

Latitude - Platform for Brazilian Art Galleries Abroad

Over a decade of successfully supporting the Brazilian art market internationally

About Latitude

Latitude - Platform for Brazilian Art Galleries Abroad is a programme developed to promote Brazil's contemporary art market internationally. Created in 2007, in 2011 it became a partnership between **Associação Brasileira de Arte Contemporânea - ABACT** (Brazilian Association of Contemporary Art) and the **Brazilian Trade and Investment Promotion Agency (Apex-Brasil)** with the goal of creating business opportunities for the sector abroad, mainly through professional training, support for international placement and cultural and commercial promotion. As a requirement to become a member of ABACT, all participating galleries must work in the primary market. While it is not mandatory for ABACT members to join Latitude, at the moment its entire membership of nearly 50 galleries has opted to take part in the project. These galleries are located across eight different Brazilian states and represent more than 1000 contemporary artists.

Actions:

Art immersion trips

Over the past 7 years, Latitude has brought around 220 international curators, institution directors, collectors, art writers and journalists from more than 15 countries to visit and become familiar with the art scene in Brazil, creating opportunities for future business, projects and collaborations.

International art fairs

Latitude has been supporting the participation of its member galleries at select international art fairs. The nature of support differs according to the level of internationalisation of each gallery, coming in the form of "Operational Support" for emerging galleries and "Promotional Support" for more experienced galleries. In addition to financial support, the programme holds events to stimulate cultural promotion and build connections in parallel to the calendar of each fair. Since 2011, galleries that joined Latitude have been receiving support to take part in renowned art fairs such as ARCOmadrid, ARTBO, arteBA, Art Basel, Art Basel Miami Beach,

Art Basel Hong Kong, Frieze UK and New York and The Armory Show.

YOUR CHOICE Programme

Members of Latitude are also able to select a fair of their choice according to their specific interest and apply for support to participate. So far, 26 galleries have received support to take part in fairs, including ArtLima, EXPO Chicago, Moving Images Istanbul/New York, Zona Maco, Art14, Art15, Artíssima, Dallas Art Fair and Scope Basel among others.

Sectorial survey

A thorough study mapping the current Brazilian art market is organised and published by Latitude periodically. Four editions of the study have been released and are available for public consultation [here](#). In October 2018, the 6th edition of the survey will be available.

Training for galleries

Activities designed to inform and prepare member galleries for specific events and a more wide-ranging presence in the international market are also offered. These can come in such varied formats as thematic meetings, workshops and seminars, a help desk for applications to international art fairs, incubator projects and informative manuals.

Gallery members

Belo Horizonte: Celma Albuquerque Galeria de Arte

Brasília: Karla Osório

Vitória: Via Thorey

Curitiba: Boiler Galeria, Galeria Ybakatu, SIM Galeria

Porto Alegre: Bolsa de Arte, Mamute Galeria

Rio de Janeiro: A Gentil Carioca, Anita Schwartz Galeria de Arte, Athena Contemporânea, Cavalo, Cássia Bomeny Galeria, Galeria da Gávea, Luciana Caravello Arte Contemporânea, Mercedes Viegas Arte Contemporânea, Mul.ti.plo, Portas Vilaseca, Silvia Cintra + Box4

Salvador: Roberto Alban Galeria

São Paulo: Adelina Galeria, Baró Galeria, Carbono, Casa Triângulo, Central Galeria, Dan Galeria, Emmathomas, Fortes D'Aloia & Gabriel, Galeria Berenice Arvani, Galeria Eduardo

Fernandes, Galeria Estação, Galeria Houssein Jarouche, Galeria Jaqueline Martins, Galeria Leme, Galeria Luisa Strina, Galeria Lume, Galeria Marcelo Guarnieri, Galeria Marília Razuk, Galeria Millan, Galeria Nara Roesler, Galeria Raquel Arnaud, Janaína Torres Galeria, Luciana Brito Galeria, Mendes Wood DM, Pinakothke Cultural, P55, Sé Galeria, Vermelho, Zipper Galeria

About Associação Brasileira de Arte Contemporânea - ABACT

A private non-profit organisation created in 2007, the **Associação Brasileira de Arte Contemporânea - ABACT** (Brazilian Association of Contemporary Art) is currently comprised of 50 art galleries in the primary art market, representing seven Brazilian states and the Federal District, directly involved in developing the careers of over a thousand artists. Recognising the fundamental role that contemporary art plays in the construction and dissemination of a modern image of Brazil, ABACT has taken on the mission of expanding cultural exchange, promoting activities to professionalise and reduce bureaucracy in the market, while fostering dialogue and education surrounding the contemporary art sector in Brazil, placing value on the different stages of production and those responsible. In partnership with Apex-Brasil, ABACT has managed and operated the Latitude Project since April 2011.

About Apex-Brasil

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) works to promote Brazilian products and services abroad and to attract foreign investment to strategic sectors of the Brazilian economy. The Agency supports more than 12,000 companies from 80 different industries, which in turn export to 200 markets. Apex-Brasil also plays a key role in attracting foreign direct investment to Brazil, working to detect business opportunities, promote strategic events and provide support to foreign investors interested in allocating resources in Brazil.

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