

BRAZIL. Sociological Art by Hervé Fischer on view at the University of São Paulo - Museum of Contemporary Art

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The University of São Paulo Museum of Contemporary Art presents the exhibition “Hervé Fischer in MAC USP - Sociological Art and Connections”, with works from the Museum collection, made by the French philosopher and artist considered the father of multimedia in Canada, where he lives since 1980.

Hervé Fischer was a teacher of Sociology of Culture and Communication at the Sorbonne and leading and most active theoretician of Sociological Art Collective (1974-77). He wrote several books, including *Art and Marginal Communication* (1974), *Sociological Theory of Art* (1976), *The Society on the Couch* (2007) and later *The Future of Art* (2010). In that year he started the Sociological Art Collective - along with Jean-Paul Thénot and Fred Forest, Fischer participated in his first exhibition at MAC USP, presenting sixteen works, then donated to the Museum. In addition to other works by the artist, the exhibition that opens at MAC USP on the May 8, at 5pm, will show many actions proposed by the artist such as “Pharmacy Fischer & Co.”, held on the streets of Sao Paulo in 1975.

The exhibition also presents documents, texts, video testimonies, photographs and reports on Fischer’s art that highlight the ideas related to his works and show how the artist reacts to the concerns and proposals suggested by communication theory, sociology, anthropology, politics and other, taken over by the arts from the 1960s.

For Cristina Freire, curator of the exhibition, “Fischer & Cia Pharmacy”, “Hygiene of Art” and “Art and Marginal Communication”, rather than 'works of art' in the conventional sense, the works are platforms of action proposed and developed by Hervé Fischer in his career guided for decades by a reflection about the place of art and plastic considerations beyond the ideological and market combined conditions."

For this exhibition, Fischer prepared a new work, performed at MAC USP. “From Art Hygiene to Society Hygiene” will allow confrontation between his previous poetic and present concerns. The GEACC (Study Group on Conceptual Art and Museum Conceptualism), coordinated by Cristina Freire, is responsible for the research that culminated in the exhibition and launch of a 130 pages publication with the same name. This publication presents a set of key texts for understanding the critical work of Fischer, who will also deliver a lecture from 7 to 11 May, nearly four decades after its first passage through the country.

Learn more at <http://www.mac.usp.br/mac/>