

## NEO NORTE 5.0 ARRIVES AT THE MEMORIAL DA AMÉRICA LATINA TO INVITE THE PEOPLE OF SAO PAULO TO SUGGEST THE SOUTH TO BECOME THE NEW NORTH

- A proposal that revolutionises the way of conceiving public art commissions, through a textile recycling campaign, an artistic residency, a seminar, a series of performances, and an exhibition created for and with the Latin American community.
- The project, curated by Tere Chad, will be presented in Sao Paulo, Brazil, between August 2025 and January 2026.

**Neo Norte**, now in its fifth edition, arrives in Sao Paulo as a participatory cultural project that uses textile upcycling and performance to reimagine the cultural values of the South that we wish to export to the world. After nearly three years of work, made possible through two crowdfunding campaigns, with the support of the Fundação Memorial da América Latina amongst other partners, the project becomes a reality.

The production of **Neo Norte 5.0** will take place between **20 August 2025 and 18 January 2026**, mainly at the **Memorial da América Latina** (Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, Sao Paulo, SP – Brazil), also including some activities in associated venues. The programme includes an artistic residency for around 40 artists (6 Nov – 7 Dec), with a textile upcycling marathon (re-use of discarded fabrics), a series of community workshops, mentorships with specialists, a seminar (18 Nov), three performances (29 Nov, 3 Dec, and 4 Dec), and an exhibition at the Marta Traba Gallery (4 Dec – 18 Jan), located within the Memorial complex.

*“Neo Norte arises from a question and a realisation: Latin America and other continents of the Southern Hemisphere are less celebrated and studied than those of the opposite hemisphere. This enquiry, however, is not confined to a symbolic gesture — it is transformed into concrete practice through an extensive programme that includes an exhibition, community workshops, performances, a seminar, and an artistic residency. By occupying the Memorial for six months, the project reaffirms the institution not merely as a space for exhibition but as an active museological centre of Latin American identity, bringing together research, education, curatorship, technological innovation, and community participation. It is through this movement of turning reflection into practice that the true scope of the project takes shape.”* - **Pedro Mastrobuono**, President of the Memorial da América Latina, Neo Norte 5.0 Publication, 2025.

**Neo Norte 5.0** began its development in stages throughout 2024, to celebrate the 35th anniversary of the Memorial da América Latina, aligning itself with the new guidelines of the Environmental Memorial in the context of COP 30, to be held in Brazil in 2025. —‘*Latin America is part of the climate solution. It is a region with natural resources, energy, forests, agriculture. But we also know that Latin America is highly vulnerable to climate change, suffering from droughts, floods, and heatwaves,*’ - stated Ana Toni, CEO of COP 30, during the UNFCCC Climate Week in Panama (21.05.25), a preparatory forum for COP 30.

Considering that the Brás district produces around 45 tonnes of textile waste daily - the equivalent of 16 lorries of rubbish, (MODEFICA, FGVces, REGENERATE. Fios da Moda: Perspectiva Sistêmica Para Circularidade. São Paulo, 2020)- **Neo Norte 5.0** invites creatives from the fields of humanities, visual arts, fashion, and performance to offer solutions to transform this waste into artworks that celebrate the cultural values Latin America offers the world to face climate change and the challenges of the 21st century. Neo Norte is an artistic and research project under development since 2017, inspired by the legacy of the Uruguayan artist **Joaquín Torres García**, suggesting the South to become the New North.

The Chilean curator and artist **Tere Chad**, the youngest member and the only Latin American on the board of the Royal Society of Sculptors, has presented the project in four countries, involving more than 80 artists and attracting 565,000 visitors. Neo Norte explores four main subthemes: migrations as creative destructions, cultural syncretism, the integration of the digital with the natural environment, and shamanism from a pre-Columbian and Western perspective.

Tere Chad employs a 'collage' curatorial methodology, integrating ethnic, folk, and Western languages. The curator's role in this process permeates collaboration with the artists in a horizontal way.

- **Neo Norte 1.0** was exhibited at the Fundación Cultural de Providencia, Santiago (Chile, 2018);
- **Neo Norte 2.0**, presented at Exposed Arts Projects, London (UK, 2019);
- **Neo Norte 3.0**, at Myymälä2 Gallery, Helsinki (Finland, 2021);
- **Neo Norte 4.0** (Italy, 2023–2024), consisted of inscribing the Chakana - the Southern Cross - in the centre of the Mediterranean, through a performance at Villa Giulia (Palermo, Sicily) and a land art installation at the Archaeological Park of Segesta (Sicily).

**Neo Norte 5.0** seeks to reimagine the journey of the South and the Memorial's collection through participatory upcycling and performance. The project has already developed two symposia (2024) and an extension course (2025), in partnership with Professor Wilton García, FATEC Itaquaquecetuba, Centro Paula Souza.

**PARTNERS AND SPONSORS:** Fundação Memorial da América Latina, Museu da Imigração do Estado de São Paulo, Faculdade de Tecnologia Itaquaquecetuba - Centro Paula Souza, Instituto Cervantes, Consulate-General of the Argentine Republic in São Paulo, Consulate-General of Bolivia in São Paulo, Consulate-General of the Republic of Chile in São Paulo, Consulate-General of Colombia in São Paulo, Consulate-General of Mexico in São Paulo, Consulate-General of Paraguay in São Paulo, Instituto Paraguayo de Artesanía, Consulate-General of Peru in São Paulo, Consulate-General of Uruguay in São Paulo, NGO Casa Venezuela.

#### **NEO NORTE 5.0 PROGRAMME:**

##### **TEXTILE RECYCLING CAMPAIGN: 20 August – 5 November 2025**

**Memorial da América Latina:** Administration Building, Pavilhão Darcy Ribeiro, Salão Atos de Tiradentes, Biblioteca Latino-Americana.

Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, São Paulo, SP – Brazil  
Opening hours: Tuesday to Sunday, 10am – 5pm

**Museu da Imigração do Estado de São Paulo:** Rua Visconde de Parnaíba, 1316, Mooca, 03164-300, São Paulo, SP – Brazil  
Opening hours: Tuesday to Saturday, 9am – 6pm, and Sunday, 10am – 6pm

**Instituto Cervantes:** Consolação Unit, Av. Paulista, 2439 – Ground Floor, Bela Vista, São Paulo, SP. 01311-300.  
Opening hours: Monday to Friday, 10am – 8pm, and Saturday, 9am – 2pm

**Consulates:** Consulate-General of the **Argentine** Republic in São Paulo (Av. Paulista, 2313, Mezzanine, Cerqueira César, 01311-300, São Paulo, SP – Brazil), Consulate-General of **Bolivia** in São Paulo (R. Cel. Artur Godói, 7 - Vila Mariana, 04018-050, São Paulo, SP – Brazil), Consulate-General of the Republic of **Chile** in São Paulo (Av. Paulista, 1009 - 10th Floor - Bela Vista, 01311-100, São Paulo, SP – Brazil), Consulate-General of **Colombia** in São Paulo (Av. Nove de Julho, 4939 - Block A, Suite 131 - Jardim Paulista, 01407-100, São Paulo, SP – Brazil), Consulate-General of **Mexico** in São Paulo (R. Holanda, 274 - Jardim Europa, 01446-030, São Paulo, SP – Brazil), Consulate-General of **Paraguay** in São Paulo (R. Bandeira Paulista, 600 - Itaim Bibi, 04532-001, São Paulo, SP – Brazil), Consulate-General of **Peru** in São Paulo (Av. Paulista Nº 2439, 7th Floor, Bela Vista, 01311-300, São Paulo, SP - Brazil), Consulate-General of **Uruguay** in São Paulo (Av. Paulista, 1776 - 9th Floor - Bela Vista, 01310-200, São Paulo, SP – Brazil).

Opening hours: Business hours – please contact us to confirm (terechad@hotmail.com)

##### **CALL FOR RESIDENTS: 20 August – 21 September 2025**

Registration link: <https://forms.gle/SkGHb5TCq5xYHHy98>

##### **ARTISTIC RESIDENCY: 6 November – 7 December 2025**

Espaço Expositivo Multiuso, Memorial da América Latina, Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, São Paulo, SP – Brazil

Working hours: Monday to Friday, 2pm – 8pm, and Saturday to Sunday, 10am – 5pm

(Some activities will take place in other venues; please review the programme)

#### **FAMILY OPEN WORKSHOPS:**

**Chilean embroidery 'arpilleras':** facilitated by 'Mujeres Arpilleristas, Bordando Nuestra Historia', Saturday 8 November and 22 November, 10am – 1pm

Espaço Expositivo Multiuso, Memorial da América Latina

**Paraguayan embroidery 'Ñanduti' and 'Ao Po'I':** facilitated by 'Ju Jeroky Ñanduti SP' and 'Ju Jeroky Ao Po'i GRU', Sunday 9 November and 16 November, 10am – 1pm

Espaço Expositivo Multiuso, Memorial da América Latina

**Migrant embroidery:** Saturday 15 November, 11am – 1pm and 2pm – 5pm

Museu da Imigração do Estado de São Paulo, Rua Visconde de Parnaíba, 1316, Mooca, 03164-300, São Paulo, SP – Brazil

**Tango Milonga in the street:** facilitated by 'Tango na Rua', Thursday 27 November, 5pm – 8pm

Espaço Expositivo Multiuso, Memorial da América Latina

**Andean folk dance:** facilitated by 'SUMAQ Peru', Sunday 30 November, 10am – 1pm

Espaço Expositivo Multiuso, Memorial da América Latina

#### **SEMINAR: Tuesday 18 November, 6pm – 10pm**

Screening of the documentary '**Pax in Lucem**' (2024), about the life of Joaquín Torres García, followed by a talk moderated by Uruguayan filmmaker **Yael Steiner**, Uruguayan artist **Gabriela Kostaskey**, and Brazilian artist **Mário Gravem Borges**. Auditorium, Biblioteca Latino-Americana, Memorial da América Latina, Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, São Paulo, SP – Brazil

#### **PERFORMANCES:**

##### **Performance 1: Relational Art Action with Migrants**

Saturday 29 November, 11am – 3pm

Museu da Imigração do Estado de São Paulo, Rua Visconde de Parnaíba, 1316, Mooca, 03164-300, São Paulo, SP – Brazil

##### **Performance 2: Women Healing the Earth**

Wednesday 3 December, 6pm – 9.30pm

Praça da Sombra, Memorial da América Latina, Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, São Paulo, SP – Brazil

##### **Performance 3: The Journey of the South**

Thursday 4 December, 6pm – 9.30pm

Auditorium Simón Bolívar, Memorial da América Latina, Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, São Paulo, SP – Brazil

#### **EXHIBITION: 4 December 2025 – 18 January 2026**

Marta Traba Gallery, Memorial da América Latina, Av. Mário de Andrade, 664, Barra Funda, 01156-001, near the Barra Funda Terminal, São Paulo, SP – Brazil

##### **Private View: Saturday 6 December, 11am – 3pm**

Opening hours: Tuesday to Sunday, 10am – 5pm

**Guided tours with the curator:** Friday 12 December, 3pm – 5pm; Saturday 13 December, 11am – 1pm; Tuesday 13 January, 11am – 1pm

**Family workshops with the curator:** Thursday 11 December, 2pm – 5pm; Wednesday 14 January, 11am – 1pm; Sunday 18 January, 2pm – 5pm

**Family art workshop:** 'We Are Here – A Collaborative Map' by Gabriel Salviano, Saturday 10 January, 11am – 1pm

**Finissage:** Presentation of the publication and Tango Milonga by 'Tango na Rua', Saturday 17 January 2026, 11am – 3pm

#### **CONTACT**

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MORE INFORMATION:

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