

**A GENTE
TRANSFORMA** BRAZIL 2012
Chapada do Araripe [PIAUÍ]

INDEX

1. ABOUT U.S.
2. A GENTE TRANSORMA – BRAZIL
3. WHY CHAPADA DO ARARIPE - PIAUÍ
4. WHO SUPPORTS THE “A GENTE TRANSORMA”
5. PARTNERS FOR THE DISTRIBUTION OF PRODUCTS
6. THE PARENT TRAVEL
7. WHERE WE WILL WORK
8. SOME FAMILIES FROM VÁRZEA QUEIMADA
9. WHAT WE WILL DO
10. JUSTITIFICATION
11. STEPS
12. PROJECT COMMUNICATION
13. THE TUTORS FOR THE HANDIWORK ARTS
14. TECHNICS FOR THE DEVELOPMENT OF PRODUCTS
15. THE TUTOR FOR THE WORK WITH HOUSING
16. GRAPHIC DESIGNERS FOR THE CREATION OF CATALOGUE AND BOOK
17. PHOTOGRAPHER
18. INTEGRATION BETWEEN MULTIPLE PARTNERS - THE BRIDGE

1. ABOUT US

Rosenbaum® is a design office. The synthesis of thought of Rosenbaum's work is the concept of living expanded beyond the design of physical space and the aesthetics of the object.

The LIVING is interpreted in the values of BRAZILIAN STILE, SELF-ESTEEM, POPULAR CULTURE, MEMORY AND INCLUSION.

Rosenbaum® sees the house and community as an element capable of raising the **self-esteem** of the Brazilian people, where **personal memories** and **cultural roots** have a prominent place in a way to include its own history in the environment.

Vocabulary: self-esteem, beauty, Brazil, empowerment, democratization, education, identity, innovation, memory, popular, cultural roots, reuse, dream.

Rosenbaum® works with important brands in diverse market segments, among them: Bauducco, Cipa-tex, Fademac, Fiat, Fundação Itaú, Grendene, Jatobá, Leroy Merlin, Masisa, Malwee, Nestlé, Nova Schin, Rede Globo, Suvinil, Tok & Stok e WGSN.

2. A GENTE TRANSFORMA - BRAZIL

VIEW

Nowadays we are hit by the urgency of local development in order to reduce the large socioeconomic differences.

We want to make changes to create a less unequal country, developing inclusive actions to benefit everyone and overcome these differences.

The problems are opportunities for development.

MISSION

The mission of AGT is to transform the social problems affecting families living in precarious conditions with opportunities for integral development - economic, social and academic, gathering companies, universities, and community.

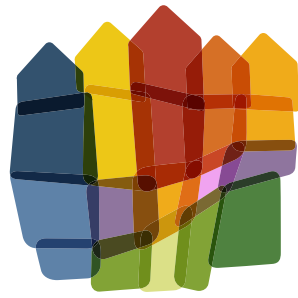
It is a project where we gather various protagonists: the entrepreneur, the future entrepreneur, the community and the college student.

The central idea of the AGT is to transform promoting citizenship through new arrangements for the individual, collective and universal welfare.

OBJECTIVE

The main objective of the project A GENTE TRANSFORMA is to insert the handiwork in the routine of the Brazilian decoration. The project is aimed to produce a collection with at least 30 new pieces that may be part of a distribution network of sales empowering the entrepreneurship in the region. One of the expected outcomes is the exhibition of this collection in a design fair to be held in Milan / Italy in April / 2012.

And as well Paulo Freire said, **education does not change the world. Education changes people and people change the world.** And that is what AGT Brazil wants: Transform people and people transform the world.



A GENTE TRANSFORMA BRAZIL 2012

Chapada do Araripe [PIAUÍ]

3. WHY CHAPADA DO ARARIPE PI

There has been one year I started dreaming about this project.

It began when the Ministry of National Integration invited us for a possible partnership with our project – A GENTE TRANSFORMA – in one of the areas where they already operate. They showed the map of Brazil with the local spots, and immediately we looked at Chapada do Araripe, a region on the edge of our country with great potential for development for both the human part as well as natural resources, suffering people in the middle of the semi-arid region. It would be a perfect canary to bring work and recognition of the work for the people, and with this promote human and regional development. Unfortunately the Ministry of National Integration changed its team and did not continue the support to the project. But this did not change our mind.

4. WHO SUPPORTS – A GENTE TRANSFORMA



While formatting the project, I met **the Governor Wilson Martins**, who was very interested in supporting the project in the Estate of Piauí. At the same time, I received an invitation from SEBRAE PI to give a lecture in Teresina, where I had the opportunity to present new The project A GENTE TRANSFORMA.



The SEBRAE in Piauí received the project enthusiastically and made a complete survey with the 10 communities and human resources to work with handiwork. With the survey, we chose four communities to visit and plan the A GENTE TRANSFORMA Chapada Araripe PIAUÍ 2012.

Again **the Governor Wilson Martins** received me in his office for a meeting and confirmed his interest in supporting us. In this first stage we only relied on the support of **SEBRAE PI**, guiding us on a precursor journey, along the manager of the SEBRAE office in Picos, Ana Mary Leal and the project of handiwork manager of Teresina, Rosa de Viterbo.



The Mayor of Jaicós, Mr. Frederico Ozanam Luz Barros, along with the first lady, Mrs. Fatima Silveira, committed themselves to support the project, improving the infrastructure of the community to host the team during the week of hands on (semana de mão na massa), with the following actions:

- . articulation with the mobile operator company to bring signal to the village;
- . installation of another water tank + water supply through a water truck during the week of hands on;
- . lodging and meals for all staff and students;
- . cleaning and maintenance of schools that will host staff and students during The week of hands on, including checking the roof to prevent flooding during the rainy season;
- . job training for the people in the community for handling and preparation with food hygiene;
- . cleaning work to eliminate outbreaks of larvae and community awareness for the prevention of dengue;
- . give a space of approximately 20m², with the Municipal Public Library Manoel da Cruz Coutinho Jaicós for the exhibition and sale of the collection to be developed.



The Editora Abril using the magazine **Casa Claudia**, will be our major partner in the dissemination of the project, transforming the story in an exhibition during the largest design fair of the world in Milan - April 2012. The exhibition of the project and the 30 products from the collection of objects created by – A GENTE TRANSFORMA CHAPADA DO Araripe Piauí - will occupy 150m2 in Piazza Duomo, during the fair, where for three years the Company has had a lounge and an exhibition space. A great endorsement to place the arts in the routine of the Brazilian decoration.

The partnership is not limited to the exposure of the project, but as the project itself suggests, we cross the borders that confines the handiwork in the category of souvenirs to promote its status as an expression of the root culture of people not divulging only the product but the region, its Estate.

Photos of Brazilian Modern Designers Architects and Designers exhibition, organized by CASA CLAUDIA, at the space Brazil S/A, based in Palazzo Giureconsulti in Milan, in 2011.

5. PARTNERS FOR THE DISTRIBUTION OF PRODUCTS



The mission of Solidarium is to take off the producers in poverty by developing innovative and incomparable marketing channels for the products they produce. During the past 4 years, Solidarium benefited more than 1,600 local producers distributed in 12 Brazilian States and organized in 44 cooperatives and associations. Throughout this period, Solidarium made trade agreements with the country's largest retailers, including Walmart, Tok & Stok, Renner, and sales for companies such as Natura, Eso, Itaipu and hundreds of other small and medium companies.

www.solidarium.com.br

6. OUR PRECURSOR TRIP

Encouraged, we left without sponsor.

It begins our saga by hot semi-arid Piaui, covering 2200 km in 7 days of travel.

Among lodging in the house of the mayor, receptions in the public square, some bands waiting us on the road, welcome banners and all community present with its mayors, council members and shows of local talent artists, we had the opportunity to meet with our open hearts what is the life in the wild (Agreste). People with a lot of hope, hospitality and full of faith.

What we found there were warriors and talented people, who survive situations that few of us would live. In a region without resources where very few things happen, we were celebrated for being perceived as a large window to the world, a great opportunity to **work and generate income**.

7. WHERE WE WILL WORK



VILLAGE OF VÁRZEA QUEIMADA
JAICÓS TOWN – PIAUÍ



At the first day of work we found **Várzea Queimada**, a community in the city of Jaicós, 369 km from the capital. Formed by two families, The Barbosas and the Carvalhos, Today there are 900 people, all relatives - cousins, uncles, brothers, brothers-in-laws, son-in-laws. There are 47 deaf and mute people.

The economy is of subsistence and based on fields of beans, corn, cashew and cassava, all for their own living.





Children from eight years old already go to the farm to “help” parents. They spend the day there and go to school at night. **About 30% of young school-age dropout studies.**

The town has no equipment for leisure and culture for the entertainment and education for young people. They only have the soccer field.



Working with **fiber of carnaúba** is already present in the community through an association of 30 women, ten of them are deaf and mute.







Another handiwork project is made by the men who use **truck rubber tire** to make sandals that are copies of havaianas. Part of this work are sold at the fair in Jaicós and the rest is sold by distributors in Bahia and Pernambuco.







It is a very community that preserves a lot the **cultural traditions**, with manifestations such as Renaído, Bumba-meu-boi, the dance of São Gonçalo (photo) and the feast of the patron saint Nossa Senhora das Mercês, which, in September, attracts a large audience to the city.



VÁRZEA QUEIMADA is ready to receive A GENTE TRANSFORMA. It is a connected community with an active association, a town with people concentrated in a large square with a church and a town school. Most homes do not have basic sanitation. The three water supply ways work alternately, and do not supply all the houses.



8. SOME FAMILIES FROM VÁRZEA QUEIMADA



Justina Joana Araujo (58) + Basilio Zeferino dos Santos (64)

They have nine children, 4 living in Sao Paulo, 5 living with them, but only one studies. They live with 6 grandchildren as well. The house is big, but in very precarious conditions. It has bathroom with shower and toilet. Throughout the house, they store water in open pots with larvae of dengue. Mrs. Justina does her handiwork with straw and soap with the tallow of animals. Mr. Basilio was math teacher. He's been retired for 3 years. Mrs. Justina is the only woman in the house and isn't able to keep the house clean and in order all by herself, her children and grandchildren do not help.





Josemaria Jesus Barbosa (27), is a single mother, has a daughter, Beatriz-8 months. The father of her daughter is in Matão, harvesting oranges.

Josemaria spent 7 months in Matão, where she met the father of her daughter. She returned Várzea Queimada pregnant of 5 months. With the money she made in Matão (R\$ 4100), she could build a little house next to her mother's. The house is simple, large, unfinished, has no bathroom yet. Josemaria's mother, Maria Jose de Jesus (63) does not work anymore because she has a leg disease.

In addition to the handiwork, Josemaria works on her land for her own sustenance and make cashew and sesame sweets.





Edinelda Maria Barbosa (26), single, has one daughter, Elen de Carvalho Barbosa, 7 years old. The father of her daughter is in Sao Paulo. Edinelda lives with her daughter, her mother Maria Silva Barbosa (64) and her uncle Germano Maria Barbosa (62) her mother's brother.

Edinelda has been making handiwork since she was 8 years old. Besides handiwork, she helps on the farm and has been a teacher for 2 years of EJA (Educação para Jovens e Adultos – Education for young and adult people) Program Brazil teaching and reading, with 11 students. The house is simple and well cared, 2 bedrooms and bathroom outside the house with toilet.





Augustania (27) + Maciel (28)

Augustania is high school student, makes handiwork and takes care of the store in front of their house. Maciel is a teacher in the elementary school, cuts hair and makes slippers with truck rubber tire. He also takes care of the store, he is a born entrepreneur. They have two children, one with 6 years old and the other with 5 months.



9. WHAT WE WILL DO

It is possible to engage the entire community of VÁRZEA QUEIMADA, involving the whole community in two ways: income generation and rehabilitation of housing.

GENERATING INCOME FROM HANDIMAKE

Actions with HANDIMAKE for men and women are already a reality, but we will bring designers with extensive experience in the international market to print their vision into a collection of products that will be exposed in the world largest design fair in Milan in 2012.

HOUSING RENEWAL

We will bring new techniques of sustainable sanitation and comfort of housing to be developed with the architecture students from all over Brazil and the community, for example – cesspit banana, composed, dry toilet, natural light for the interior of homes, and others.

To multiply the development that the project will provide, we encourage **learning network**. Two artisans from the communities we visited - Macedo Francisco, Queimada Nova and São João da Canabrava, will be invited to join the community of Váezia Queimada in AGT, then to bring the knowledge back to their group. Transforming **AGT in a multiplier of changes and knowledge** for the entire region.

We begin to think together about the future of the children and youth of the village.

10. JUSTIFICATION

Promoting **local development** through design, transforming the handiwork products made on the place - one commodity in a line of products with competitiveness.

Inserting this line of products in the market, we will **increase the income** for the community, improving the quality of life in the region.

Empowering the community with the entrepreneurship view.

The awareness for a sustainable way of life, enjoying in a best way what is available in the natural resources of the region, resulting in full progress (economic and social) for everybody in the region.

The project will put a spotlight on the Chapada do Araripe and Piauí, calling the attention of the country and the world to the potential for human, natural and economic development, making potent the local talent and beauty.

11. STEPS

During the month of January, we will select 15 young students from all over Brazil. This selection will be made online, through our social networks. The criterion for the selection of these students will be **pro-active and knowledge of sustainable techniques**.

The aim is to promote an exchange of knowledge and multiplication of the potential for change that these future professionals have in their hands, providing a new sight to an unknown Brazil.

We want more than the young people and artisans and the community to get involved **to put together** the solutions to the problems of their village. With this process we want to bring to the community the feeling of the power of transforming and belong.

In Queimada Nova, another city visited by the delegation, we met with seven talented young people from 13 to 20 years who draw intuitively reporting scenes of their routine, with much creativity. We want to invite them to participate during the week of hands on, in February, documenting the project with the creation of a zine designed by them. It has already requested for the Mayor of Queimada Nova a training course to improve knowledge and techniques of drawing.

During the **week of hands on** that will happen between **February 1st and 15th**, we will invite:

- 3 tutors to create a collection of products
- 2 graphics designers to create the catalog, packaging, tags and all visual communication of the products + the book
- A technician for the development of dyeing and finishing of the products
- A photographer for the project documentation
- A social entrepreneur for the team integration and cohesion through experiences and lectures.

12. PROJECT COMMUNICATION

Parallel to the development of the entire project, we will work the **strategic communication of the project**.

To make part of the team, we invited a journalist to generate all contents of the project, both for its disclosure, and to promote the communication of the pioneers of the Etate of Piauí and all organizations involved supporting this initiative.

An advertising person also makes part of the team to work with digital communication planning and content of digital design.

During the week of hands on, we expect the arrival of two international journalists who will cover all actions for the dissemination and international repercussions of the project in relevant medias and with worldwide credibility.

MARQUES CASARA - JOURNALIST

Graduated in Social Communication at UFSC / Post-graduated in Communication Management at USP

Journalist with experience in different areas of communication: production of content for different medias, script, direction, planning and coordination of projects. Since 2002, dedicates to projects related to Human Rights, Sustainable Development and Citizenship Education.

23 years of experience, with experience in print journalism and television, performing the following activities:

- Special Editor in the area of new projects of Editora Abril.
- Special Editor of the magazine NOVA ESCOLA.
- Author-Writer in Central Globo de Produções.
- Producer in Fantastico.
- Reporter at Globo Ecologia.
- Reporter of magazine EPOCA, Isto É, NOVA ESCOLA.
- Communication Coordinator of the institute OBSTERVATÓRIO SOCIAL.
- Communication Coordinator of AÇÃO EDUCATIVA.
- Editorial Coordinator Role of PAPEL SOCIAL COMUNICAÇÃO.

Awards

- Esso Journalism Award 2010 - Merit Award in the category of Scientific Information, Technology and Ecology.
- FIEMA Journalism Award 2010, category magazine.
- Wladimir Herzog Journalism award of amnesty and human rights 2009 - Honorable mention in the magazine category.
- Wladimir Herzog Journalism Prize Amnesty and Human Rights 2006 - honorable mention in the magazine category.
- Esso Journalism Award 2004 - Category Information Scientific or Ecology.
- Journalism Award in April 1992.

www.marquescasara.com

LIVIA SALOMONI

Born in Fortaleza and graduated in Publicity and Advertising at the Federal University of Ceará (UFC-Universidade Federal do Ceará), Livia Salomoni lived for four years in São Paulo, where she works with digital communication and planning and content at Cherry Plus Agency.

In her graduation, she developed a research on fairs and informal trade and in the Northeast, in an attempt to understand the dialogue and crossings between tradition and popular culture and mass media ways of communication.

She participated with the analyst of trends Jackson Araujo of the first edition of the Project “ A GENTE TRANSFORMA “ of the designer Marcelo Rosenbaum and studies the post-graduation course in “Applied Consumer Sciences”(Ciências de Consumo aplicadas at Escola Superior de Propagando e Marketing (ESPM).

She is currently responsible for communicating digital of brands such as Le Lis Blanc, Kate Spade New York, Cia.Marítima, Cori, Singer of Brazil.

PUBLIC RELATIONS – MARQUETERIE

Marqueterie is a communications consultancy which operates in several areas for companies seeking to strengthen and manage their image with their key targets. Its pillars of work are the transparency, ethics, responsibility, efficiency and commitment. In its mix of products, it offers the services public relations and Marketing Support.

www.marqueterie.com.br

13. THE TUTORS FOR THE HANDIWORK ARTS

PEDRITA

Pedrita is Rita João and Pedro Ferreira

Both are designers graduated at Architecture Faculty of Lisbon's Universidade Técnica, having also studied at TU Delft (in Rita's case) and Politecnico di Milano (Pedro). They joined Fabrika, the Benetton Design and Communication Research Center in Treviso, Italy, in September 2002, where they head the 3D Design Department in 2004. They returned to Lisbon the following year, they founded Pedrita studio and have developed a myriad of projects in collaboration with creative structures, individuals and clients from all over the world. Inspired by Portuguese traditional forms and techniques, Pedrita's work casts an inquisitive look on material culture - past and present - in projects that are candid and quietly eloquent.



MANA BERNARDES

2011 – Graduated in Social Business, Artemísia, Sao Paulo, Brazil.

2010 - Residence artistic, Leher Architects, Los Angeles, United States.

2009 – University of Industrial Design, Pontifícia Universidade Católica (PUC), Rio de Janeiro, Brazil (2003-2009).

2001 – Graduated in Art Therapist, Institute of Arts Therapists in Brazil (Instituto de Artes Terapeutas do Brasil), Rio de Janeiro, Brazil (1999-2001).

1998 – Graduated in Management of Craftsmen, Field Organization - Advice Centre of the Popular Movement (Centro de Assessoria do Movimento Popular), Rio de Janeiro, Brazil (1998).

2011 - Top Award XXI Design - PET Packaging Capsule. Sao Paulo, Brazil. Winner.

2007 - Top Award XXI Design - Bag Lemon Collection (Coleção Saquinho de Limão). Sao Paulo, Brazil. Finalist.

Since 2003, carries out projects to design jewelry collections.

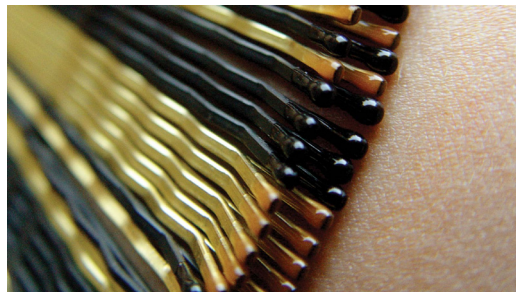
It participates in individual design projects exhibitions since 2004.

It held several individual exhibitions, among the recent ones are:

2010 - Art Residency - Anakonda (giant snake made with 1,550 surfaces of aluminum cans), Big Circle (made with 750 water bottle caps and pieces of aluminum cans.), African Map (made with 500 pet bottles and bottom of colored plastic cans), Body Home and Manuscripts (handwritten poems in wood surfaces) - Mia Lehrer + Associates, Los Angeles, United States.

It works with clients such as Grendene, Museum of Modern Art in Sao Paulo, Stella Artois, among others.

It is responsible for courses and workshops on Creativity, Creative Process, History of Life Through Object and Jewelry offices since 1996 in Brazil and abroad.



14. TECHNIQS FOR THE DEVELOPMENT OF PRODUCTS

IZILDINHA CARDERARI

Product development in the textile yarns, fibers, fabric construction and finishing.

Knowledge of dyeing - yarn and fiber.

Development of products for bed and bath with hand embroidery.

Experience in the construction and design of the Ladies and Décor Magazines.

Professional Experience

Cori - Ducal Roupas S/A- assembly of fashion collection - 1971 to 1976.

Editora Abril – Revista Nova - Fashion Editor - June 1976 to March 1984.

Camisaria São Paulo - designer and owner - 1986 to 1990.

Grupo Verissimo – Fashion coordinator of Eldorado Plaza - (department store) - 1989 to 1994 - with Camisaria Sao Paulo.

Avelos-development for the household linen (placemats, napkins, blankets, tablecloths, cushion covers - manual and industrial) - 1994 to 2011.

Editora Abril - Reporter and Visual Editor - Casa Claudia Magazine - 1998 to 2010.

Editora Abril - Visual Editor Contributor Reporter - Casa Claudia Magazine - 2010 to 2011.

Development and creation of the concept DUOCASA with the company MD MÓVEIS from RS - concept that sets the mix of technology furniture with Brazilian handiwork - 2010 to 2011

Lar Doce Lar, a Luciano Huck TV show - Team Marcelo Rosenbaum - 2010 to 2011.

Since 2004, Avelos develops textile products for architecture offices / interior and store design such as Esther and Giobbi, Collectania, Auping, Lelis Blanc.

15. THE TUTOR FOR THE WORK WITH HOUSING

HENRIQUE PINHEIRO

Architect and urban planner, graduated in 2001 at Universidade Pontifícia Católica of Campinas.

Graduated in Permaculture Design & Consulting at Ecocentro IPEC in 2003.

Graduated in Bioconstruction Ecocentro at IPEC in 2003.

Graduated in the Ecoversidade program in partnership with Ecocentro IPEC and the permaculture Bill Mollison.

Responsible for projects and works in the IPEC Ecocentro in the period 2003/2007.

Member of the Brazilian team of training permacultura capacitation mission in Haiti in 2005.

Member of the Brazilian team in permaculture design on eco-solutions Boom Festival 2006 in Portugal.

since 2004, teaches courses on permaculture, sustainable use and management of water, and Bio-construction Ecodiversidade

Completed several projects and constructions such as the headquarters of IBAMA in Rebio (Biological Reserve) at Piratuba Lake in Cutias - Amapá and Piratuba Lake in Vista Alegre - Amapá, the “Design” of the Patauá community in Rio Unini – Amazonas, proposal of removal of the community by federal decree imposed by National Park of Jaú - 2008;

Consulting in Bioconstruction for the mission of the Brazilian Cooperation Agency in partnership with Elos Institute for the development and enabling project for the youth community in sustainable technologies in Guinea Bissau - Africa - October 2011;

16. GRAPHIC DESIGNERS FOR THE CREATION OF CATALOGUE AND BOOK

FABIANA ZANIN

Fabiana Zanin, 40, designer and creative director. She was managing partner at GOGO studio for over 15 years. With branding in advertising campaigns, positioning and repositioning brands such as Vivara, Etna and Arezzo. In 2009 she began to develop a new sight around the world, which eventually resulted in a sight over the new world. Fabiana attended the AGT in Parque Santo Antonio, went to India, to the Amazon, faced the organic movement and other initiatives that are changing the reality. She understood that communication serves to consciousness. In 2011 she made the communication of the I sustainable parade and made the creative coordination of the I TEDx Da Luz. Today she directs the design and strategy of communication to gather people, movements and brands. One of its main customers is Idea Zarvos.

ÁUREO TUPINAMBÁ

17. PHOTOGRAPHER

TATIANA CARDEAL

Photographer and visual artist.

Bachelor on Visual Arts at Faculdade de Belas Artes de São Paulo.

Develops research projects that investigate the visual communication as a tool for education, citizenship, the socio-environmental and human development.

For over a decade she has worked for the publishing market. This period, she was art director and editor of the Victor Civita Foundation (Editora Abril), the magazines NOVA ESCOLA , VEJA na sala de aula, ELLE, SAÚDE e CARÍCIA. Designer and infography in the magazine PLACAR, newspapers Folha de São Paulo and NOTÍCIAS POPULARES.

Since 2005 works as a photographer. She worked with several national and international organizations: Amnesty International, Fundación AVINA, OXFAM International, The United Nations Institute for Disarmament Research, World Pulse, The Big Issue, One World, Childhood-Brasil, Instituto Observatório Social, Programa Cidade Sustentáveis, Fundação Victor Civita, Conexões Sustentáveis, Fundação Abrinq e Instituto Ilhabela Sustentável. And with the medias:

Newspapers: The Independent e WOZ, National Geographic Channel, Deutsche Welle, revistas Sunday Times Travel, Courrier International, Bulletin (Credit Suisse), New Internationalist, Max, Plenty, Tomorrow, Annabelle, WIENERIN, Oryx and Holland Herald.

Awards and Highlights:

2011 - Scholarship - Scholarship awarded by Foundry Photojournalism Workshop - Buenos Aires, Argentina.

2010 - Silver Medal - International Photo Biennial "TashkentAle - 2010" - Tashkent, Uzbekistan.

2009 - Documentary Awards | Brazilian Nations | Humanity Photo Awards (UNESCO) - China.

2009 - Vladimir Herzog Journalism award for Amnesty and Human Rights | Castle of Dreams(Castelo dos Sonhos): Sexual Exploitation of Children and Adolescents in the BR-163 Road – Magazine Na Mão Certa.

2008 - 25th Human Rights Award of Journalism - OAB-RS | Tradition Decimated – Magazine Observatório Social

2007, 2008 and 2011 - Named to National Geographic All Roads Photography Awards.

2004 – Abril Award of Journalism | Education Reporting - Without memory there is no learning – Magazine NOVA ESCOLA

2003 - Esso Journalism Award | Graphic design for magazine - People who build Brazil –Magazine NOVA ESCOLA

2003 – Abril Award of Journalism | Photograph Feature - People who builds Brazil - Magazine NOVA ESCOLA

2001 - Abril Award of Journalism | Produced Reporting – To the Masters fondly – Magazine NOVA ESCOLA

Her work has been shown collectively in Brazil, Belgium, France, Uzbekistan, China, Portugal and the United States. Also exhibited individually in the cities of Los Angeles (USA) and Vienna (Austria).

18. INTEGRATION BETWEEN MULTIPLE PARTNERS - THE BRIDGE

For a project of this magnitude and with multiple partners, it is necessary the integration between all parts involved.

For this work the AGT will invite **Kaká Werá Jecupé and Arapoty Institute**, so, together with local leadership to make this integration that begins with the arrival of students and continues throughout **the Week of Hands On**.

This work will be done through experiences, lectures and development of eco-social projects. The main objective of this integration is to promote a collective alignment between community needs and values to be potentiated such as: the expression of gratitude for cooperativeness, co-responsibility for the collective space, self-esteem and social empowerment. These experiences are perceived by the processing capacity of unfavorable situations in purposeful solutions, seeking to add value to the Brazilian cultural roots, making the integration between space and collective human groups belonging to these areas as a cohesive tribe and purposeful.

KAKÁ WERÁ

Kaká Werá is an Indian, social entrepreneur and writer, president of Arapoty Institute working on the dissemination of sacred values of the Brazilian Native Culture, as a basis for sustainable social actions.

Born in the city but son of Indians, Kaká runs the Arapoty Institute, an organization dedicated to the dissemination of sacred values and ethical of the Indian culture. Writer, environmentalist and lecturer, for 20 years he has been directing Arapoty Institute.

With the support of the Ministry of Culture, it transforms the young people of Itapeceirica da Serra in cultural agents.



General coordination
Marcelo Rosenbaum

Rosenbaum® Team
Adriana Benquela
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Ana Teresa Galli
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LOVE IS THE ESSENCE OF THE UNIVERSE
(Sri Amma Bhagavan)

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