

## **Fundação Bienal de São Paulo elects José Olympio da Veiga Pereira as president**

*The new president takes office on January 2, 2019, with the aim of enlarging the foundation's connections with the city and the world;*

*Julio Landmann is appointed as chairman of the board*

**São Paulo, December 12, 2018** – José Olympio da Veiga Pereira is the new president of the Fundação Bienal de São Paulo, elected by the foundation's Executive Board on Tuesday, December 11. His mandate lasts two years, and he can be reelected for two more. José Olympio takes office on January 2, 2019, with the aim of enlarging the Bienal's connection with the city, as well as with its varied public and with international institutions.

On the same occasion, Julio Landmann was elected as chairman of the Executive Board. Engaged with the institution for decades, Landmann already served as the foundation's president from February 1997 to February 1999. During his mandate, the 24th Bienal de São Paulo 'Bienal of Anthropophagy', was held, curated by Paulo Herkenhoff. In recent years, Landmann has been a board member active in various of the foundation's work groups.

### **The New Management**

With a thorough knowledge of the visual arts scene, José Olympio has extensive experience within the international art world: in 2016 he led the creation of the foundation's International Advisory Board and served as its first president. As a member of the Executive Board, he participates in the current management of the International Committee and the institution's Governance and Ethics Committee.

José Olympio begins his mandate with a completely renewed Board of Directors, consisting of Andrea Pinheiro, Ana Paula Martinez, Fernando Schuler, Lucas Melo, José Francisco Pinheiro Guimarães and Luiz Lara. His vice president will be Marcelo Mattos Araujo, member of the Bienal's Executive Board since June 2010, former president of the Instituto Brasileiro de Museus and former São Paulo State Secretary of Culture.

José Olympio succeeds João Carlos de Figueiredo Ferraz (2017–18), Luis Terepins (2013–16) and Heitor Martins (2009–12) and takes over the presidency of a sustainable, transparent and financially independent institution, the result of a process of institutional strengthening that began ten years ago.

With the foundation ready to begin a new phase, the president plans to enlarge the Bienal's relationship with the cultural life in Brazil and abroad. The projects planned for the two-year

period 2019–2020 include the traveling shows of the 33rd Bienal de São Paulo in cities in Brazil and abroad; Brazil's official representation at the 58th Venice Biennale and at the 17th Venice Architecture Biennale; the continuity of the actions of cataloging and conservation of the Wanda Svevo Historical Archive; besides, of course, the 34th Bienal de São Paulo.

According to José Olympio, “the Fundação Bienal plays an important role in the dissemination of art in Brazil and worldwide. Unlike the Venice Biennale and other art biennials, which are targeted to specialists, the Bienal de São Paulo welcomes both art professionals and those unfamiliar with art, or who have, here, their first contact with an art institution - the latter audience representing the large majority of our more than 700 thousand visitors.”

Similarly, Julio Landmann believes that “the Bienal is an opportunity for artists to show their works and to be seen by a vast and diverse public, composed not only of curators and critics – today the Bienal is a mandatory reference for art professionals worldwide, but above all for hundreds of thousands of Brazilians who, often, are visiting an art exhibition for the first time. It is an opportunity to show art to a wide audience, providing access to a deeper contact through its educational projects.”

#### **About José Olympio da Veiga Pereira**

José Olympio da Veiga Pereira is a civil engineer who is active in the financial market – he is the president of Credit Suisse in Brazil. Together with his wife, Andréa Paula da Veiga Pereira, he possesses one of the most noteworthy collections of contemporary art in Brazil. Besides his collaboration with the Fundação Bienal de São Paulo, the president-elect participates on the international boards of MoMA and Tate Modern, on the board of trustees of the New Museum, on the acquisitions committee of the Fondation Cartier pour l'art contemporain and on the boards of MAM-SP and MAM-Rio.

#### **About Julio Landmann**

Julio Landmann holds a BS in chemistry from University of São Paulo and an MBA from Columbia University. He was appointed as president of the Executive Board of the Fundação Bienal, of which he is a lifetime member. He serves on the Advisory Board of the Associação Pinacoteca Arte e Cultura, on the Board of Honor of MAC USP, as vice president of the Executive Board of Associação Cultura Inglesa, and as a member of the jury of the Festival Cultura Inglesa, as well as a board member and founder of Instituto Arte na Escola. He was president of the Associação Amigos do Museu de Arqueologia e Etnologia (MAE) USP, and vice president/founder of the Associação Amigos do Museu de Geociências/USP (he has an important collection of minerals). He was decorated with the Order of Cultural Merit of Brazil and the National Order of Merit of Colombia.

#### **About the Board of Directors**

##### **Marcelo Mattos Araujo** (vice president)

With a BS in law from the University of São Paulo, a specialist degree in museology from the Fundação Escola de Sociologia e Política de São Paulo, and a PhD from the College of Architecture and Urbanism of the Universidade de São Paulo, Marcelo Mattos Araujo was president of the Instituto Brasileiro de Museus – Ibram (2016–2018); São Paulo State Secretary of Culture (2012–2016); director of Pinacoteca de São Paulo (2002–2012) and of the Museu

Lasar Segall (1998–2002), member of the executive board of ICOM Brasil (1994–2009) and of the executive board of the Fundação Bienal de São Paulo (2014–present).

#### **Andrea Pinheiro**

Partner and general director of BR Partners. She served as director of Banco Bradesco, responsible for consigned loans, and as CEO of Banco BMC. She holds a degree in business administration from FAAP and an MBA in finance from Stern Business School, of New York University.

#### **Ana Paula Martinez**

Partner of Levy & Salomão Advogados, responsible for the areas of competition and anti-corruption. She was a member of the Brazilian federal government from 2007 to 2010, in positions related to competition, anti-corruption and money laundering. She was co-president of the cartel subgroup of the International Competition Network (ICN) alongside the Department of Justice of the United States. She was associated with Cleary Gottlieb Steen & Hamilton, in Brussels, Belgium. She is licensed to practice law in Brazil and in New York. She was a consultant of the World Bank, of the United Nations Conference on Commerce and Development (Unctad) and of the government of Colombia. She is a nongovernmental consultant (NGA) of the Identidade Civil Nacional (ICN), a member of the Market Arbitrage Chamber of BM&FBOVESPA/B3, of the agency for the certification of compliance programs ETHIC Intelligence, of the board of the David Rockefeller Center for Latin American studies of Harvard, of the Institute for Consumer Antitrust Studies of Loyola University, Chicago, and of Insuper. She holds a master's degree from Harvard University and from the Universidade de São Paulo (USP) and a PhD from University of São Paulo.

#### **Fernando Schuler**

University professor and newspaper columnist. Between 2007 and 2010, he was Rio Grande do Sul State Secretary of Justice and Social Development. He was director of Ibmec, in Rio de Janeiro, with a stint at Columbia University as a visiting scholar. He currently holds the Insuper Palavra Aberta professor's chair. He holds a PhD in philosophy and a master's in political science from the Universidade Federal do Rio Grande do Sul (UFRGS); a specialist degree in public policies and governmental management from the Escola Nacional de Administração Pública, Brasília; and a specialist degree in cultural management and Ibero-American cooperation from the Universidade de Barcelona, Spain. He was director of the Fundação Iberê Camargo and is curator of the Projeto Fronteiras do Pensamento.

#### **Lucas Melo**

Partner of the firm Lucas Melo Associados and member of the board of Brasil, Bolsa, Balcão (B3) S.A, since April 2017, where he has also coordinated the Auditing Committee since April 2018. He was the CEO of Unibanco and a partner of Price Waterhouse. He was a member of the directorship of the Fundação Bienal de São Paulo during the two-year period 2009/2010. His educational background is in accounting.

#### **José Francisco Pinheiro Guimarães**

Partner of Pinheiro Guimarães Advogados, he holds a master's degree in law from Columbia University School of Law (LLM, 1996), and is a member of the Ordem dos Advogados do Brasil (1994) and of the New York Bar Association (1996). Co-author of the work *Direito das Companhias*, coordinated by Drs. Alfredo Lamy Filho and José Luiz Bulhões Pedreira, and winner of the 52nd Jabuti Prize in Literature. He is a lawyer.

#### **Luiz Lara**

Partner and founder of Lew'Lara\TBWA. A professional in the areas of client service and planning, he has worked in the construction and positioning of many brands. The awards he has won over the course of his career include those of Caboré, Colunistas and Effie. He is currently chairman of Grupo TBWA Brasil. He was president of the Associação Brasileira de Agências de Publicidade (ABAP) and organised, alongside Dalton Pastore, the 4th and 5th editions of the Congresso da Indústria da Comunicação. He participates on the decision-making boards of the Conselho Executivo das Normas-Padrão (Cenp), of the Conselho Nacional de Autorregulamentação Publicitária (Conar), and of the Escola Superior de Propaganda e Marketing. He works in various third-sector organizations. He is a member of

Conselhos da Childhood, the Fundação Maria Cecília Souto Vidigal, Força Tarefa de Negócios de Impacto Social, Instituto de Cidadania Empresarial and the Associação Paulista dos Amigos da Arte (APAA). He is an advertising professional.