



Nr. and Title

U 055

Guaraná Power

Initiator(s)

Superflex

Description

The artists group SUPERFLEX in collaboration with guaraná farmers cooperatives from Maués in the Brazilian Amazon, produced a soft drink called Guarana Power. As Superflex say: "The farmers have organised themselves in response to the activities of the a cartel of multinational corporations whose monopoly on purchase of the raw material has driven the price paid for guaraná seeds down by 80% while the cost of their products to the consumer has risen." Through workshops this group of artists tried to give help the local cooperative with economic and productive problems. With the aid of SUPERFLEX this soft drink was promoted using the facilities of art field: galleries, exhibitions and biennials. Thanks to this support it has created a large scale economy that uses guaraná, the raw material present in this area.

Goals

The intention with Guarana Power is to use global brands and their strategies as raw material for a counter-economic position, and to reclaim the original use of the Maués guaraná plant as a powerful natural tonic, not just a symbol. Guarana Power contains much more original Maués guaraná for energy and empowerment.

Beneficial outcomes

Since 2010, GUARANÁ POWER is produced by organic soft drink and beer manufacturer NaturFrisk - Ørbæk Bryggeri.

Location

Brazil

Users

Jakob Fenger, Rasmus Nielsen, and Bjørnstjerne Christiansen, local cooperative of farmers, Bikstok Røgsystem.

Maintained by

NIFCA, a São Paulo-based foundation called Extra Arte and the Amazonian government (Research), Kiasma, Helsinki (Exhibition), the 50th Venice Biennial, 2003; Roy and Edna Disney/CalArts Theater, Los Angeles; Socle Du Monde, Hering Kunstmuseum; Danish Design Center in Copenhagen, Harbobar , Copenhagen

Duration

2003 - ongoing

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Category

politics, economy, social