

Ocupação Magdalena 2019

“Culture of equality” is currently one of the guiding themes of the Goethe-Institut's cultural action. To that extend, we develop projects with a special focus on social groups that lack space. By following the work of Thais Medeiros and the Galeria Gruta collective and their collaboration within the Magdalena Project network, we saw an opportunity to open a focus on the art of performance and on female artists. Thus, during four months of 2019, Ocupação Magdalena developed several activities, giving prominence to Brazilian and foreign artists in the Vila Itororó. This project, built in partnership with the Culture Office of the São Paulo Municipality, succeeded in making the audience aware of the performance, artistic language that barely has its place in cultural programs.

Besides the symbolic meaning, it has been a very beneficent project for all those who participated in any way in the Ocupação Magdalena. We had the chance to appreciate the enormous creative diversity the guest artists showed. “Tradition and Ruin” was the motto that guided the curatorship, launching ties with the Vila Itororó itself, an architectural vestige and public cultural space, in downtown São Paulo. In this way, the activities proposed during the Ocupação Magdalena addressed themes such as emancipation, ancestry and patriarchy, all elaborated by the participants in different and complementary ways. The project provided both an approximation with the public and an approximation between the artists, opening paths for exchanges and collaborations in network. It was beautiful to see how, over the months, connections have emerged that only time and trust can provide. We hope that the Ocupação Magdalena was just a seed that will bear even more fruit in the future!

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