



ready or not?

discovering Brazilian
openness to change

Barracão Maravilha, Rio de Janeiro

ready or not? discovering Brazilian openness to change is

a field research to explore how innovative

is the contemporary visual art scene in Brazil

in the era of its major economic growth

the concept

If someone would be asked «**are the arts flourishing within a growing economy?**» with no doubt he/she would agree with a positive response.

More money means more art to be produced, in a competitive global economy where creativity is playing its own special role.

But if the question is «**how much innovative are artists living in a growing economy?**» the answer would be surprising.

According to cultural economists Cellini and Cuccia, **in a growing economy artists will prefer to be conservative rather than innovative, if philanthropy and public funds are inadequate.**

the project

ready or not? discovering Brazilian openness to change is an interdisciplinary **research** and **public talk** conceived by Italian cultural economist **Chiara Tinonin**, to be produced in occasion of the International Residency Program at **Barracão Maravilha** in **Rio de Janeiro in September 2013**, to explore the willingness of Brazilian visual artists to **innovate**, during one of the major socio-economical growth in the history of the Country.

By **interviewing** established and emerging artists, curators, collectors and professionals in the Brazilian art world, with the support of the Delegation of the **Brazilian Ministry of Culture in Rio de Janeiro**, the aim of the project is also to document the current **awareness on the role of philanthropy and public funds to stimulate cultural experimentation**.

ready or not? discovering Brazilian openness to change won the International Residency Program 2013 at **Barracão Maravilha** in **Rio de Janeiro**, where it is going to be produced and shown.

It follows the **Diary of an economist living with artists**, a publication on the relationship between art and economy conceived and curated by Chiara Tinonin during the **UNI-DEE residency at Cittadellarte - Pistoletto Foundation**.
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the author

Chiara Tinonin is an Italian **cultural economist** and **journalist**. With a socio-economical perspective, her research focuses on the **role of art and culture to build higher democracies**. As art and economy are converging more closely every day, she is deeply interested in exploring **people's demand of art, activation of cultural consumption and cultural policy-making for social innovation**.

She mainly contributes for the **Italian The Art Newspaper** and lectures at leading Master's Programmes on **Economics and Cultural Management** in Italy.

She is a founding member of the **C.A.S.S.E. Collective**, a think tank on cultural policy based in Italy and expert of **Public Art and art practices in the public realm**.

Chiara Tinonin's portrait projected on the facade of Cittadellarte

