



**Museu de Arte Moderna Rio de Janeiro**

**16.12.2015 - 14.02.2016**

**Smoke Cloud in the exhibition The Importance of Being.**

**Inside the cloud there's the smell of air pollution.**

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### {gallery}exhibitions/2015/theimportanceofbeing/gallery{/gallery}

‘The Importance of Being ...’ is an exhibition dedicated to the rich Belgian contemporary art world. It brings 40 of Belgium’s most prominent artists in several disciplines together. As every selection, it remains insufficient and precarious, even if the first and last wish was to be as comprehensive and inclusive as possible. In this sense, ‘The Importance of Being ...’ invites visitors to discover the Belgian art scene. You can explore [the concept](#) , [the artists](#) of the exhibition and our

[Parallel Program](#)

to enhance cultural exchange. To document this event there will be a

[catalogue](#)

published. But it will also become a fourth exhibition space, with its own logic and features.

### Introduction

‘The Importance of Being ...’ was initiated when the Museo Nacional de Bellas Artes de Cuba invited [Bruno Devos](#) to organize an exhibition on Contemporary Belgian Art in the broadest meaning possible. For the project the up-and-coming Cuban curator [Sara](#)

[Alonso Gómez](#)

was chosen. Being specialized in contemporary art she has developed a fresh vision to connect the Latin-American audience and Belgian artworks.

### Mission

By connecting Belgian Contemporary Artists and the very dynamic Region of Latin-America via this expo we will achieve artistic, economic and cultural exchange and recognition of the quality both art worlds have to offer.

### Vision

In the expo Belgium as a departure point functions as a laboratory/platform with specific but also global cultural dynamics and geopolitical approaches, in the center of Europe, on the decision-making and towards the rest of the world.

More info: [www.theimportanceofbeing.be](http://www.theimportanceofbeing.be)