

Pure Blend / Puras Misturi

By: Cynthia E. Smith | Monday August 9, 2010



Coffee vending machine designed by a street vendor.

"We are buying artifacts from all over the country, made by common people, to constitute a collection of popular design. Our intention is to show the extraordinary resourcefulness of our material culture." – Adélia Borges

Brazilian curator and former director of the [Museu da Casa Brasileira](#) in São Paulo, Adélia Borges, has organized another engaging exhibition, Puras Misturi or Pure Blend.



Visitors to exhibition can sit on each of the 75 stools – a display celebrating Brazil's diverse creative culture.

Centrally located in the [Ibirapuera city park](#) the city government has established a new Brazilian Cultures Hall (Pavilhão das Culturas Brasileiras). I visited the space in April, a week before the installation began, and was entranced not only this new design collection, but also by the architecture. The city had just completed a renovation to an 118,000 sq ft [Oscar Niemeyer](#) designed building. The open floor plan, expansive horizontal platforms and wide ramps and extensive floor to ceiling glazing along the perimeter walls seemed a fitting display area for the blend of artifacts made by indigenous Amazon artisans, street vendors, craftspeople to well known Brazilian designers such as [Lina Bardi](#) and [Carlos Motta](#). The museum walls opened to the urban park just beyond, an apt background to the broad range of work on display. It was a "pure blend" of Brazil's cultural diversity.

Borges also curates the upcoming III Bienal Brasileira de Design ([Brazilian Design Biennial](#)) scheduled to open in Curitiba on September 14, 2010.

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