PRESS RELEASE

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Porto welcomes artist Daniel Blaufuks' open classes

SONAE BRINGS ART TO THE UNIVERSITIES

As part of Sonae/MNAC Art Cycles' project, Sonae is promoting open classes in the universities of Lisbon and Porto with artist Daniel Blaufuks' participation. As a result of the partnership with the National Museum of Contemporary Art - Chiado Museum [MNAC-MC], this initiative integrates the policy of corporate responsibility of Sonae, that seeks promoting creativity and innovation, stimulating new tendencies and bringing society closer to art, namely through important cultural events that allow enriching experiences of personal and collective development.

The next action will occur at the Faculty of Fine Arts of the University of Porto, on the 24th of October, at 04.00 p.m.. The class will include a presentation of the work "Terezín", which began with an image of the writer WG Sebald in 2006, exhibited in 2007 and published in book in 2010. This work will have a renewed approach and it will integrate the "ALL THE MEMORY OF THE WORLD, PART ONE" (“TODA A MEMÓRIA DO MUNDO, PARTE UM”) exhibition, which will be showcased at the Sonae room, at the Chiado Museum starting on December.

The *SONAE/MNAC ART CYCLES* project has as its main goal to support the creation of artistic projects, through national and international artists, whose career is already consolidated, or, less renowned artists, nevertheless with potential and proof already given, who may reflect about the social, landscape, architectural, historical and communicational transformations, contemporarily.

This project allows the selected artists by the MNAC and Sonae to develop a project that may constitute a contemporary answer for the relation between reality and its history. This point of view can be documentary, poetic, virtual or visionary, but it is expected that it may also deepen the identity we inherited and the identity we intend to build.

Catarina Oliveira Fernandes, Sonae's Head of Communication, Brand and Corporate Responsibility, says: “Art and culture are fundamental for society and its progress, since we are investing in actions that serve as a stimulus for community. By allowing the students to directly contact with an artist and his creative process, we are contributing to enlarge the curriculums of these academic institutions, as well as stimulate the creativity and innovation of these young students and the academic community.”

About Daniel Blaufuks

Daniel Blaufuks uses mainly photography and video, presenting the result through books, installations and films. He has worked with the relationship between photography and literature, through works such as "My Tangier" with the writer Paul Bowles. The relation between the public and the private has been one of constant interrogation towards his work. He mainly uses photography and video, presenting the result through books, installations and films. Some of his last exhibitions were at the Modern Art Centre of the Calouste Gulbenkian Foundation, Lisbon; Palazzo delle Papesse, Siena; LisboaPhoto, Cultural Centre of Belém, Lisbon; Elga Wimmer Gallery, New York; Chiado Museum, Lisbon; Ffotogallery, Cardiff; and Photoespaña, Madrid, where his book "Under Strange Skies" received an award for best international edition of the year 2007. On the same year he was equally granted the BES Photo award. He published "Terezín" through Steidl publisher, Göttingen, 2010 and "Fábrica", Pierre von Kleist, Lisbon, 2013, among other books.

He is currently completing a doctorate at the University of Wales and will have an exhibition at the Sonae Room at the Chiado Museum on December of 2014.