



### MAIN RESULTS – AUGUST 2010

	<b>Sunday</b> <b>Aug. 22</b>	<b>Monday</b> <b>Aug. 23</b>	<b>Tuesday</b> <b>Aug. 24</b>	<b>Wednesday</b> <b>Aug. 25</b>	<b>Thursday</b> <b>Aug. 26</b>
<b>FREE SHOWS</b>	<p><b>436</b> participants  <b>23</b> groups, from <b>17</b> cities, coming from <b>all regions</b> of the country  <b>3</b> days of shows – Teatro Municipal Carlos Gomes  <b>1,600</b> people in the audience  <i>Jayme Vignoli (music) and Fred Paredes (dance) direction inaugurated a new format of shows with interaction among the groups. Language blend has been reaffirming its essence since the 1<sup>st</sup> edition of Mostra Brasil in unique shows presented by different groups and directed by Karen Acioly</i></p>				
<b>WORKSHOPS</b>	<p><b>348</b> participants  <b>14</b> different workshops – Centro Coreográfico da Cidade do Rio de Janeiro (August 22)  Dance, music, circus, theater, literature, video, grafitti, cultural production  Cultural clinic (Sebrae-RJ): management, entrepreneurship  <i>Most participants considered the workshop themes very important and 93% affirmed that they contributed to their work (IBOPE poll).</i></p>				
<b>SEMINAR</b>	<p>3<sup>rd</sup> Seminar Youth, Culture and Development  <b>150</b> participants  <b>15</b> lecturers  Place: Casa de Rui Barbosa, Botafogo (August 23)  Opening: The social role of art  Conversation circle 1: Diversity and social transformation  Conversation circle 2: Transforming practices: places and paths  <i>Most participants considered the seminar themes very important and 85% affirmed that they contributed to their work (IBOPE poll).</i></p>				
<b>EXCHANGE</b>	<p>Visit to Nós do Morro, in Vidigal: <b>27</b> participants  Visit to Afroreggae, in Vigário Geral: <b>27</b> participants  Guided visit to Centro Cultural Banco do Brasil (CCBB): <b>28</b> participants  Show “Sete em Ponto” (Teatro Carlos Gomes): <b>48</b> participants</p>				
<b>PEOPLE INVOLVED</b>					
<b>Coordination</b>	<p>Centro de Estudos de Políticas Públicas (CEPP): <b>8</b> people  Angela Nogueira and Beatriz Azeredo</p>				
<b>Curators</b>	<p>Carlos Cavalcanti (RJ), Frederico Paredes (RJ),  Jayme Vignoli (RJ), and Karen Acioly (RJ)</p>				
<b>Group of consultants in show programming</b>	<p>Angel Viana, Colledge Angel Vianna (RJ); Carmen Luz, Cia Étnica (RJ);  Dora Andrade, Edisca (CE); Ecio Salles, Nova Iguaçu City Hall (RJ);  Fernando Narduchi, Balé de Rua (MG); Lais Doria, Casa de Ensaio (MS);  Luís Teixeira, Malasartes (PR); Maria Eugênia Millet, Cria (BA);  Vera Santana, Felipe Camarão (RN)</p>				
<b>Youngsters</b>	<p><b>5 young</b> communicators (ES, RJ, SP) participated in several activities of Mostra Brasil aiming at producing quality content to post on Juventudearte Blog  <b>12 young</b> trainees (former students of the NGOs Spectaculu and Tear, students of the</p>				

	<p>Instituto Federal do Rio de Janeiro – IFRJ) worked in the event production</p> <p><b>3 young</b> photographers of Agência Imagem do Povo, from Observatório de Favelas do Rio de Janeiro, registered all the activities</p> <p><b>12 youngsters</b> coming from different states gathered at <i>Observatório Jovem</i> to reflect on Mostra Brasil and its implications</p>
<b>Production and technique</b>	<b>50</b> professionals involved in the following activities: production, lighting, soundtrack production, projection, image editing, filming, photography, stage direction, scenography
<b>SPONSORS</b>	<p>LIGHT/Secretaria de Cultura, ICMS Law (42%)</p> <p>VALE/Ministério da Cultura, Rouanet Law (39%)</p> <p>Cosponsorship: SABESP – Companhia de Saneamento Básico do Estado de São Paulo/Secretaria de Cultura do Estado de São Paulo, Rouanet Law (19%)</p>
<b>PARTNERSHIPS</b>	<p><b>9</b> partnerships reaffirmed: Rede Globo, Canal Futura, Publytape and WTN, Teatro Municipal Carlos Gomes, IBOPE, SEBRAE-RJ, Secretaria Municipal de Cultura do Rio de Janeiro, Agência Imagem do Povo/Observatório de Favelas, and Grupo Cultural Afroreggae</p> <p><b>10</b> new partners: Casa de Rui Barbosa, Centro Coreográfico da Cidade do Rio de Janeiro, Centro de Referência Cultura Infância – Teatro Municipal do Jockey, Citycol, Nós do Morro, Palavra Assessoria em Comunicação, Secretaria de Estado de Cultura do Rio de Janeiro, Secretaria de Cultura do Estado de São Paulo, Universidades das Quebradas do Programa Avançado de Cultura Contemporânea (PACC-UFRJ), and Prefeitura Municipal de Miracema – Secretaria de Educação, Cultura, Esporte e Lazer</p>
<b>PUBLICITY</b>	<p><i>Internet</i></p> <p>3<sup>rd</sup> Mostra Brasil Blog and Juventudearte Blog (links at <a href="http://www.juventudearte.org.br/">http://www.juventudearte.org.br/</a>)</p> <p>2,000 electronic invitations</p> <p>Sites of organizations and theme nets</p> <p><i>Printed promotional material</i></p> <p>500 posters (universities, communities, cultural centers, subway stations)</p> <p>1,000 printed invitations</p> <p>banners (Teatro Carlos Gomes and Casa de Rui Barbosa)</p> <p>2,500 show programs</p> <p>800 T-shirts (participant groups, technical and production team)</p> <p>800 folders displaying the program</p> <p>3,000 leaflets</p> <p>200 seminar memopads</p>
<b>MEDIA EXPOSURE</b>	<p><i>TV</i></p> <p>Prime time free publicity film broadcasting on a daily basis on TV Globo, from August 2 to 26, and also on Canal Futura</p> <p>Interviews in Bom Dia Rio news program (August 23) and RJ TV (August 25, 7:00 pm)</p> <p>Interview in Conexão Futura (August 20, 3:45 pm) on Canal Futura</p> <p><i>Other media</i></p> <p>Print media: newspapers (10 insertions); article in O Globo (culture section, August 23)</p> <p>Radio: 3 interviews (Rádio MEC, Rádio Rio de Janeiro, Rádio Catedral)</p> <p>Online: 10 insertions</p>
<b>REGISTER</b>	<p><i>Material provided to participant groups</i></p> <p>Shows, rehearsals, backstage action, and exchange workshops registered in videos and pictures</p> <p><i>Knowledge dissemination</i></p> <p>Seminar debates recording; pictures; written register and report by Numa Ciro (coordination) and several students of the Universidade das Quebradas/Programa Avançado de Cultura Contemporânea (PACC-UFRJ)</p> <p>Juventudearte magazine no. 3 (to be published)</p>
<b>IBOPE POLL</b>	<p><i>Theater audience</i></p> <p>The show was rated “excellent” by more than 90% of the audience and they considered Mostra Brasil a very important event.</p>

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100% showed interest in future events  
45% are under 30 years old

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**JUVENTUDEARTE  
BOARD OF  
COUNSELORS**

Inauguration of Program Youth Transforming with Art Board of Counselors  
Andrés Thompson (Uruguay), Antonio Carlos Gomes da Costa, Belo Horizonte (MG),  
Beatriz Resende (RJ), Claudia Costa (RJ), Dora Andrade (CE), Estela Paredes (Peru),  
Geraldinho Vieira (GO), José Junior (RJ), Lia Rodrigues (RJ), Maria Eugênia Millet (BA),  
Mozart Vitor Serra (RJ), Suely Silva (PE), Thereza Lobo (RJ), Tião Rocha (MG)

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**What is Program Youth Transforming with Art?**

Integrated actions that aim at contributing to identify, strengthen, and disseminate the work of groups and institutions that deal with art and culture, involving Brazilian young people, focusing on social transformation. Coordinated by CEPP, the program is composed of the following actions and products:

Mapping Social Experiences with Art and Culture

Northeast Region – 2007

Southeast Region – ES, SP, and RJ – 2009/2010

Mostra Brasil (Rio de Janeiro): 2006, 2008, and 2010

Juventudearte magazine: 2007 and 2009

Mapa da Mina magazine: mapping results in São Paulo, 2010

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PROGRAMA **Juventude**  
**transformando**  
com arte