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Guggenheim Exhibition Lets Visitors Play Curator

Guests Can Select Posters to Place on Walls or on Racks Hanging From Ceiling

By JENNIFER MALONEY

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Jonathas de Andrade, left, reviews the plan for his installation with Eric Heist and Liza McConnell. *Polina Yamshchikov for The Wall Street Journal*

The Brazilian artist Jonathas de Andrade wanted a museum installation that would allow visitors to hang the art themselves.

So in the Solomon R. Guggenheim Museum's latest exhibition of contemporary Latin American art, opening Friday, visitors can play the role of curator, selecting posters to place on the walls or on racks hanging from the ceiling.

The exhibition, "Under the Same Sun: Art From Latin America Today," is the second phase of the Guggenheim UBS MAP Global Art Initiative, which was developed to build the museum's collection of artworks from South and Southeast Asia, Latin America, the Middle East and North Africa.

Alexander and Bonin

Organized by Pablo León de la Barra, "Under the Same Sun" features artists from 15 Latin American countries.



Eric Heist takes a step back to look at his work on the art project. *Polina Yamshchikov for The Wall Street Journal*

Mr. de Andrade, who lives in the Brazilian city of Recife, is one of the artists.

His installation is a parody of a museum located there: the Museum of the Northeastern Man.

Created in 1979 by a Brazilian sociologist, the museum is "a bit stuck in time," Mr. de Andrade said, showing an influential, although controversial, anthropological study of the region's many mixed-race workers.

Mr. de Andrade, 32 years old and himself a man of the northeast, responds to the museum with his Guggenheim installation, "Posters for the Museum of the Northeastern Man."

Alexander and Bonin



Liza McConnell mounts a poster that is part of the installation. *Polina Yamshchikov for The Wall Street Journal*

"The original museum took the word 'man' as 'mankind,' " he said while installing the works last week. By contrast, he imagines a museum dedicated to masculinity.

"Posters" shows a series of men Mr. de Andrade randomly encountered on the street and engaged in conversations about the essence of northeastern men.

In each conversation, he negotiated with the man what pose he should adopt for the portrait. The show includes his handwritten notes from those meetings.

The 77 prints include portraits of a man shucking corn, a man bathing a horse in a river, and a dirt-stained man in flip flops with a cigarette in his hand.