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ARTISTIC INNOVATION

CASA NUA and Formosa Hi-Fi Museum present Latin America's first exhibition dedicated to contemporary digital art CC0

The “Public Domain” initiative brings together works under Creative Commons Zero (CC0) license, with free intellectual property and without restrictions on use, reproduction or marketing

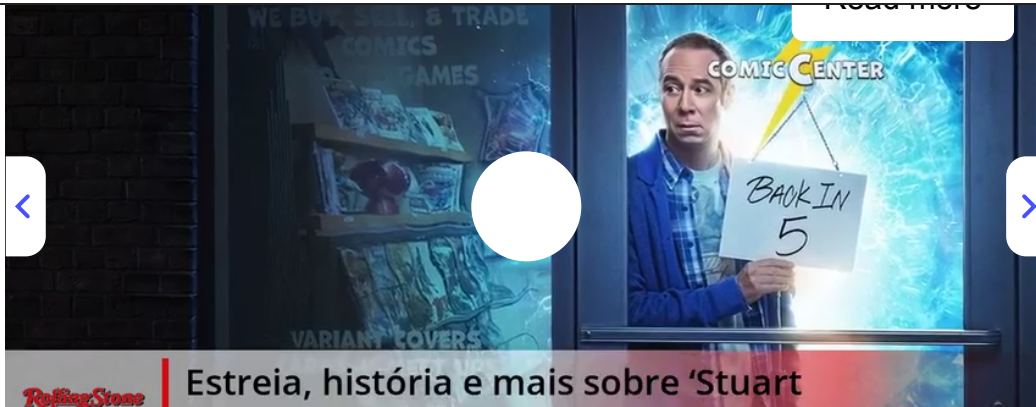
GIOVANA LAURELLI (@GII_LAURELLI)

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Hugo Faz and exhibition of digital art Public Domain (Photos: Disclosure)



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A Casa NUA, first and only permanent museum of decentralized art in the global South, presents the **Public Domain**, the first exhibition dedicated exclusively to contemporary digital art Creative Commons Zero (in the public domain) in Latin America. The inaugural curatorship is on display until April 24, with free admission, from Wednesday to Saturday, from 10am to 5pm, in the underground passage of Xavier de Toledo street.

Created in partnership with Formosa Hi-Fi, the show brings together 30 unpublished works commissioned to artists from all continents. The creators were invited to offer their free interpretation of the word “Formosa” in relation to the “cloud-to-land” movement: initiatives that depart from the web for real-life developments, consolidating as public goods.



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A post shared by Formosa Hi-Fi (@formosahifi)

The **Public Domain** aims to promote appreciation, freedom and access to art without intermediaries, principles inaugurated by the digital museum, in Bela Vista, in São Paulo. For the first time in Brazil, an exhibition is entirely dedicated to contemporary works under Creative Commons Zero (CC0) license, that is, in the public domain, without any restriction of use, reproduction or marketing. Unlike the conventional model of galleries and museums, any visitor can photograph, download, reproduce, reimagine and freely appropriate all the works exhibited, in maximum quality, even for commercial or advertising use.

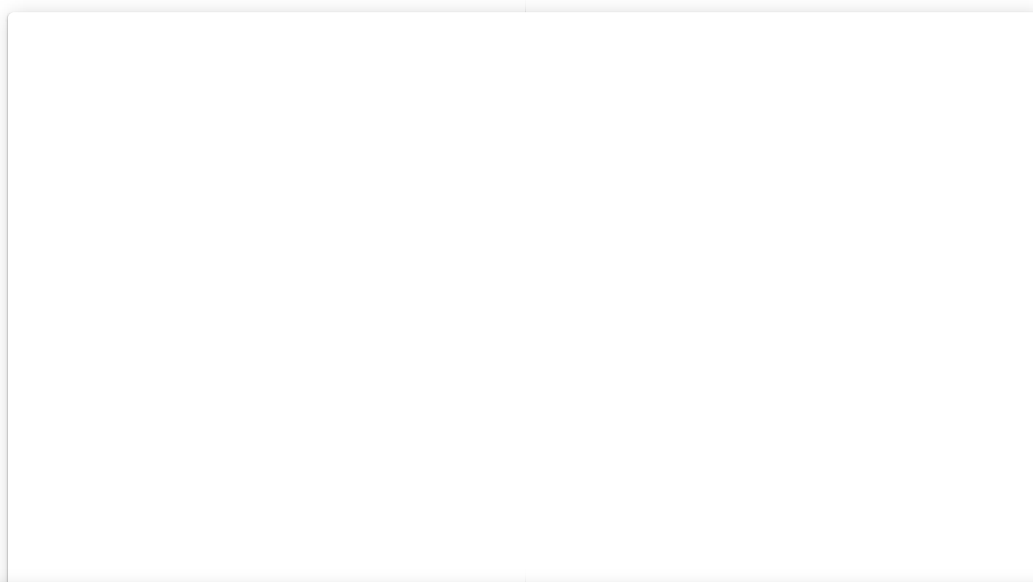
Idealized by the founder of Casa NUA Hugo Faz, who also signs his renewed curatorship every three weeks, the



(Rua Coronel Xavier de Toledo), next to Formosa Hi-Fi and in front of the Municipal Theater of São Paulo.

The Formosa Gallery was designed by Mário de Andrade, and became the space where Elis Regina rehearsed “False Brilliant” in 1975 before becoming the Formosa Hi-Fi in 2025. Created by Facundo Guerra, Alê Youssef and Ale Natacci, the initiative restored the gallery as an acoustic temple for vinyl, with sound quality up to the big concert halls, but with a soul of popular culture.

The Public Domain project was carried out, from the installation of the screens to the daily operation, with investment made possible entirely by decentralized financing via blockchain, without corporate sponsorship or public funds. “The reason for existing in the Public Domain is to face the concentration of power in the creative industries. By taking control of the hands of intermediaries and completely opening access to works, we propose a radical change in the relationship between creation, property and circulation”, explains Faz. “To create the public domain is to bankroll the fight to ensure a scenario in which we do not be held hostage by archaic systems or large corporations.”





[See this photo on Instagram](#)

A post shared by Casa NUA (@nua.casa)

The financing campaign had two fronts: the sale of the 30 commissioned works and the issuance of a collaborative NFT-manifesto. Created by the artists Cebolander (São Paulo), Eric Pan (Taiwan/Berlin) and Hugo Faz (São Paulo), the NFT consists of a poetic and sound work on public goods, CCO and the “cloud-to-ground” movement.

In limited print run, 257 copies of the NFT were sold in 24 hours, completing the catchment campaign on the early sale itself. Anyone who owns the NFT will be able to vote on curatorial proposals for the exhibition **Domínia Público** by accessing the platform 6529.io, which represents the initiative of the gallery. The NFT-manifesto video “Formosa, 6529” by Hugo Faz, Eric Pan and Cebolander, can be watched on vimeo, with audio and subtitles in Portuguese or English.

Equipped with 27 state-of-the-art screens for displaying digital works, including panels of more than two meters and 8K resolution, **Public Domain** is the largest exhibition in



works are revealed to the public and the collectors, who acquired them blindly, not knowing which artist and which work they were acquiring. The exhibition has 33 participating artists: OxCuttlefish, 1xharsh, 6529er, Ana Novo, Apocalypse, Arsonic, Articulate, Baiwei, Brynn Alise, Cadmonkey, Cebolander, Eric Pan, Garry Blrd, GART3, Gul Yildiz, G9ralt, Het Patel, Hugo Faz, Intrepid, Kubti, Mr Richi, NaimePakniyatNLVNuclearSamuraiPobedeemRakesh PulapaPePe SBRocketgirlSariraaSimone MonteSkitchismTeexelsZigmarillionNaime, Pa

Public Domain I Contemporary Art in Creative Commons Zero

Inaugural exhibition: until April 24, 2026

Regular operation: From Wednesday to Saturday, from 10am to 5pm

Location: Formosa Hi-Fi (subsoil of the Tea Viaduct with entrance through the staircase in front of Shopping Light), Historic Center of São Paulo - SP

Free admission with reservation of tickets on [the site](#)

*the gallery will be closed exceptionally on days 10 and 11/4



A journalist in training at the Pontifical Catholic University of São Paulo, Giovana is passionate about music, films and the intersection between culture and politics. She has been a dancer and has been singing in soul, rock and pop bands since pre-teens. He is the editor of Culture and Entertainment at Jornal Contraponto, a printed laboratory vehicle of PUC-SP. At Rolling Stone, he writes about music, film and pop culture.

TAGS: digital art , Formosa Hi-Fi , NFT



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