



Public Diplomacy on the Front Line

The Exhibition of Modern Brazilian Paintings'

By Hayle Gadelha

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Sheds light on the Public Diplomacy aspects of The Exhibition of Modern Brazilian Paintings, incorporating them into the studies of Brazilian diplomacy through a relevant case study.

The Exhibition of Modern Brazilian Paintings, held at the Royal Academy of Arts of London and seven other major venues, had never been academically investigated. The research unearthed abundant firsthand documents to reconstruct the episode and claims that the initiative was intended and managed to achieve a substantial impact on views about Brazil, by means of conveying a well-planned message.

Key selling points

- Reconstructs the event, Exhibition of Modern Brazilian Paintings, with the help of firsthand documents.
- Addresses the gap in the largely neglected public aspect of a deeply studied period of Brazilian foreign policy.
- Contends that the Exhibition was a remarkably innovative action of Public Diplomacy aimed at engaging with British society and enhancing the image of Brazil and its culture.
- Proves that the Brazilian foreign service was the main propelling force of the Exhibition and addresses two fundamental questions regarding the episode.

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Hayle Melim Gadelha has a Ph.D. in International Relations from King's College London. His research focuses on the public and cultural aspects of Brazilian foreign policy.

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