

Pablo Helguera: La Austral, S.A. de C.V.

A socially engaged project transforming a storefront space into a “storytelling dispensary”

April 13–May 13, 2018

Opening Reception:
Wednesday, April 11,
6:30–8pm

Open Hours:
Fridays–Sundays,
12–5pm

Location:
El Museo de Los Sures,
120 South 1st Street,
Brooklyn, NY 11249

The International Studio & Curatorial Program announces *La Austral, S.A. de C.V.*, a project by Pablo Helguera at El Museo de Los Sures.

La Austral is a socially engaged project that transforms El Museo de Los Sures into a “storytelling dispensary,” a place where visitors can access a range of stories provided live by a facilitator.

Inspired in part by the current plight of individuals affected by the proposed elimination of the DACA program (Deferred Action for Childhood Arrivals), known as “Dreamers,” Helguera trained a group of immigrants to the United States, including community organizers, activists, writers and poets, to perform as facilitators in this project.

La Austral, S.A. de C.V. was developed out of Helguera’s interest in creating a cultural and social place for the public. “Austral” refers to the Spanish for “south,” as well as the prominent Spanish book publisher, Austral. “Sociedad anónima de capital variable,” or S. A. de C.V., which translates to “anonymous society of variable capital,” is typically used to describe independent businesses in Mexico. In this new context, the terms “anonymous society” and “variable capital” seek to transcend the original legal and economic meaning of the words. Storytelling is a form Helguera has used in numerous works, including *The Seven Bridges of Königsberg*, 2008, Forever and Today, New York; *Nuevo Romancero Nuevomexicano*, 2014, SITE Santa Fe, and *The Parable Conference*, 2014, BAM, New York.

La Austral, S.A. de C.V. will include a storytelling workshop at The 8th Floor on March 7, 6–8pm led by Theatre of the Oppressed NYC, made possible by The Shelley & Donald Rubin Foundation. RSVP is required [here](#) as space is limited to 25 participants.

Pablo Helguera (born Mexico City, 1971) is a New York-based artist working with installation, sculpture, photography, drawing, socially engaged art and performance. Helguera has exhibited or performed at Museo Nacional Centro de Arte Reina Sofía, Madrid; Museum of Fine Arts, Boston; 8th and 11th Havana Biennials, Performa 05, New York; Shedhalle, Zurich; Manifesta 11, Zurich; Solomon R. Guggenheim Museum, New York; SITE Santa Fe Biennial; Palacio de Bellas Artes, Mexico City, among others. He showed his work, *Parallel Lives*, at the Museum of Modern Art, New York, in 2003, and his musical composition, *Endingness*, was performed by the Detroit Symphony Orchestra. Helguera was Pedagogical Curator of the 8th Mercosul Biennial, Porto Alegre, Brazil. Museo Jumex in Mexico City is currently conducting a mid-career retrospective of his work, titled *Dramatis Personae*. Helguera is represented by Kent Fine Art, New York and Enrique Guerrero Gallery, Mexico City.

For further information,
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#laaustral

Special thanks to performers Joel Berrios, Nora Boyd, Juan Manuel Esquivel, Carolina Fung Feng, Gabriela Galván, Kenia R. Guillen, Camila Herrera, Heliis Martinson and Aldair Gonzalez Sanchez.

This Offsite Project is curated by Juliana Cope, Director of Development and Programs Manager.

About ISCP:

ISCP supports the creative development of artists and curators, and promotes exchange through residencies and public programs. Housed in a former factory in Brooklyn, with 35 light-filled work studios and two galleries, ISCP is New York’s most comprehensive international visual arts residency program and fourth largest in the world, founded in 1994. ISCP organizes exhibitions, events and offsite projects, which are free and open to all, sustaining a vibrant community of contemporary art practitioners and diverse audiences.



Pablo Helguera, *The Thing Was Discussed*, from *Arlington Heights Suite*, 2018, collage on paper. Courtesy of the artist.

El Museo de Los Sures was founded by Southside United HDFC-Los Sures former Executive Director Ramon Peguero along with colleagues from Cornell University and Churches United for Fair Housing to preserve the history of the neighborhood's residents.

This project is the tenth collaboration between Los Sures and ISCP. It is made possible in part, New York City Department of Cultural Affairs, in partnership with the City Council, New York City Council District 34, New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature, and The Milton and Sally Avery Arts Foundation.



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THE 8TH FLOOR