



## Brazil's host country pavilion – a journey of discovery into the country's cultural identity

Daniela Thomas and Felipe Tassara on their plans for the 2,500 m2 pavilion which will host Brazil at the Frankfurt Book Fair 2013:

*DECIPHER ME OR I WILL DEVOUR YOU*

*or*

*I AM NOT HERE TO OFFER YOU AN EXPLANATION. I AM HERE TO CONFOUND YOU.*

**A fusion of the country's many influences will be brought to life in this pavilion**

A pavilion which will treat publishers and authors from around the world to a lively slice of Brazil. This huge country, which is on the way to becoming a significant economic force, this far-away, legendary country, somewhere between the cannibalistic "heart of darkness", a paradise of desire and an Americanised metropolis, has an opportunity to portray itself to the discerning public exactly as it sees itself. The irony is that in Brazil, each cultural creation revolves around the issue of its own identity which can neither be grasped, nor can it be diminished to a traditional exhibition tour. And this is what is so interesting about Brazil: the search itself is the goal.

**OUR MISSION** is not to "explain" our country – this would be impossible. We are more concerned with portraying its creative energy, which is generated through a fusion of constantly evolving influences and thus perfectly in keeping with the Zeitgeist of contemporary cultural production in our world's metropolises. We want to captivate visitors and show them a country that is aware of itself, the incredible power of its internal contradictions, and its own constant dramatisation. A self-assured and waspishly self-critical Brazil: all at once. "Confound! Not explain", as the famous radio personality Chacrinha once said.

**THE TOUR** has been constructed using plastic and is based on architect Felipe Tassara's "tijolos de papelão"(paper tile). These form long, stacked, winding walls which are reminiscent of Brazilian art nouveau interior design. Texts and pictures are affixed to these plastic walls and they change as visitors pass through them. The tour alternates between video installations, exhibitions and lounges with installations – in a constant attempt to convey the respective prevailing cultural references to visitors in a lively manner by confronting them with the Brazilian version of familiar movements. Our hope is that visitors will leave the pavilion wanting to learn more about this culture – a culture which is so incredibly distinct and yet familiar at the same time.

### **Daniela Thomas**

Stage designer, cinema and theatre director. Together with architect Felipe Tassara, Daniela Thomas designed the football museum in São Paulo and has worked on exhibitions in Brazil and abroad. She has created the stage design for a hundred or so theatre and opera productions in various countries. Among the numerous awards she has received for her stage designs, one of the most notable was the *Golden Triga* which was awarded at the Prague Quadrennial. As a film director and scriptwriter, she joined forces with Walter Salles to produce the feature films *Linha de Passe*, *Foreign Land* and *O primeiro dia*.

### **Felipe Tassara**

Architect. Felipe Tassara studied at São Paulo University. He has specialised in exhibition design and stage design architecture, and works as an artistic director. Felipe Tassara was responsible for the design of the football museum in São Paulo as well as numerous exhibitions such as *Brésil Indien* in the Grand Palais in Paris; *Picasso na Oca* at the Picasso Museum; *50 Years of British Art* at the Tate (winner of the APCA award). Tassara also designed the Image and Sound Museum in Rio de Janeiro (*Museu da Imagem e do Som MIS*) and took care of the stage design for the production of the opera, *Rigoletto*, marking the centenary of the theatres in town of São Paulo. As artistic director, he has been involved in the production of films such as *At Play in the Fields of the Lord* by Hector Babenco.