



## THE PROJECT

The project **Ser y Grafia** consists of a compilation book of original and signed serigraphic designs collectively created by artists, designers, illustrators, and studios from Sao Paulo and Buenos Aires. The production was done in Sao Paulo under the coordination and supervision of the creators of the project, Estúdio Diálogo.

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This compilation book is composed from the union of the perspective of people with unique histories, beliefs, influences and experiences.

How do we discuss the relationships between production and illustration between Brazil and Argentina? This was the question that guided us during the months of this book's production that, in certain ways, attempts to arrive at the answer of this and other questions that may arise.

The cultural wealth of both nations is well known, especially in the regional and global manifestation concentrated cities of Sao Paulo and Buenos Aires; therefore we've elaborated a volume with images specifically chosen for this unique theme. In an attempt to reproduce these differences and qualities to the maximum, we invited a group of eight Brazilian representatives (including us) and eight Argentine representatives composed of artists, designers, illustrators and studios to create 3 color images of this perspective. Through this experiment we will be able to clearly trace parallels in the Portenha and Paulistana production styles, as well as create new channels for cultural and artistic exchange.

In an attempt to provide the artists with a greater challenge but still guarantee the wealth of the project, we decided to print all of the pages, boxes, and fabric in serigraphy, a manual production process that is very seldom used today. Contrary to the common route taken by the art book market, we have chosen to only print 300 copies (all printed on 100% cotton paper), from which 90 will be donated to various art, cultural, education and social institution both in Argentina and Brazil, making an effort to broaden people's perspectives and take this idea forward.

Due to the differences and similarities, Art is the handwriting of the being.

Enjoy.

**Estúdio Diálogo**

## PARTICIPATING ARTISTS

### \_Brazil

Dea Lellis  
Eduardo Ver  
Estúdio Colletivo  
Estúdio Deveras  
Estúdio Diálogo  
Ernesto Bonato  
Fabricio Lopez  
Nã

### \_Argentina

Chu (Doma Crew)  
Gustavo Eandi  
Laura Varsky  
Matias Malizia  
Nate Williams  
Tester (RDW - HIC Crew)  
Tristan Rault  
Zear ONE F.C. Crew

## DONATIONS | SALE

From the 300 (three hundred) copies printed, 90 (ninety) will be donated to various art, cultural, education and social institutions as well as libraries, and universities both in Argentina and Brazil. The list will be published on the official site of the project ([www.serygrafia.com](http://www.serygrafia.com)).

Another 60 (sixty) copies will be given to the Sao Paulo Culture Secretary, from where they will be sent to public libraries and schools of the state of Sao Paulo.

Each artist will receive 05 (five) copies, tallying a total of 80 (eighty). 30 (thirty) will be used for advertisement. The remaining 40 (forty) copies will be made available by Estúdio Diálogo for purchase on the official site of the project, expositions, as well as specific points throughout the city of Sao Paulo.

## EXPOSITIONS

Place: Turbo Galeria  
City: Buenos Aires | ARGENTINA  
Date: 10/09 to 10/23  
Opening Date: 10/09  
Address: Calle Costa Rica 5827, Capital Federal.  
Phone: (+54) 11 4776-8762  
Times: Wednesday, Thursday, Friday and Saturday, from 4pm to 8pm.



Place: Rojo ARTSPACE | Livraria POP  
City: São Paulo | BRASIL  
Date: 11/10 to 11/28  
Opening date: 11/10  
Address: Rua Virgilio de Carvalho Pinto 297 | Pinheiros  
Phone: (+55) 11 3487 1677  
Times: Monday to Friday from 1pm to 8pm. Saturday from 11am to 6pm



## TECHNICAL INFO

Conception e Coordination of the project: **Estúdio Diálogo**  
Brazilian Curator: **Estúdio Diálogo**  
Argentine Curator: **Tristan Rault**  
Graphic Project: **Estúdio Diálogo**  
Fabric: **Diálogo + Deveras**  
Printing of the designs: **Sala de Serigrafia (Sala Impressões)**

Author: Estúdio Diálogo  
Name of the Book: Ser y Grafia  
Edition: Unique edition  
Place: São Paulo  
Editor: Estúdio Diálogo  
Year: 2009  
Translation: Idalia Morejón Arnaiz

## ARTISTS' BIO

### BRASIL

**Dea Lellis** [www.flickr.com/metalpreto](http://www.flickr.com/metalpreto)

I am 25 yrs old; live in Sao Paulo, graduated in Graphic Design, and apart from drawing, painting and sewing I also work part-time in my mother's cookie factory. I am addicted in downloading music, scary films and in the Discovery, Nat Geo, Animal planet trio.

**Eduardo Ver** [www.flickr.com/eduardover](http://www.flickr.com/eduardover)

Wood Engraver and Illustrator, graduated in visual arts, I study mysticism and the religiosity of the umbanda, to produce my illustrations. From this contact with mysticism and the sacred umbanda cult I create my work. To work over a wooden mold is the only form I have found that allows me to enter in a trance as if I was in a ritual where I can appreciate the silence and my body becomes an instrument through which nature can manifest itself.

**Estúdio Colletivo** [www.colletivo.com.br](http://www.colletivo.com.br)

Founded in 2003, the Colletivo is a multidisciplinary design studio that works with campaigns, expositions, fashion, illustrations, Internet and identity projects in various different design fields. We motivate ourselves with what we feel can touch the hearts of those who see it, and we influence ourselves through our day-to-day lives. The ways by which we solve our problems truly interest us, and today, our personal relationships, our families, our reactions and our day-to-day problems are big factors that fuel our need to create.

**Estúdio Deveras** [www.estudiodeveras.com](http://www.estudiodeveras.com)

Appearing in 2007, Deveras is a graphic design, illustration and motion studio. While Diogo Blanco, Gregory Romero and Hilnando Mendes use old languages, tools and techniques to inspire themselves, they mix old and new at the same time as meticulously prioritizing the process, the Deveras studio does not lock itself to specific languages and uses any technique that can translate the desired communication.

**Estúdio Diálogo** [www.estudiodialogo.com](http://www.estudiodialogo.com)

The Dialogo is a multidisciplinary graphic design studio that travels through diverse areas of communication and art. Focusing on production for the cultural sector, the studio creates projects encompassing visual identity, illustration, edition and photography for editors, recording labels, art galleries, artists and institutions that work with culture. Born in 2006, the studio was invited the following year to share a space with the Atelier Piratininga in Sao Paulo, Dialogo differentiates itself through the language based in an essential experimentation of techniques and alternative layouts, allied with collective work and each members personal characteristics.

**Ernesto Bonato** [www.ernestobonato.blogspot.com](http://www.ernestobonato.blogspot.com)

"As a child, I enjoyed three things: to draw, to listen to stories, and to observe nature; for example, the path created by ants or rainwater. I haven't changed much. I believe it is very important to listen to stories, as well as to feel the charm of the simple, day-to-day, common things. We must pay attention in what surrounds us, to try this present. To me drawing is a way to approach reality in a different way. It is more an instrument of approximation than one of representation."

**Fabricio Lopez** [www.ateliesantos.blogspot.com](http://www.ateliesantos.blogspot.com)

Works and lives as an artist in Santos and Sao Paulo. Masters in visual poetics from ECA – USP under the orientation of Cláudio Mubarac, and founding member of the Cultural Association of Jatoba – AJA and of the Ateliê Espaço Coringa, which produced collective works like: exhibitions, publications, performances, videos, and classes between 1998 and 2009. He work in an atelier in the neighborhood of Valongo, in the center of the historic city of Santos, where he develops works in big scale and conducts a research with color and the picturesque overlap through wooden engravings.

**Nã** [www.flickr.com/vira\\_lata](http://www.flickr.com/vira_lata)

As a child, Nã would spend hours immersed in the illustrated fantasy stories that adorned her house library. She always enjoyed surrealism and when she grew up, became a big consumer of comics, always giving preference towards the ones that mixed surrealism with reality. A great part of her work talks relationships, beings that have broken hearts, or beings that break hearts, many influenced by relationships.

**Chu (Doma Crew)** [www.studiochu.tv](http://www.studiochu.tv)

Born in Buenos Aires, Argentina in 1974, he had a childhood influenced by urban culture, skate, trips, and biology. Graduated with a degree in graphic design in the University of Buenos Aires (UBA), where he worked as an instructor for three years. After having the experience of working in important studios, he created the DOMA group in 1998 with four friends, a collective multidisciplinary artistic experimentation group, in which he is still an active member. In this group he begins working with urban art, focusing on animation and toyart character design. Maintaining ties with the following projects:

[www.studiochu.tv](http://www.studiochu.tv)

[www.flickr.com/photos/superchu](http://www.flickr.com/photos/superchu) | [www.doma.tv](http://www.doma.tv)

**Gustavo Eandi** [www.gustavoendi.com](http://www.gustavoendi.com)

Gustavo Eandi (1981, Mar del Plata, Argentina) enjoys black and white photocopies, the inlays in the 1980's hardcore discs and all of the ones from the band The Fall; the graphic production of the Terrorists and the sects; street typography; badly made marks and graffiti.

The Third part of the Estudio Trmarchi, while it existed. Curator of an art gallery and of the works in the TMDG Congress pre (Trimarchi DG) in 2007. He exhibited his work in art galleries in Mar del Plata, Buenos Aires, New York, Barcelona and Valencia.

Live in between Argentina and Barcelona.

**Laura Varsky** [www.lauravarsky.com.ar](http://www.lauravarsky.com.ar) [www.flickr.com/lauv](http://www.flickr.com/lauv)

In 1999 she became a graphic designer from the University of Buenos Aires and consequently worked as and Typography instructor for the University for the next 10 years. Since 1996 she has been working independently with her first step taken in the underground and alternative rock scenes. She worked on disc graphic projects. During the following years, she became a specialist in the field and worked with many other Argentine rock musicians as well as folklore and tango. The last few years she ministered a series of lectures and workshops in Latin America, where she shares the creative process of her works

**Matias Malizia** [www.matiasmalizia.com.ar](http://www.matiasmalizia.com.ar) [www.flickr.com/malizia](http://www.flickr.com/malizia)

Matia Malizia was born in 1980 in Buenos Aires, Argentina. Today she is studying graphic design in the University of Buenos Aires (UBA) and does design and illustration works, in which she uses many different techniques. She participates in the Illustration atelier organized by Silvia Mato. She also develops experimental graphic design projects like "El Puma Escobar", based in the manipulation of materials randomly or intuitively gathered from the Internet.

**Nate Williams** [www.n8w.com](http://www.n8w.com)

Nate Williams, an artist, illustrator and designer has worked extensively in various facets of the illustration industry with a wide variety of

clients. Originally from the Western United States but based in Buenos Aires, Argentina.

**\_Tester (RDW / HIC Crew)\_** [www.flickr.com/iamtester](http://www.flickr.com/iamtester)

Porteño, modelo 1973, polarized, self-taught by choice, left-winger in his soccer team (flashy with a delicious shot), has two collective lines: Run Don't Walk and Hollywood in Cambodia; is one sixth Magarigno, good cook, likes to walk, talks little, more of affectionate than romantic, anxious, is near sided and has astigmatism, hates home appliances and mayonnaise, considers himself a boy raised in an apartment and enjoys dancing.

**\_Tristan Rault\_** [www.tristanrault.com](http://www.tristanrault.com)

Tristan lives in Buenos Aires and travels pretty often to Sao Paulo, one of his favorite cities. He really likes to create freely, whatever that takes. Just like most artists, he really wants to accomplish something new one day, something different; but he's convinced he wants to do it slowly, with no rush or pressures and enjoying the hell out of every single step ahead. And he surely hopes to meet and collaborate with lots of people along the way.

**\_Zear ONE FC CREW\_** [wwwmyspace.com/zearone](http://wwwmyspace.com/zearone)

Zear One is an old school graffiti artist from the 80's, golden New York City years. He was born in Buenos Aires, Argentina in 1967 and moved to the USA when he was just 2 yrs old to live. He returned in 1992 when he was 25. Zear is part of some of the biggest graffiti crews in the world like FC, FBA, IBM, TC5, X-MEN and ROCSTARS! He continues to paint as a hobby to this day, refreshing his love for graffiti and developing important projects for big brands.

## CONTACTS

### **\_SER Y GRAFIA**

São Paulo | SP | BRASIL  
phone: +55 (11) 3578-5212  
[www.serygrafia.com](http://www.serygrafia.com)  
[www.flickr.com/serygrafia](http://www.flickr.com/serygrafia)  
[projeto.serygrafia@gmail.com](mailto:projeto.serygrafia@gmail.com)

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### **\_ESTÚDIO DIÁLOGO**

Rua Fradique Coutinho, 934 | Pinheiros  
05416-001  
São Paulo | SP | BRASIL  
phone: +55 (11) 3578-5212  
[www.estudiodialogo.com](http://www.estudiodialogo.com)  
[www.flickr.com/estudiodialogo](http://www.flickr.com/estudiodialogo)  
[dialogo@estudiodialogo.com](mailto:dialogo@estudiodialogo.com)

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