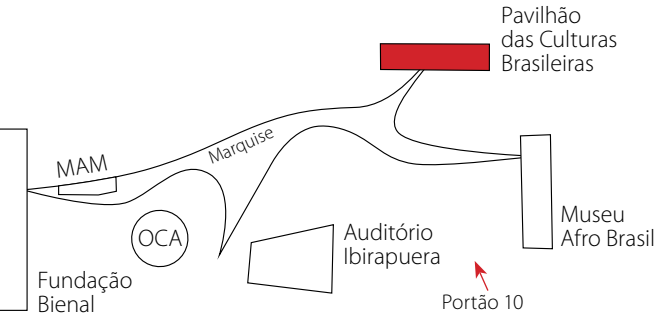


**Visiting hours**  
January 25 – July 29, 2013  
Tuesday to Sunday from 9AM to 6PM, last admission 5PM  
Free admission – Disabled access  
Closest pedestrian access: portão (gate) 10

**Guided visit**  
Guided visits of the museum are available for groups of students, members of civil society organizations, local residents, etc. Reserve your group visit by e-mail: [educativopcb@prefeitura.sp.gov.br](mailto:educativopcb@prefeitura.sp.gov.br)

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**Set Design and Art Direction**  
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**Audiovisual Projects**  
Cipó - Oi Kabum! / Salvador

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Production



# Photographic essays

Some of the photographic essays in the exhibition aptly capture instances of folk creativity. Photographer Adenor Gondim shows street stalls at festive events in Salvador, with their suggestive furnishings and graphics in geometric compositions. Titus Riedl shows the visual strategies used to sell all sorts of products on the streets of Crato and Juazeiro do Norte in the state of Ceará. Fernanda Martins photographs plates and signs on boats in various Amazonian towns. Everyday life on the outskirts – or peripheries – of the big cities is featured in several cases: shots of everyday life in Rio’s favela communities, with their unfinished masonry slabs, taken by apprentices with the NGO Observatório das Favelas [Favela Observatory]; vibrant hairstyles and clothes of young people in fringe areas of São Paulo captured by Guma; photos and videos of street vendors and garbage collectors in Salvador, shot by young people involved in programs run by the Cipó-Oi Kabum! Salvador technology school. All these images integrate the permanent collection of the Pavilion of Brazilian Cultures.

District of Campo Limpo, São Paulo, SP.  
Photo by Guma



Boat sign, Abaetetuba, PA.  
Photo by Fernanda Martins



Nova Holanda shantytown, Maré, RJ.  
Photo by AF Rodrigues/Observatório de Favelas



Stools used in street festivals, Salvador, BA.  
Photo by Adenor Gondim



Street festival booth, Salvador, BA.  
Photo by Adenor Gondim

Monte Azul neighborhood, São Paulo.  
Photo by Guma



DESIGN  
DA  
PERIFERIA  
Pavilhão das Culturas Brasileiras



# Design from the periphery

This exhibition features artifacts made by ordinary people to meet their everyday needs, using readily available resources such as waste materials and garbage. The resulting objects reveal invaluable lessons of design. They fulfill perfectly the functions for which they were designed. The aesthetic solutions for their forms are on a par with projects by university-educated designers.

In this exhibition, objects, photographs and videos have been divided into four modules: Street features enterprises that occupy urban spaces, such as hawkers, scrap collectors, advertising, and display solutions; Home highlights domestic inventions; Body reveals fashion in dress and hairstyles; and Play covers manifestations from the realm of games or play.

The featured “designer-artists” include Getúlio Damado, from the district of Santa Teresa, in Rio de Janeiro; Paulo César de Jesus, from Salvador (BA); José Maurício dos Santos, from Juazeiro do Norte (CE); Fernando Rodrigues, from Ilha do Ferro, in the municipality of Pão de Açúcar (AL); José Francisco da Cunha Filho, from Jaboatão dos Guararapes (PE); and Espedito Seleiro, from Nova Olinda (CE).

The exhibition title alludes to the fact that the objects and situations shown come from the low-income peripheral areas or outskirts of cities. They remain on the margin, far from the established status quo, rather than being mainstreamed by the institutionalized world of culture, and were found thanks to the collaborative research undertaken by associations, non-governmental organizations, and curators in several states of Brazil. The pieces are unequivocal expressions of creative talent, clearly showing that inventiveness has historically been a strategy for survival inherent in Brazilian culture.

Adélia Borges



Display, Juazeiro do Norte, CE. Photo by Titus Riedl



Miniature houses, João Maleiro, Juazeiro do Norte, CE

## Building a collection

All the works and images shown in Design from the Periphery integrate the permanent collection of the Pavilhão das Culturas Brasileiras [Pavilion of Brazilian Cultures], the nation’s only institution holding such a comprehensive collection of folk design. The core of the collection is formed by some 3,600 objects gathered by the former Museu de Folclore Rossini Tavares de Lima. In 2009, the City of São Paulo’s Department of Culture started a new phase of acquisitions, with emphasis on contemporary works. These acquisitions constitute three clusters: visual arts, with pieces by artists such as Chico da Silva, GTO, Júlio Martins da Silva, Nino, Resendio, Ulisses, Véio and Zé do Chale, presented in a 2010 exhibition; another consisting of indigenous artifacts, shown in 2011, with pieces from 12 native Amazonian peoples; and the design cluster, now on display. The institution believes that it is its duty, as a body endowed with public powers, to collect and conserve this heritage.

Painted wooden stool, Amapá



Coffee cart, Paulo Cezar de Jesus, Salvador, BA



Candy cart, José Genésio dos Santos, Penedo, AL

Barbecue grill made from a wheel rim, Salvador, BA



Photo by Mariana Chama

## Pavilion of Brazilian Cultures

The project of the Pavilion of Brazilian Cultures is to create an exhibition venue together with a reference and research center, to ensure safekeeping and outreach for Brazil’s cultural diversity, particularly the material and non-material cultural heritage of the underprivileged part of the population that has less institutional visibility. The aim is to legitimize, strengthen and disseminate the cultural practices of the Brazilian people in all their vigor and plurality. Far from a nostalgic or backward profile, this projects aims to provide a contemporary museum space in which different Brazilian cultures may come together and dialogue. The institution occupies 11,000 m2 of floor space in a building designed by Oscar Niemeyer in the 1950s and listed by municipal, state and federal heritage bodies. Holding this exhibition marks the end of the first phase of the building’s refurbishment for use as a museum.



Boat, Cícero Brito da Silva, Juazeiro do Norte, CE