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SONAE AND MNAC-MC PRESENT EXHIBITION BY HUGO CANOILAS

Initiative aims at promoting creativity and innovation,
stimulating new trends and bringing society closer to the Arts

Sonae and *Museu Nacional de Arte Contemporânea - Museu do Chiado* will be presenting an unprecedented exhibition by artist Hugo Canoilas in order to mark the second edition of SONAE / MNAC Art Cycles. This initiative is part of the partnership agreement celebrated between Sonae and MNAC-MC and fits into the corporate responsibility policy of Sonae, which looks to promote creativity and innovation, stimulate new trends and bring society closer to the Arts, namely through relevant cultural manifestations that allow for enriching experiences for personal and collective development.

Catarina Oliveira Fernandes, director of Communication, Brand and Corporate Responsibility at Sonae, says, 'The SONAE / MNAC Art Cycles project is a very important project part of Sonae's patronage support to MNAC-MC, which aims to support the creation of artistic projects, by already established or emergent artists. Coincidently, it also intends to contribute to a greater proximity between artists and the student community, promoting masterclasses at universities that will allow to get the know the artist and his creative process more closely. The ultimate goal of these initiatives is to bring communities closer to the Arts, as we believe that this how we will be contributing to the development of our society.'

Aida Rechena, director of MNAC-MC, says, 'The SONAE / MNAC Art Cycles project is one of the initiatives under Sonae's patronage support to MNAC. This support has quite a meaningful impact by, firstly, adding value to MNAC's programme and, secondly, strengthening the Museum's ability to promote national artistic creations. It is our understanding the Art Cycles project is of great interest from both a museum and artistic standpoint, while also serving as a sharing experience between the artist and the visitor.'

SONAE / MNAC Art Cycles allows the selected artists to develop works that can act as a contemporary analysis of the relationship between reality and history. This view can be documental, poetic, virtual or visionary, but it is also intended to explore both the identity we have inherited and those we intend to build.

The project culminates with a public exhibition at MNAC, as it is the case with this unprecedented exhibition by Hugo Canoilas, which will be inaugurated on 18 November 2016. The project also includes the artist's participation in, at least, two masterclasses in different parts of the country where there are art schools. Thus, MNAC and Sonae will be contributing to extend and innovate the curricula available at these academic institutions, by providing the students with a direct contact with an artist and his creative process.