

THE DOOR

DANIEL AZULAY

SWEDEN - FINLAND – PORTUGAL

Invited by the Latin American House in Lisbon, and supported by the Brazilian Embassy in Portugal, the contemporary artist **Daniel Azulay** exhibited part of his art series named “**The Door**”, in the period from 20 to 30 October 2009.

The one-man exhibition was a success with the public, with subsequent acquisitions of some of his artworks by Portuguese collectors. Before being seen in Portugal, the series had been shown in Sweden and Finland in 2007.

In 2010, his Portugal, Sweden and Finland’s reminiscent art works will be reunited in Portugal.

For more than 30 years of career, **Daniel Azulay** was recognized as an influential artist to the Brazilian context.

By presenting educational programs on TV, all addressed to children for almost two decades, he became intimately linked to the affectionate Brazilian public memoir.

Besides artistic drawings, **Daniel Azulay** transmitted ethic values to his spectators. Long time before the environmental and sustainability questions were being discussed, the artist thought the children to create toys from domestic scraps.

After the 1990’s decade, he left the TV and acted like an educator through his social-cultural Project “*Crescer com Arte*” (“*Grow with Art*”), that brought artistic education for more than ten thousand destitute children.

Since then, he is devoted to another branch: the contemporary arts. His work has gained highlights in important collections. His keen/courageous lines, warm colors and a strong Brazilian identity denote a **Daniel Azulay** of a unique and admirable style which surprises those that have known him simply as a cartoonist and illustrator.

With traces defined by the **pop** art expression, **Daniel** broke up with the fine arts and consolidated his own artistic language.

Daniel, who in the last 15 years has devoted his entire time to painting, exhibits his works frequently in Europe. The invitation to exhibit them in Portugal is a result of the exhibition carried out in 2007 at the AVA Galleria, in Helsinki, Finland.

The vivacity of his keen lines and live colors have enchanted especially the people of Nordic countries.

Azulay had also shown his art in 2007 at the *Artes Brasil Gallery*, in Stockholm, Sweden, and in the Cultural Center Poleeni, in the city of Pieksämäki, in Finland, in 2009, in which the works signed by **Carlos Scliar, Rubens Gerchmann, Evandro Teixeira, José Zaragoza, Ivald Granato, Cláudio Tozzi** and **Christina Oiticica** could also be admired.

It was also in the year of 2009 that he participated in the **Salón National Des Beaux-Arts**, in the **Louvre Museum**, from the 10th to the 13th of December.

The images of Daniel Azulay, seen in the fantastic environment of TV programs with children - as he became undeniably known in Brazil and abroad - highlights his extensive biography as a multimedia and innovator artist, in the largest sense of the word.

The 64 year old painter, designer and educator reveals through the maturity of his ideas, that his art is suitable for all ages.

In 1976, he was a pioneer in the brazilian network television, creating special-effects in chroma-key, and presenting interactive pastimes called "*Telegames*" using monitor images for children, almost a decade before the advent of the *touch-screen* and videogames.

He taught them to play with drawing and painting with the *Magic Brush* and to build toys from domestic scraps, emphasizing in the 70's the importance of ecology and recycling as we understand today.

Distributed by M. Agostini, the traditional manufactory of lunch bags and thermo bottles, he also designed and launched a personal line of educational toys including multimedia CD-ROMs. Daniel was invited by Rio's Municipality to create a 3-D animation for the Astronomy Program and a dome ceiling projection for the Planetary of Rio de Janeiro.

Comissioned by OPUS, one of the largests financial banks of investments in South America, Azulay created the shadow-sculpture "Bicycle". The hand-made artwork signed by the artist and delivered as a New-Year special gift for 1.000 clients of the bank, employed laser high-technology unavailable a few years ago.

The artistic work of **Daniel Azulay** has always been linked to art, culture and education through techniques of graphic communication and audiovisual new technologies systems.

He has devoted the last ten years to painting and to the Project “*Grow With Art*”, addressed to children and young people socially endangered. For this work and his cooperation with several educational campaigns he was awarded the Kannitz Institute AMBEV Prize “*Voluntary of the year of 2001*”, and was in 2007, the honor guest of the ICAF – International Child Art Foundation, in Washington, DC.

In an initiative supported by the Brazilian Embassy and the Brazilian Mission in the Countries of Portuguese Language (CPLP), **Daniel Azulay** was in Portugal for the opening of his painting exhibition “**The Door**”, in the Latin American House.

Besides the exhibition itself, the artist also carried out an educational happening at the Latin American House. The workshop called “*Cotton Candy*”, received members from the social entity O SOL, a Portuguese Health Foundation dedicated to children with HIV.

The workshop, with music and a drawing class, produced a very positive impact on the spectators. Such impact, combined with the retrospective on Daniel as a Brazilian educator, motivated the Brazilian Ambassador Renan Paes Barreto to suggest to the High Commissary for Immigration and Intercultural Dialogue of Portugal the implementation of the socio-educational project in Portugal, as a way of giving employment to the immigrants, especially Brazilians, as well as to the Portuguese of low income.

Exhibition “**The Door**”/ “**A Porta**” | Daniel Azulay

2006 - Rio de Janeiro

2007 - Stockholm (SWE) | Helsinki (FIN)

2009 - Lisbon (POR)

Composition III, acrylic on canvas (96x100cm)