retiro



# Act. + Cris Barros

2018



- Branding: consolidation of the motto “Cris Barros supports Art”
- Brand positioning on Instagram (Insta Series)
- Cultural support via tax incentive law for Pivô Research



# Cris Barros and Pivô

2018



#crisbarros  
+ @pivoartepesquisa

Durante este ano  
apoiaremos os artistas  
residentes do Pivô

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- Sponsorship through tax incentive law for Pivô cultural center
- Brand campaign photoshoot at Pivô
- Fundraising dinner for Pivô



# Act. + Harper's Bazaar

# 2018



**FERNANDO TICOULAT**  
O crítico e curador de arte é o responsável pela curadoria do encarte especial de **Bazaar Art**. Nos últimos cinco anos, assinou curadoria de diversas exposições no Brasil e exterior e é sócio-diretor da Art Consulting Tool, consultoria de *art advising* e desenvolvimento de projetos curatoriais.



## ENSAIO SOBRE O FIM DO MUNDO

*Ao ficcionalizar um futuro apocalíptico, artistas investigam o que restaria na Terra para recriar nossa história não tão distante* por Fernando Ticoulat

JÁ DISSERAM QUE É MAIS FÁCIL imaginarmos o fim do mundo do que do capitalismo. A afirmação, atribuída a diferentes intelectuais, como o polêmico filósofo esloveno Slavoj Žižek, ou o professor de Artes Visuais da Goldsmiths University (Londres), Mark Fischer, é soturna, pois indica a falta de capacidade em pensar alternativas ao modo como organizamos nossa economia, política e a vida em comunidade. Mas é também verdadeira. Ao ler qualquer jornal, notamos a ameaça de conflitos nucleares ou catástrofes ambientais com muito mais força do que as disfunções dos sistemas financeiros – eles são o que, de fato, engendram os problemas anteriores. É sintomática a quantidade de livros e filmes que tratam do apocalipse, enquanto poucos discutem um mundo pós-capital.

É como se o capitalismo deixasse de ser entendido como um entre vários possíveis modos de organização social para ser considerado nato aos homens, um regramento inexorável. Consequência direta desse sequestro de nossa imaginação é a norma-

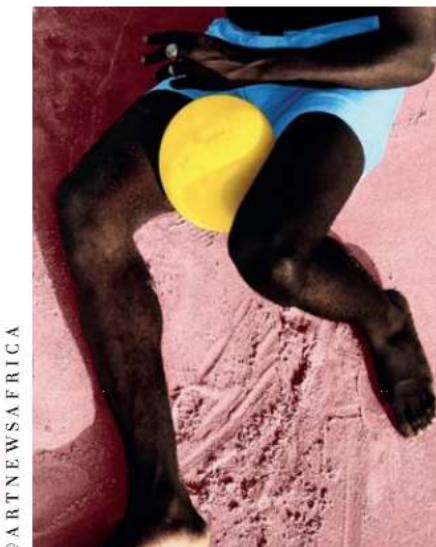
lização de um estado de crise global. Por exemplo: a criação das crianças pela guerra entre policiais e traficantes é efêmera, mas aceita com razoável indiferença. Tudo bem quando se trata de segurança dos aeroportos, ou ter a intimidade garantida pelos titãs da tecnologia. É ok a obra do metrô atrasar pelo menos dez anos. Em tempos de eleição, retomamos o bordão “rouba, mas faz”.

A arte contemporânea tornou-se uma prática com potencial de ir além dos limites de nossa razão e linguagem. É protagonista no esforço de articular aquilo que sentimos ou desejamos, mas que não conseguimos pôr em palavras. É sobre dar conta do real: suas ambiguidades, contradições e pontos cegos. Esperança para nos livrar do sufoco do cotidiano, base poética para a construção de novas percepções e sensibilidades. É aqui que reside o potencial político e transformador da arte.

Ao ficcionalizar um futuro ao qual não pertencemos, podemos

## OLHO MÁGICO

*Bazaar Art apresenta algumas das contas de Instagram de artistas, críticos e publicações que você precisa seguir já*



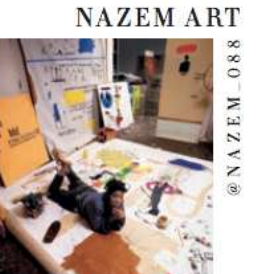
ART NEWS AFRICA

Com sede na cidade de Lagos, Nigéria, esta conta fornece atualizações diárias sobre tudo o que é relacionado à arte africana e suas diásporas. Apresentando nomes geralmente pouco conhecidos do público fora do continente, é uma ótima maneira de aumentar o repertório sobre uma região que foi reinserida no circuito das artes.



WORK 2DAY

@WORK2DAY

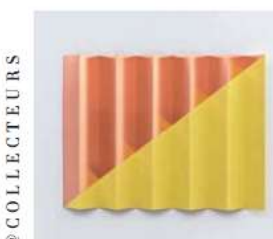


NAZEM ART

@NAZEM ART



Work2day é a conta do artista canadense Jason Gringler. Ao invés de usá-la como espaço para promover seu próprio trabalho, ele realiza uma excelente curadoria de diversas referências, tanto mais históricas quanto da própria arte contemporânea.



@COLLECTEURS

COLLECTEURS

Com base na NEW INC – incubadora do museu nova-iorquino New Museum que apoia inovação, colaboração e o empreendedorismo na interseção entre arte e tecnologia –, o Collecteurs promove acesso a coleções privadas de arte espalhadas pelo mundo. Com isso, acaba por fomentar o valor cultural da arte ao invés de seu valor patrimonial.



- Special guest as Editor-Curator of the September issue of Bazaar Art São Paulo



# Act. + Sauer

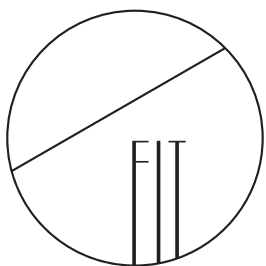


- Branding: Insertion of the brand in the art industry
- Guided tours program: exhibitions, artist studios and art fairs for special clients of the brand





# Recent collaborators, clients and partners





# Act.

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