

Procedência: Querus Hall Art gallery - Johannesburg. (5)

Autor: Mrs. R. Lipschitz

Dest: I. S.

Assunto: O endereço de Ivan foi gentilmente fornecido pelo Sr. Paulo Mendes de Almeida, secretário do Museu de Arte Moderna de São Paulo.

Posiciona a Galeria de Arte como uma das mais abraçadas, assim conferida pelos <sup>críticos</sup> ~~jornais~~ "Star" e do "Daily Mail".

Gostariam de contar com Ivan, no sentido de enviar trabalhos para a International Exhibition p/ ser o representante da ~~arte~~ arte brasileira.

Johannesburg, 15 julho  
1960



## Queens Hall Art Gallery

112, Plein Street,  
Johannesburg.

Telephone 23-0142/3.  
P.O. Box 637.

15th July, 1960.

Mr. Ivan Ferreira Serpa  
a/c do Museu de Arte Moderna do  
RIO DE JANEIRO  
Brasil

Dear Sir,

Your address has been kindly furnished to us by Mr. Paulo Mendes de Almeida, Secretary of the Museum of Modern Art, in Sao Paulo.

We have opened a most attractive Art Gallery which has been described by the Art Critics of the "Star" and the "Daily Mail" as the best of its kind in Johannesburg.

We have a permanent exhibition of works of artists of high standing, and we also hold periodically selective one-man exhibitions.

In order to foster local interest in art, we aim to hold an International Exhibition of works of artists representative of the trends of their respective countries in contemporary art.

From the response received so far, it seems that our exhibition will be widely supported and many countries will be represented.

Brazilian works have not often been seen in this country, and they would certainly be most interesting to the South African public.

We would, therefore, be most grateful to you if you would consider sending us one (or more) of your works for inclusion in our International Exhibition, as representative of Brazilian Art. This work could be sent to us on consignment, to be returned later to you if no sale takes place. If a work is sold, the price will be remitted to you, less our commission of 20%.

.../2.

Art Dealers — Exhibitions of exclusive Sculpture, Paintings, Mosaics, Photography, etc.

We may mention that we have also written to Danilo di Prete, Mario Cravo Junior, Maria Leontina, Marcelo Grassman, Elizabeth Nobiling, Bruno Giorgi, Franz Weissman, Maria Bonomi, etc.

Perhaps you could yourself approach some of these artists, so that you could together send us a group exhibitions which would represent Brazilian Art ?

The date of the opening of our International Exhibition has been fixed for early next year, and we would be most obliged if you could let us know at your earliest convenience, whether you are interested either to participate on your own, as representative of Brazilian Art, or as part of a group Exhibition ?

We enclose, for your interest, a brochure relating to our Gallery, and shall be only too pleased to furnish you with any further information you may require.

We thank you very much indeed in anticipation of your help , and we eagerly await your reply.

Yours faithfully,

*R. Lipschitz*

(Mrs.) R. Lipschitz,  
for the QUEENS HALL ART GALLERY.

instituto de arte contemporânea