



A GENTIL CARIOCA opened 7 years ago on September, 6th, 2003, is directed by three artists: Márcio Botner, Laura Lima and Ernesto Neto. Located at the Historical Center of Rio de Janeiro, more specifically in the region called Saara, a place known for being the largest outdoors market in Latin America, **A Gentil Carioca** was conceived in a melting pot in order to captivate and diffuse the Art diversity, for Brazil and for the world. It believes each work of Art to be a cultural particle with enough potency to irradiate culture and education. In the same way history can be thought, forged, documented and changed. **A Gentil Carioca** is a place where artistic or political contexts can be revitalized, in many ways. **A Gentil Carioca** also validates the amplification of the potential action field of the Arts as it stimulates the net of collectors and Art lovers in general. It aims to potentialize new ways of dwelling with Art and to intensify the artistic-critical debate while aware of the countless susceptibilities of its thinking, its sagacity, its creating and transforming sense. Its physical formal address takes the place of concentration and voice broadcasting for different artists and thoughts. In the last three years **A Gentil Carioca** has created two projects: **Gentil Wall** and **Education T-shirt**. The **Gentil Wall** project, to which an artist is invited to do something special over our external wall, and the work is to remain there for four months. For this project specifically, we invite a collector to support the project, all this in order to enhance the importance of “collectionism” and turning a collection of works of Art into something public, it is a chance to educate. A good Art collection legitimates its time and allows a group of people to receive that information. **Education T-shirt project** which every new opening a new t-shirt is created by an invited artist (part of our cast or not), so as to bring up the subject ‘Education’. Our one request is for the artists to add the word ‘*education*’ on the T shirt design. Like this we can bring up, at least once a month, the subject to be discussed, since the country has an enormous problem concerning people’s education. It’s the possibility of an artist inserted as a social and cultural agent in society.