



ART EXHIBITION BRINGS SANDEMAN AND POSTER MOSTRA TOGETHER AT QUINTA DO SEIXO

28 May 2024 | Celebrating four years into their partnership, Sandeman and Poster Mostra have organized an exhibition at Quinta do Seixo, featuring selected posters from the last three editions of an annual open call.

The partnership between Sandeman and Poster Mostra is a testament to both parties' commitment to art, culture, and innovation. The two brands joined hands in promoting open calls to artists for the creation of posters inspired by the Sandeman brand. This year, during the 4th open call, this partnership produced an exhibition at Quinta do Seixo showcasing selected works from the last three editions of the open call.

Taking place from 1st June until December, this is a free-entrance exhibition curated by Bruno Pereira, *Departamento's* Artistic Director, who selected the 21 works displayed. On top of these works, the exhibition will also feature others selected by Poster Mostra, as well as vintage Sandeman posters.

"Sandeman has been positioning itself in the realm of art through partnerships with artists and illustrators, such as the relationship it has been building with Poster Mostra – an initiative carrying several social and artistic messages to a paper format. After three editions of joint open calls, we decided to bring this work to the public in a disruptive way – through an exhibition at Quinta do Seixo reflecting the true fusion between graphic art and wine art," said Filipe Gonçalves, Chief Marketing Officer at Sogrape.

Quinta do Seixo is open every day between 10 a.m. and 6 p.m., with several experiences available to the public, from vineyard and cellar tours, Port Wine and Douro wine tastings, the opportunity to enjoy the restaurant Seixo by Vasco Coelho Santos, to having a picnic in the vineyard. You may book your visit at winetourism.sogrape.com, or call us at +351 223 740 533 | +351 937 850 534.

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More about Poster Mostra

Poster Mostra is a project created and curated by the cultural agency *Departamento*, which will be inaugurating its 9th edition also on 1st June, featuring all works from this year's Open Call Poster and Open Call Sandeman. It can be visited for free until 1st September in Marvila, Lisbon. It emerges as a celebration of the public expression of art and words that finds its environment in the streets. In this open-air gallery, words, photographs, drawings, and illustrations merge in the large-scale poster format, transforming the urban environment into a living canvas of creativity and expression. This is a tribute to the powerful means of communication of the past, where art and advertising came together to tell stories and communicate with society.

Learn more about Sandeman and visit the brand at:

www.sandeman.com/

winetourism.sogrape.com/en/visit/sandeman

winetourism.sogrape.com/en/visit/quinta-do-seixo-sandeman

www.instagram.com/sandemanporto/?hl=en

www.instagram.com/thehouseofsandeman/?hl=en

Learn more about Poster Mostra:

<https://postermostra.com>

<https://de-partamento.com>

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