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After a successful inaugural edition, the **Embassy of Brazil in London is pleased to announce the 2024 iteration of BREEZE**, a programme designed to showcase contemporary Brazilian art to a global audience and strengthen its position within the international art market.

In 2024, the programme will grow in scope and emphasise its mission, thanks to a new partnership with the Brazilian Association of Contemporary Art (ABACT), an organisation that congregates 60 of the leading galleries in the country, thus bringing together some of the most influential players in the global South.

ABACT manager Adriane Freitag explains the context of the partnership: *“ABACT has a programme in partnership with ApexBrasil (Brazilian Export and Investment Promotion Agency) named Latitude – Platform for Brazilian Galleries Abroad. Since 2011, it has been a pioneering and successful project, which supports and promotes Brazilian contemporary art galleries, and we are very proud to announce this partnership with the Embassy. It will certainly strengthen business ties, in culture and beyond, between Brazil and the United Kingdom.”*

The logo for BREEZE is displayed in a large, white, sans-serif font, centered on a vibrant rainbow gradient background. The letters are arranged in two rows: 'B R E' on the top row and 'E Z E' on the bottom row.

BREEZE

The new call for submissions, due for release on the 1st of November, will be open exclusively to ABACT-member galleries. By targeting this particular community, BREEZE will be fostering a more institutionalised approach to the international development of artistic careers, while encouraging collaboration and partnership with individual artists, curators, cultural organisations, and galleries who are not members of ABACT, since they can still participate, as long as they apply in association with an ABACT-affiliated gallery

The partnership with ABACT underscores some of BREEZE's fundamental values: by galvanising a dense network of expertise, BREEZE 2024 will further incentivise professionalism, cultural entrepreneurship, knowledge exchange, and strategic thinking within the art industry. The initiative also re-signifies Brazil's presence in current dialogues, as it creates a platform for artworks that engage in topical debates and critically address today's pressing issues.

As Ambassador **Antonio Patriota** stated at the opening of BREEZE 2023: *"We cannot shy away from the moral duty of reflecting on the countless issues that contemporary societies face. As a space for artistic expression, BREEZE is a territory to engage in such debate. But it also represents one of our responsibilities as a government, which is to create platforms for creative development and economic growth in all sectors, including the arts."*

Camilla Barella, art collector and Latin America VIP consultant to Frieze, comments: *"It's very meaningful to have the Embassy opening its doors and welcoming the Brazilian art community during the Frieze week,*

which is nowadays the most effervescent period for the arts in the UK. BREEZE gives an institutional reassurance for the contemporary art of our country, which is already recognised as one of the most powerful artistic productions in the world, having an important representation in international fairs, like Frieze."



Image: False Symmetry, by Osvaldo Carvalho. BREEZE 2023. Photo credit: Stephen Chung.

The open call for BREEZE 2024 will run from 1 November 2023 to 2 February 2024. The winning proposal will receive production support and an exhibition space from September until October 2024 at the Sala Brasil, the Embassy's main cultural space, located within a short distance from the National Gallery, in the heart of London.

Applicants are invited to present a proposal for either a group show or a solo exhibition, with no restrictions on themes and formats. This year's edition presented the solo show False Symmetry, by Brazilian painter Osvaldo Carvalho, represented by São Paulo-based Janaina Torres Galeria. The series of eight large-scale paintings utilises bold colours and numerous references to art history and mass culture to delve into social and environmental impacts of human actions and the asymmetry of power relations.

The open call for the next edition will feature exciting updates, with an increase in support to the winning project, publications and more hot additions; subscribe to our [mailing list](#) for first-hand news.



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