



ART DÉCO

IITH WORLD CONGRESS

RIODEJANIRO • 2011

WORLD CONGRESS ON ART DÉCO®

11th WORLD CONGRESS ON ART DÉCO
RIO DE JANEIRO – AUGUST, 2011

PRE-CONGRESS IN SÃO PAULO
11th to 13th August

Pre-congress schedule

Thursday – August 11th

Arrival

7:30 PM – Departure from hotels to welcome cocktail dinner at Biblioteca Municipal de São Paulo – Mário de Andrade [São Paulo Municipal Library], downtown.

Friday – August 12th

9:00am – Departure from hotels to Art Déco Tour: Downtown and Pacaembu Stadium.

12:30pm – Lunch at Figueira Rubayat Restaurant, in Jardim Paulista.

3:30pm - Art Déco Tour: Old Downtown, Sampaio Moreira Building, Altino Arantes Building, and Banco de São Paulo [São Paulo Bank].

5:30pm – Return to hotels.

7:30pm Departure from hotels to dinner at Instituto Tomie Ohtake [Tomie Ohtake Institute], in Pinheiros.

Saturday – August 13th

9:00am – Departure from hotels to Art Déco Tour: Instituto Biológico [Biological Institute], Monumento às Bandeiras [Monument to the Flags], antique stores, houses on Jardins neighborhood

12:30pm – Lunch at Jockey Club de São Paulo.

3:00pm – Visitation to Pinacoteca do Estado [State Pinakothek]

– Victor Brecheret Collection - downtown.

5:30pm – Return to hotels.

Free evening.

Sunday – August 14th

Transfer from hotels to the airport – flight to Rio de Janeiro.

General schedule*

Sunday – August 14th

10am/2:30pm – Check-in at the hotel headquarters, Windsor Atlantic, at Copacabana Beach.

3pm/5pm – Visit to Jardim Botânico [Botanic Garden].

5pm – Visit to the exposition “Welcome to Rio – Original Posters from 1920 to 1960 from Airlines and Navigation Companies”, at Instituto Art Déco Brasil [Art Déco Brazil Institute], in Jardim Botânico.

8pm – Dinner at La Fiorentina Restaurant, on Copacabana Beach (included).

Monday – August 15th

9:30am/1pm – Visit to the world largest Art Déco monument, Christ Redeemer, and one of New 7 Wonders of the World.

1:30pm – Lunch at Bar Lagoa (included).

3pm/7pm – Guided tour of the city: Ipanema, Leblon, and Lagoa.

8pm – Opening cocktail at Palácio da Cidade [City Palace], Rio de Janeiro City Hall, in Botafogo.

Tuesday – August 16th

9am/4:30pm – Lectures.

Lunch at the hotel.

4:30pm – Guided tour of the city: Flamengo, Glória, and Catete.

6pm – Vernissage “Cozzo – A Carioca Art Déco Sculptor”, at Galeria Coleção de Arte [Art Collection Gallery], in Flamengo.

8:30pm – Dinner and concert with Steve Ross (www.steveross.net), at Casa Julieta de Serpa [Julieta de Serpa’s House], in Flamengo (included).

Wednesday – August 17th

9am/4:30pm – Lectures.

Lunch at the hotel.

4:30pm – Guided tour of the Urca neighborhood: Casa Basbaum [Basbaum House] and the Escola de Educação Física do Exército [Army Physical Education School], at Forte São João [St. John Fortress] 8pm – Dinner at Real Astória Restaurant, in Botafogo (included).

Thursday – August 18th

9am/4:30pm – Lectures.

Lunch at the hotel.

4:30pm – Guided tour of the Copacabana neighborhood: Lido region and other addresses.

7pm – Vernissage “Agache – An Art Déco Urban Planner for Rio”, at Centro de Arquitetura e Urbanismo [Architecture and Urbanism Center], in Botafogo.

8:pm – Dinner at Porção Rio’s Restaurant, in Aterro do Flamengo (included).

Friday – August 19th

10am/1pm – Visit to Instituto Moreira Salles [Moreira Salles Institute], in Gávea, with movie screenings: *Christo Redemptor* and *Alô, Alô Carnaval*, [Hello, hello Carnival], among others.

1pm/3pm – Lunch at Zozô Restaurant, in Urca (included).

3pm/5pm – Visit to Pão de Açúcar [Sugar Loaf], in Urca.

8pm – Dinner at Mariu’s Crustáceos [Mariu’s Crustaceans Restaurant], in Leme (included).

Saturday – August 20th

9am/11am – ICADS meeting (International Coalition of Art Déco Societies), at the hotel.

11:30am/5:30pm – Guided tour of the downtown: Teatro Municipal [Municipal Theatre], Museu Nacional de Belas-artes [National Museum of Fine Arts], Casa Cavé [Cavé House], Associação Comercial do Rio de Janeiro [Chamber of Commerce], Ministry of Labor and Internal Revenue Buildings, Central do Brasil [Brazil Central Station], Palácio Duque de Caxias [Duque de Caxias Palace], and Carioca Street (Luiz Bar and Íris Cinema).

Lunch at Confeitaria Colombo [Colombo Pastries], downtown (included).

9pm – Closing party at Copacabana Palace Hotel, dinner and concert with Marcos Sacramento (www.marcossacramento.com.br) (optional).

Sunday – August 21st

10am/5pm – Trip to Quitandinha Hotel, ornate with designs by Dorothy Draper, at Petrópolis, an hour drive from Rio, and lunch at Solar da Imperatriz [Empress’ Manor] (optional).

**Schedule subject to changes.*

SCHEDULE OF LECTURES (Windsor Atlantic Hotel)

Day 1 (August 16th) – Art Déco from the World to Rio – From Rio to the World

1 – Carioca Art Déco – Márcio Alves Roiter – Founder and President of Instituto Art Déco Brasil [Art Déco Brazil Institute], first Art Déco Society in Latin America.

2 – Normandie and L'Atlantique, Two Iconic Ocean Liners – Daniel Sicard – Cultural director of the Écomusée de Saint-Nazaire [Saint-Nazaire Ecomuseum], in France, since 1991, where the memory of the Art Déco paquebots is preserved.

3 – Rio/Paris and the International Exhibits – Margareth da Silva Pereira – Doctoral Degree in History from L'École des Hautes Études en Sciences Sociales [School for Advanced Studies in Social Sciences], in Paris, and professor at the Department of Urbanism and Environment and the Graduate Program in Urbanism from Faculdade de Arquitetura e Urbanismo [Graduate School of Architecture and Urbanism], at Universidade Federal do Rio de Janeiro [Federal University of Rio de Janeiro].

4 – Traveling Architects – Robin Grow – President of the Art Déco & Modernism Society, in Melbourne, author of the awarded book *Melbourne Art Déco*, and organizer of the 9th World Congress on Art Déco, in Melbourne, in 2007.

Lunch

Round Table – Art Déco Brazil – A Singular Panorama

Mediator – Márcio Alves Roiter.

A Brazilian Inventory – Wolney Unes – Professor at Universidade Federal de Goiás [Federal University of Goiás], author of several books on Art Déco. He travels through Brazil, creating a record of Art Déco samples in the most remote cities, and he has created a database with over 3,000 images.

Sertanejo Art Déco – Lia Mônica Rossi – Graduated in Graphic Design from Escola Superior de Desenho Industrial [Graduate School of Design], at Universidade do Estado do Rio de Janeiro [State University of Rio de Janeiro], with specialization in History of Art and Architecture at University of Reading, in UK. In 2002, she created the site www.art-deco-sertanejo.com

Movie Theaters and Art Déco in Rio de Janeiro – Renato Gama-Rosa Costa – Architect, he holds a Master’s Degree in Architecture and a Doctoral Degree in Urbanism from Faculdade de Arquitetura e Urbanismo [Graduate School of Architecture and Urbanism], at Universidade Federal do Rio de Janeiro [Federal University of Rio de Janeiro], secretary of DOCOMOMO Rio, and author of the book *Salas de Cinema Art Déco no Rio de Janeiro* [Art Déco Movie Theaters in Rio de Janeiro].

Day 2 (August 17th) – Lines, Trails and Forms: Art Déco Design and Graphic Arts

1 – Marajoara Art Déco – Roberto Conduru – Doctoral Degree in History at Universidade Federal Fluminense [Fluminense Federal University] and professor of Art History at Instituto de Artes [Institute of Arts], at Universidade do Estado do Rio de Janeiro [State University of Rio de Janeiro].

2 – Michel Dufet and Ivan da Silva Bruhns – Design between Rio and Paris – Florence Camard – French specialist on Art Déco, author of biographies on Ruhlmann and Michel Dufet, among others. Curator of the exhibition “Ruhlmann e a Fraternidade das Artes” [Ruhlmann and the Arts Fraternity], at Casa Serralves [Serralves House], in Porto, Portugal.

3 – Ferdinand Preiss: A Master in Bronzes and Ivories – Alberto Shayo – Specialist and author of books on sculptors Chiparus and Preiss, and about Camille Fauré, enamel artist.

4 – Edgar Brandt – Master of Art Deco Ironwork (launching the book’s new edition) – Joan Kahr – Graduated in Art History from Adelphi University, he holds a Master’s Degree from Parsons The New School for Design, jointly with Cooper-Hewitt Museum. Her book on the French *ferronnier* Edgar Brandt is a world reference.

Lunch

Round table – The arts of Art Déco

Mediator – Márcio Alves Roiter.

Carmen “Art Déco” Miranda – Between Brazil and the USA – Ruy Castro – Journalist, writer, and author of the books *Chega de Saudade – A História e as Histórias da Bossa Nova* [Enough Yearning – The History and Stories of Bossa Nova] (Companhia das Letras, 1990), on its 24th edition in Brazil, and translated into several languages, and *Carmen, Uma Biografia* [Carmen, A Biography] (Companhia das Letras, 2005), about the life of Carmen Miranda, among others.

J. Carlos and Graphic Arts in the Tropics – Rafael Cardoso – Writer and historian on Art Déco, PhD from the Courtauld Institute of Art, at University of London, author of several books on Brazilian design and graphic arts in the 19th and 20th centuries. Professor at Escola Superior de Desenho Industrial [Graduate School of Design], at Universidade Estadual do Rio de Janeiro [State University of Rio de Janeiro].

The Modern Art Week of 1922 – To be confirmed.

Day 3 (August 18th) – The Paths of Modernity: Art Déco in Architecture and Urbanism

1 – Illuminating Modernism – From Home to Streets – Alastair Duncan – Specialist on Art Déco for over 30 years, author of dozens of books, he has just published the most complete encyclopedia about the style: *Art Déco Complete*.

2 – Sajous and Foreign Architects in Rio – Mauro Almada – Architect, he holds a Master's Degree in Urban and Regional Planning from Pontifícia Universidade Católica do Rio de Janeiro [Pontifical Catholic University of Rio de Janeiro], co-author of *Guia da Arquitetura Art Déco do Rio de Janeiro* [Art Déco Architecture Guide in Rio de Janeiro] (Casa da Palavra, 1997), editor of the magazine *ViverCidades* [Living Cities], and screenwriter of the video *Carioca Architecture 1920–1940*.

3 – Buenos Aires and Art Déco – To be confirmed.

4 – Next Stop: Havana – Roberto Segre – Architect, graduated from Facultad de Arquitectura, Diseño y Urbanismo [Graduate School of Architecture and Urbanism], at Universidad de Buenos Aires [University of Buenos Aires]. Author of several books, such as *Arquitectura Antillana del siglo XX* [20th Century Antillean Architecture] (Universidad Nacional de Colombia, 2003), and *Rio de Janeiro – Guia de Arquitectura* [Architectural Guide] (Viana e Mosley, 2005), among others..

Lunch

Round table – Christ Redeemer – 80 years of the largest Art Déco monument in the world

Mediator – Piedade Grinberg – Professor at Pontifícia Universidade Católica do Rio de Janeiro [Pontifical Catholic University of Rio de Janeiro], director of Solar Grandjean de Montigny [Grandjean de Montigny Manor], author of several books, such as *Di Cavalcanti – Um mestre além do cavalete* [Di Cavalcanti – A Master beyond the easel] (Metalivro, 2005), curator of exhibits on J. Carlos, Visconti, and Virzi, counselor of the Instituto Art Déco Brasil [Art Déco Brazil Institute] since 2005.

The Carioca Context – Paulo Knauss – Doctoral Degree in History from Universidade Federal Fluminense [Fluminense Federal University], PhD from Université de Strasbourg [University of Strasbourg], professor at Departamento de História [History Department], at Universidade Federal Fluminense [Fluminense Federal University] and general director of Arquivo Público do Estado do Rio de Janeiro [Public Archives of Rio de Janeiro State].

The Art of Landowski – Michèle Lefrançois – Doctoral Degree in Art History, chief conservator at Musée des Années 30 – Space Landowski [Museum of the 1930s – Landowski Space], in Paris, between 1982 and 2010, and author of the catalogue *raisonné* on Paul Landowski's sculptural body of work.

Before Christ – Adon Peres – Art historian, author of the book *Paul Landowski – Le Mur des Réformateurs de Geneve et le Christ de Rio* [Paul Landowski – The Wall of Geneve's Reformists and Rio's Christ Statue].

With Open Arms – Bel Noronha – Great-granddaughter of the designer of Christ Redeemer monument, Heitor da Silva Costa, curator of exhibits about the statue, and documentaries filmmaker of *Christo Redemptor and De Braços Abertos* [With Open Arms]. João Máximo – Writer and journalist, author of *Cinelândia – Breve História de um Sonho* [Cinelândia – Short History of a Dream] (Sextante, 1998), he is writing the definitive book about the Christ Redeemer statue.

Round table closing – Carioca Art Déco – Heritage and Preservation

Art Déco Inventory – Washington Fajardo – Subsecretary of Cultural Heritage, Urban Intervention, Architecture and Design at Rio de Janeiro City Hall.

Preservation Policies – Carlos Fernando de Andrade – Superintendent of Instituto de Patrimônio Histórico Artístico e Cultural [Historical Artistic and Cultural Society Institute].

Retrofitting, The Rehabilitation of a Style – Maurício Prochnik – Architect responsible for the revitalization of the Christ Statue's surrounding area, and the Centro Empresarial Ernesto G. Fontes [Ernesto G. Fontes Entrepreneurial Center], in Glória.

Fees:

Pre-congress: US\$500,00

Package the Wonderful City: (US\$1.900,00) + Ball at Copacabana Palace Hotel (US\$ 150,00) + Sunday in Petrópolis (US\$100,00) = US\$2.150,00

For information on transportation and lodging, please contact RioPlus, the Congress' official agency: www.rioplustour.com e info@rioplus.net



Casa da Palavra

