

With “Cars Never Die”, Al Jord o pays tribute to Kombis at Brasil S/A, in Milan

During the event, the artist will officially launch pieces made of scrap metal from Brazilian best-selling vehicles

S o Paulo – March 2014 – From the 8th to the 14th of April, Al Jord o will be participating in the 6th edition of Brasil S/A, space dedicated to projects of Brazilian artists in one of the most important art fairs in Europe. The country will be represented by big names from the art world that highlight the creativity of Brazilian production.

Al Jord o was invited by Jos Roberto Moreira do Valle to take part in the event for the second consecutive year with “Cars Never Die”. This time, the object-artworks of concept design made of scrap metal from Brazilian best-selling vehicles such as Chevette, Kombi and Parati, as well as new interpretations for the already known 2012 Fusca pieces, receive an orange-gold color auto paint made exclusively for this series.



Pieces from Cars Never Die.

As a tribute to Kombi’s lifespan (model that starred as a sales success for 56 straight years and that was discontinued in 2013), Al creates around 70% of his pieces out of materials extracted from the model. He also reinterprets classical objects from his great successes, as for instance, No Chair, recently awarded at Rome’s Biennale under the Sculptural Work category in January and got an exhibit at Dozen Gallery in Rio.

Al collects vintage cars as a Fusca and an El Caminio (both from the 70s) and says, “Kombi was chosen as the main hook of the collection because it has similar characteristics to what I look for in my work. A robust construction, however simple, and durability for example.”

The number of abandoned cars in the streets of Brazilian metropolises has been increasing everyday. After noticing that, artist Al Jord o started documenting them and afterwards, removing them from the streets. “I go to auctions to look for the cars that I’ve photographed or seen in the streets. After that, I take them to the car shop. I work calendaring, bending and welding the vehicle and return it as a chair or table to its former owner”. Every artwork by the artist is a unique piece since they are manually made, one by one. “Each dent is different. The piece’s finishing is always a surprise”, says the artist.

As a multifaceted artist, Al also presents one of his pieces from the Neon series, produced in mid-2013. This time, invited by Marko Brajovic. Al displays Jesus Luz in front of the room where the event will be held. This artwork will be the first contact of the guests with Brazilian design.



Jesus Luz.

Al Jord o

Alessandro Jord o was born in S o Paulo in 1973. In 2000, he created M os Studio, where he produced his first pieces. In 2001, he graduated in Visual Arts specializing in graffiti and watercolors from FAAP. He also studied at Domus Academy in Milan, Italy. As of 2002, he took part in several international art and design events. In 2010, he incorporates raw material and industrial references to his work creating Al Jord o Studio. Thereinafter, he begins his solo career. He received the following awards: best Brazilian contemporary art concept – MUBE, 2002; Rome Contemporary Art Award - Guiseppe Selvage, 2002; Salone Satellite – Milan, 2008; and sculptural Artwork – Rome Bienalle, 2013. He has also had his exhibits in cities like Milan, New York, London, Paris and Munich. More information on the artist: www.alejordao.com/02.

Brasil S/A

BRAZIL S/A is a space to bring together companies and professionals from the architecture, decoration and handicrafts realms. It is a lounge where visitors have the opportunity to know the creations of big Brazilian design names. By doing so, it promotes the interaction between the Brazilian and international audiences, generating business opportunities and strengthening the image of companies and professionals by displaying their products and services. The idea is to highlight Brazilian creativity and enable new deals. The Event started in Milan in 2010 during the International Furniture and Design week and welcomed around 15 thousand visitors on its very first edition from all over the world for six days.

Brasil S/A

Where: Palazzo Giureconsulti - Duomo

Milan - Italy

When: April 8th to 13th – from 10 a.m. to 8 p.m.

<http://www.brazilsa.com.br>

Ag ncia Lema

Leandro Matulja/ Let cia Zioni/ Larissa Marques

agencialema.com

Press information:

Tiago Horbatow (+55 11) 3871-0022 extension 211

tiago@agencialema.com.br
