

Press release

Embassy of Brazil in Tokyo + The Chain Museum

Embassy of Brazil and the Chain Museum launch *ArtSticker Brazil* to help during the COVID-19 pandemic

The Embassy of Brazil in Tokyo and the Chain Museum are pleased to announce the launching of *ArtSticker Brazil*, a segment of ArtSticker dedicated to Brazilian artists and art institutions.



The Embassy and the Chain Museum established their partnership around ArtSticker Brazil as a joint effort to help Brazilian artists and art institutions to overcome challenges arising from the pandemic crisis. In a moment in which digital platforms gain enhanced importance in public communication and cultural promotion, the initiative also aims to engage the Japanese public in the continued incentivisation of the bilateral exchange between Brazil and Japan.

<https://artsticker.app/share/events/detail/161>

The initiative will showcase on the ArtSticker platform some of the most enthralling art institutions in Brazil . Through ArtSticker Brazil, the Japanese public will be able to have access to iconic Brazilian artwork and art entities whilst supporting artists and institutions which are temporarily closed to the public due to the pandemic.

The renowned Inhotim contemporary art institute and botanical garden will be the first to be showcased. Inhotim is regarded as one of the world's most important open-air museums and has been compared to Japan's Naoshima and Echigo-Tsumari Art Field. The institute is located in Brumadinho, where a disastrous dam collapse took away the lives of hundreds of people. In the aftermath of the tragedy, the Brazilian Embassy in Tokyo organized Inhotim's first high-level mission to Japan, which focused on the role of art in the moral and material revitalization of communities.

ArtSticker Brazil is part of the continued commitment of the Embassy of Brazil and ArtSticker to the Olympic bridge *From Rio to Tokyo*.



The Embassy of Brazil in Tokyo

■ Backgrounds of the collaboration

Brazil is a powerhouse of art production, especially with regard to contemporary art. Both the Brazilian Embassy in Tokyo and The Chain Museum would like to use the ArtSticker platform to continue to foster the cultural exchange between Brazil and Japan, in particular in the context of COVID-19 pandemic.

Due to the temporary closure of numerous museums worldwide, The Chain Museum and the Embassy of Brazil in Tokyo joined efforts to support cultural institutions and artists to overcome difficulties arising from the pandemic.

■Details of the initiative

ArtSticker Brazil allows users to discover Brazilian art, artists and cultural institutions that are representative of Brazil's art scene and culture. Users can support an institution by attaching a donation to the Stickers they send. When they do so, one of the museum's curators in Brazil can reply to the user. The Embassy and The Chain Museum hope their joint platform can inaugurate an innovative approach in promoting cultural exchange, mutual understanding and empathy between the Brazilian and the Japanese societies.

■The Embassy of Brazil in Tokyo during the pandemic

Brazil remains committed to contributing to the success of the Tokyo Olympics and Paralympics in 2021. In a continued effort to promote the Olympic bridge *From Rio to Tokyo*, the Embassy hopes that the Games can symbolize a historic landmark of the international community in addressing global challenges of the COVID-19 pandemic.

In the context of the pandemic, the Embassy has reinforced its action in digital media to continue to pursue its mission of promoting Brazil-Japan cultural exchange, while positioning arts and culture as a key driver for strengthening the traditional ties between the two countries. The renewed use of innovations and digital platforms such as ArtSticker has the potential to convert the challenges of the pandemic into an opportunity of transcending the geographic distance that put Brazil and Japan in a 12 hour time difference.

■The Inhotim Institute



photo: Marcelo Coelho

Internationally renowned for its contemporary art museum and botanical garden, Instituto Inhotim has consolidated itself as one of the most avant-garde art institutions in Brazil, with over 3 million visitors since its opening to the public in 2006. The Institute's curatorial and artistic production model (with a visitation area of 140 hectares, 23 galleries and a collection of over 1200 items) has led critics to compare it with *Naoshima* and *Echigo-Tsumari Art Field*.

Inhotim is home to a wide array of artworks from globally-recognized names in contemporary art. This includes a significant collection of Japanese art, which features works by Yayoi Kusama, Jiro Takamatsu and Hitoshi Nomura. Recently, the Institute announced plans to open a new pavilion exclusively dedicated to Yayoi Kusama. The project is expected to reinforce Inhotim's position as one of the most important cultural institutions to promote Japanese contemporary art in Brazil and in Latin America in general.

In January 2019, the municipality of Brumadinho, where Inhotim is located, suffered a mining dam collapse that took the lives of hundreds of people. The Brumadinho dam disaster, one of the worst tragedies in Brazilian history, did not affect Inhotim directly, which allowed the Institute to play a key part in the revitalization and sustainable development of the region.

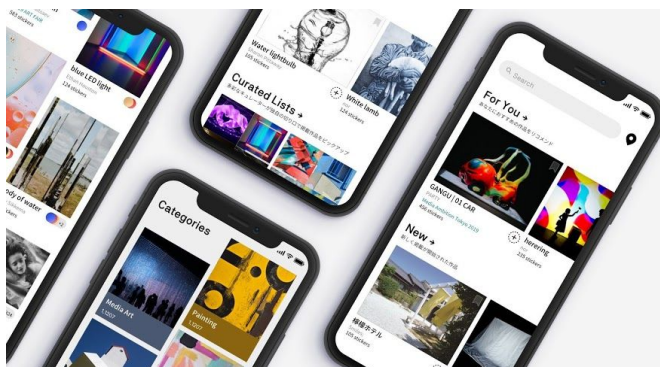
To help the entity in its new role, the Brazilian Embassy in Tokyo organized in September 2019 Inhotim's first high-level mission to Japan. The mission enabled knowledge-sharing around the Japanese experience in cultural initiatives aimed at revitalizing areas affected by population decrease and by disasters.

In the context of the Olympic bridge *From Rio to Tokyo*, the power of culture in helping the moral and material recovery of communities affected by disasters becomes increasingly relevant, as Japan prepares to host the Tokyo Games in 2021, ten years after the 2011 Tōhoku earthquake and tsunami.

■What is ArtSticker?

ArtSticker, developed by The Chain Museum, is a platform that "connects a series of experiences" of art appreciation --- offering people opportunities to encounter art and enjoy art-related conversations. ArtSticker curates a wide range of artists, from prominent masters to up-and-coming generations. The genres of artworks are diverse, spanning from installations and paintings to performing arts.

<https://artsticker.app/r/dl>



Encounter artworks
that move your heart

あなたの心を動かす
作品に出会える

1. Encounter art that move your heart

ArtSticker showcases artworks by artists in Japan and around the globe. The genres expand beyond contemporary art such as paintings and sculptures, but encompass installations, video, architecture, photography, theater, contemporary dance, and fashion. Users can explore the platform to discover more detailed information of each piece and artist, as well as search by keywords.

Directly support artists
アーティストを直接支援できる



2.Support artists directly

Directly support an artist by simply sending a Sticker reflecting the amount you want to invest in an artwork you like. In ArtSticker Brazil, the monetary support will go toward the funding for the museum related to the artworks.



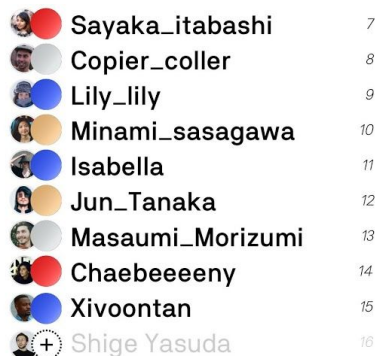
Communicate your thoughts directly
感想を直接伝えられる

3.Communicate your thoughts directly

Only those who have sent a Sticker can directly convey their comment to the artist. Artists may reply to user comments. In ArtSticker Brazil, you may receive a comment from a curator.

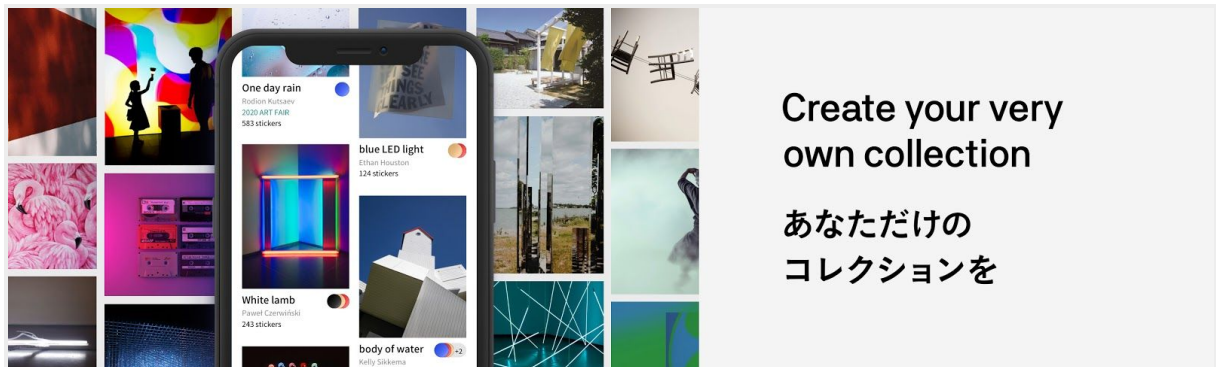
Your name is credited
on the artwork

あなたの名前が
作品にクレジット



4.Your name is credited on the artwork

By sending a Sticker, your name is displayed like the closing credits of a movie. The page showcasing the work will be archived even after the exhibition period. You just may be the first discoverer of a masterpiece.



5. Create your very own collection

Expand your collection like an actual art collector.

※The monetary support from the Stickers is the total amount of consideration for using images of artists' works on the app, fees for The Chain Museum, which operates ArtSticker, and donations to project organizers involved in works.

The Chain Museum fees will go towards the funding for collaborations between The Chain Museum and various artists.

Also, certain works do not include donations to project organizers.

■ Download the ArtSticker app

▼ ArtSticker iOS version

App Store : <https://apps.apple.com/app/artsticker/id1446438049>

▼ ArtSticker Android version

Google Play : <https://play.google.com/store/apps/details?id=art.tcm.artsticker>



■The Chain Museum

Company Name: The Chain Museum

Address: 1-10-23 Nakameguro, Meguro-ku, Tokyo

Representative: Masamichi Toyama (CEO)

Capital: 142,600,000 JPY (including capital reserve)

Website: <https://t-c-m.art>

