

IDEOLOGICAL KARMA | Grupo EmpreZa



MUSEU DE ARTE CONTEMPORÂNEA
da Universidade de São Paulo



Ana Magalhães
MAC USP

The third exhibition selected from the 2019/2020 MAC USP Exhibitions Open Call – with the delays due to the Covid-19 pandemic – is dedicated to documenting the trajectory of the collective Grupo EmpreZa. With it, the Museum opens its doors to the most recent research on performance in contemporary production. Although present in the MAC USP collection through its conceptual collection from the 1970s, it was necessary to bring this form of artistic expression back to presentation, which in fact has had new and important developments in the last twenty years.



Founded in 2001 as a research group in performance arts linked to the Federal University of Goiás, Grupo EmpreZa has a consolidated repertoire of *actions*, *happenings* and performances, presented in the context of the Brazilian Midwest and other institutions in the country. But their presence in São Paulo is still relatively shy, as they have only been present at collective events and exhibitions. This was the case of the group's participation in Panorama da Arte Brasileira, in 2005, in Fiat Mostra Brasil in 2006, Rumos Itaú Cultural in 2009 and the 2010/2017 edition of Festival Verbo, at Galeria Vermelho; his collaboration with Marina Abramovic during the artist's show at SESC Pompeia in 2015; and his presence as an award-winning collective in the 2015 Marcantonio Vilaça Award exhibition at MAC USP. Therefore, it is the first time that the public in São Paulo sees what we can call a retrospective of the group.



The title of the exhibition is taken from a performance the group presented for the first time in 2001, in Cidade de Goiás. *Ideological Karma* is, therefore, a kind of statement, in which some elements of how Grupo EmpreZa has been operating since then are present. One of these elements concerns the issues that the group's actions mobilize, bringing up burning contemporary themes. Another aspect is the very malleability of the group's constitution – whose participants change over time – and its expansion of the actual concept of performance.



Ideological karma is not a retrospective exhibition in the conventional sense of the term: the way the works are presented in the exhibition hall creates an immersive environment, which unfolds in time through the group's actions on the museum's social networks and performances that will take place and be recorded inside and outside the exhibition space – as in the case of Candango, at the entrance of MAC USP.



LIST OF WORKS

- 01** *Flogging \$ 1,99*, 2002 / 2017
Performance register
- 02** *Ideological Karma*, 2002 / 2013
Performance register
- 03** *Como oriente*, 2002
Performance register
- 04** *Descarrego*, 2005 / 2014 / 2021
Performance register
- 05** *Strike at Sesc Pompeia*, 2015
Performance register
- 06** *Strike at MAR*, 2014
Performance register
- 07** *All work will be forgiven # 1*, 2014
Performance register
- 08** *All work will be forgiven # 2*, 2015
Performance register
- 09** *Impenetrable*, 2011
Performance register
- 10** *Contract*, 2015 / 2017
Rich Village, 2009 / 2017
Performance register
- 11** *Arrastão*, 2009 / 2014
Jewels, 2002 / 2011
Performance register
- 12** *Daily Endemics*, 2002 / 2014
Performance register
- 13** *Bodystorm*, 2016
Performance register
- 14** *Saints*, 2005 / 2017
Fine art printing
- 15** *Impenetrability*, 2012
Fine art printing
- 16** *Daily Endemics*, 2002 / 2014
Candango, 2008 / 2021
Ideological Karma, 2002 / 2013 / 2021
Performances registers
- 17** *Como chama, Serão performático*, 2006 / 2018
Performance register
- 18** *Blood Bath*, 2015
Performance register







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Ideological Karma: Grupo Empreza

From 14/08/2021 to 12/12/2021

Responsible Curator: Ana Magalhães

Exhibition Project and Photographic Record of the Exhibition:
Elaine Maziero

Project approved in the 1st notice of temporary exhibitions
MAC USP 2019/2020.

MAC USP • www.mac.usp.br • Av. Pedro Álvares Cabral, 1301 • Ibirapuera • São Paulo/SP (3º andar - Ala B) • CEP: 04094-050 • Tel.: (011) 2648 0254 • Tuesday to sunday from 10 am to 9 pm • Closed monday • Free entrance.

Realization

