PRESS KIT

PATRONAGE PROTOCOL SONAE/MNAC

MNAC, WEDNESDAY 19TH FEBRUARY 2014, 4PM

SONAE AND MNAC - MUSEU DO CHIADO ENTER AGREEMENT

Creation of the *Sonae Media Art Prize*, Three Artist Residencies and Support for the Museum's Annual Programme

Today, Sonae entered into a patronage agreement with the National Museum of Contemporary Art - Museu do Chiado [MNAC-MC], due to last for the next five years. This move fits into Sonae's corporate responsibility policy, which seeks to promote creativity and innovation, to stimulate new trends and bring society closer to art, particularly through important cultural events which provide rewarding personal and collective development experiences.

The agreement provides for three artist residences to be set up through the *SONAE/MNAC Art Cycles* project and the creation of the *Sonae Media Art Prize* to honour work in the multimedia field. It also provides for support for the MNAC-MC programme and the naming of the museum's multipurpose room, which will be dedicated to multimedia art, as the Sonae room.

Luís Reis, Sonae's CCCO, confirmed "Sonae invests in a corporate responsibility strategy for the communities in which it operates, and our agreement with MNAC-MC is another relevant Sonae initiative in the cultural sector. Despite the current climate, Sonae will continue to invest in the promotion of culture, since art is an important stimulus in societal development."

David Santos, MNAC-MC's director, emphasises "the vital importance of Sonae's patronage for the promotion of contemporary Portuguese art in the Chiado National Museum of Contemporary Art's general programme".

Within the scope of its policy on the promotion of the values of creativity and innovation in society, Sonae already works with some of the key institutions for the dissemination of culture in Portugal, promoting initiatives in a very wide range of strands of art.

MNAC

SONAE

Sonae Media Art Prize

The main aim of the *Sonae Media Art Prize* is to establish itself as an incentive for national artistic creation in the multimedia field, the importance of which is increasing in the context of international contemporary art.

The *Sonae Media Art Prize* is an innovative and unique prize, intended to strengthen the boost to national creative work, the versatility and quality of which are consistent with the main lines of activity in the most influential international art centres.

As such, the Prize will be a hub for innovation and updating, honouring artists whose work focuses on multimedia as a format and/or subject, either in an exploratory and innovative way, or from a critical and historical point of view.

The Prize encompasses forms of contemporary creative work from image to sound, including the exploration of the video, mixed media, computing and sound mediums, in which other art forms such as performance, dance, cinema, theatre or literature may be incorporated.

It will also play an important role from a social point of view; simultaneously promoting the capturing of attention of a new audience for new creative forms, which challenge the conventional notions of the concept of art in a playful way, but it will also transform taste trends into developing a wider and more comprehensive understanding of what an artistic act is.

The *Sonae Media Art Prize* will be biennial and will first take place in 2015.

***SONAE/MNAC ART CYCLES* Artist Residencies**

The *SONAE/MNAC ART CYCLES* project aims to support the creation of artistic projects, by both national and international artists who have already established themselves or by emerging artists and who can reflect on changes in society, landscape, architecture, history and communication in the contemporary world.

This project will allow selected artists to develop work which may represent a contemporary response to the relationship between reality and history. This approach may be documentary, poetic, virtual or visionary, but it is hoped that it might also deepen the identity that we inherit and which we wish to build.

The project to be developed will culminate in a public exhibition in the MNAC-MC. The artists will also participate in two master classes, in different places with art schools in the country, thereby contributing to the broadening of the curricula of these academic institutions by allowing the students to have direct contact with an artist and his/her creative process; extending this experience to an even wider audience and granting them free access to the artist.

The first artist in residence will be Daniel Blaufuks, starting this March. The resulting exhibition of his residency work will open in January 2015.

2014/2015 Programme

1st and 2nd Floors

Vasco Araújo. Botany
Sculptures - Individual Exhibition
Curator: Emília Tavares
12th March to 18th May 2014

Pires Vieira. (Anthological)
Paintings and Objects - Individual Exhibition
Curator: Adelaide Ginga
4th June to 21st September 2014

Sara & André
Paintings, Drawings, Objects, Videos and Installation - Individual Exhibition
Curator: David Santos
1st October 2014 to 31st January 2015

SONAE Room

Incorporated Vision/Performance for the Camera
Video - International Group Exhibition
Curator: Ana Rito and Jacinto Lageira
5th March to 4th May 2014

Jacinto Lageira is a Professor at the University of Paris I: Panthéon-Sorbonne in Aesthetic Theory. He has had a wide variety of work published in the field of multimedia art and contemporary art in general.

Ana Rito is a plastic artist, performer and curator. Her work is basically focused on video-installation and has been shown in a number of exhibitions in Portugal and elsewhere.
This project intends to make the crossover between the role of the body as an artistic and a performing object in its relationship with film and video, which has materialised in works that document this alliance since at least the invention of cinema, up to the contemporary video installations. Work from a wide range of important national and international artists will be shown, such as the Lumière Brothers, Maya Deren, Gary Hill, Julião Sarmento, João Onofre, João Penalva, João Tabarra or Vera Mantero.

Rui Mourão - Our dreams do not fit in your ballot boxes
Multimedia installation
Curator: Emília Tavares
16th May to 22nd June 2014

Rui Mourão is a new-generation artist and curator with strong social concerns, and an active social observer for his time. His work follows the line of some of the most important aspects of contemporary art, with its attention to - and work on - social and political issues. This work looks particularly to raise awareness of the many performances and public activities by spontaneous groups that have carried out acts of political and social protest in public spaces or in virtual space through social media. Through a video installation, the artist gives us a panorama of these interventions and the way they have spread, in an activist context that also reinvents artistic languages through the use of new means of technology and communication.

Bodies in Space
Video - Group Exhibition
Curator: João Laia
2nd July to 28th September 2014

João Laia is a writer, curator and holds a master's degree in curatorship in Film and Cinematography Studies. He has carried out video and film programming for some of the most respected national and international spaces.
Bodies in Space plans to show a series of individual exhibitions in quick succession (each one will last around 15 days), questioning the customary exhibition format, as regards its adaptation to these new languages, as well as reflecting on the rapid online circulation of information. Each exhibition is punctuated with a series of live events in which it is hoped that the understanding of each body of work will be widened, by giving performances, video and conversation sessions that create a constellation of inter-related questions. In the same vein, each artist will be invited to select videos, texts, images and other material which will be available online, through an individual website. The publication which documents the whole motion assembles a selection of the material shown, to which other texts that discuss this subject matter will be added. The possibility of documenting the contemporary experience of the moving image, starting with a conference, is being considered.

Programme to be announced
Within the Temps d'Images Festival - Video Installation
Curator: Emília Tavares
October to December 2014

<u>Atrium</u>

Opening of Indie Moving Image (film to be announced)
24th April 2014 – 10.30pm
Curator: João Laia
25th April to 4th May 2014

Opening Party for the Indie Lisboa Festival
24th April 2014 – 10.30pm

***ECHOES on the Wall*. Portuguese Diaspora**
Nine individual exhibitions by young Portuguese artists throughout the year.
Art interventions on the front wall of the MNAC Atrium.
Curator: Adelaide Ginga
October 2014 to December 2015

Other Activities
1914-1994-2014
MNAC opens to the Public!
Commemorations for both the first centenary of the opening of the National Museum of Contemporary Art to the public (28th June 1914-2014) and for twenty years since it reopened after the "Fire of Chiado" (12th July/1994-2014), to be celebrated with three round-table discussions to be announced soon.

Video Experience
Media Art Group Show, taken from the MNAC-MC collection
Curator: David Santos
12th July to 14th September 2014

Useful Information
MNAC – Museu do Chiado
Rua Serpa Pinto, 4. 1200-444 Lisbon. Tel.: 213 432 148
Tuesday to Sunday: 10am - 6pm
The museum is closed on: Mondays, 1st January, Easter Sunday, 1st May and 25th December
www.museuartecontemporanea.pt/en
Shop and bookshop
Café with Outdoor Terrace in the Sculpture Garden
Entry: €4.00

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