

# REVERSE MISSION 2017 IN RIO DE JANEIRO

## PREVIEW PROGRAM

### DAY 1

#### CREATIVITY AND URBAN TRANSFORMATION IN THE PORT AREA:

#### The Museums Square and Creative Initiatives in Art, Sciences and Social Work

Suggested Venues:

##### **MAR . Museu de Arte do Rio . Rio Museum of Art**

<http://www.museudeartedorio.org.br/en/>

A school that has a museum, and at the same time, a museum that has a school: integration between art and education.

This is MAR's horizon.

The integration between art, history and education is the horizon of the Museu de Arte do Rio, which, in the traffic that this horizontality propitiates, develops, enhances and maintains public all of its actions. For the institution, it is important to continually cross education in order to arrive at art.

##### **Museu do Amanhã . Museum of Tomorrow**

<https://museudoamanha.org.br/en>

A new icon of the modernization of Rio de Janeiro's harbor, the Museum of Tomorrow was born in the Praça Mauá as a science museum meant to explore, imagine, and conceive all the possibilities for constructing the future.

An experimental museum, where the content is presented through a narrative that combines the accuracy of science with the expressiveness of art, using technology as a support in interactive environments and audiovisual and gaming facilities created from scientific studies conducted by experts and data released all over the world.

Designed by the Spanish architect Santiago Calatrava, the building - whose organic shapes were inspired by the bromeliads of the Botanic Garden of the city - occupies an area of 15 thousand square meters, surrounded by reflecting pools, gardens, a bike lane, and a leisure area, all adding up to 34.6 thousand square meters of the Píer Mauá.

##### **Bhering Factory**

<https://www.fabricabhering.com.br/>

Funded in 1880, Bhering was the first chocolate factory in Brasil.

Nowadays, the factory is one of the Port Zone's icons for its history and architecture, as well as for its use for creation and production.

It's architecture profits from the natural light with a cast iron structure. Behring Factory has 6 floors and over 18.000 square meters. Today, the Factory is one of the most vibrating cellars for the creative community, where creative professionals such as painters, architects, designers, photographers, fashion designers and TV producers have their studios.

##### **Refettorio Gastromotiva**

<http://www.refettoriogastromotiva.org/english/>

While one third of food produced in the world is wasted, millions of people stay hungry everyday and live in constant food insecurity. Refettorio Gastromotiva is an initiative brought to Brazil by chefs Massimo Bottura (Food for Soul), David Hertz (Gastromotiva) and by the journalist Ale Forbes to contribute to fighting food waste, malnutrition and social exclusion. Refettorio - in latin Reficere - means recuperate and restore. At the Refettorio Gastromotiva recuperating food is just as important as promoting and restoring the dignity of people.

## DAY 2

### LOCAL BUSINESS AND URBAN LIVELIHOOD

On the second day of our Mission, we will move around the central area of Rio and see the challenging scenario of the efforts to keep a place's identity while keeping a healthy economic activity.

#### **Tiradentes Square**

The Praça Tiradentes is an urban area which combines history, culture and bohemia all in one place.

Recent studies show a strong trend for this area to hold activities related to the a creative and representative economy in the city.

There are many cultural venues in its surroundings, like theaters, arts centers, music halls, libraries, dancing schools and others.

We will visit some of the local traditional businesses and share practices on how to make the neighborhoods more lively through local commerce.

Venues:

#### **Centro Carioca de Design / Studio-X Rio**

<https://web.facebook.com/cariocadesign/>

<https://www.arch.columbia.edu/environments/14-studio-x-rio-de-janeiro>

Centro Carioca de Design and Studio-X Rio share the same house, where design, architecture and urban planning are discussed and displayed.

Since March 2011, Studio-X Rio occupies a three-storey building at Praça Tiradentes, a square in Rio de Janeiro's downtown area. The space brings together professionals, academics, decision makers, students, and the general public to confront our most pressing urban challenges. It is particularly interested in how cross-cultural, cross-disciplinary, and cross-continental exchanges can affect and inform each other when facing the ongoing urban transformations of the city, the country and Latin America.

#### **CRAB . Centro Sebrae de Referência do Artesanato Brasileiro . Reference Center for Brazilian Crafts**

<http://www.crab.sebrae.com.br/>

CRAB is a platform for the repositioning and qualification of genuine Brazilian crafts, transforming the pieces into objects of desire and enhancing their market value.

CRAB develops its actions through many forms of interaction with the public, respecting their habits, tastes and craftsmanship's nature. The basic concept comes from the tripod "emotion, knowledge and commercialization" which, integrated, take into account new connections, new lifestyles and the crafts apprehension.

As a Brazilian creative expression, craftsmanship is seen in connection and dialogue with other creative fields, such as design, arts, fashion and culture. Bringing light to the brand "Artesanato Brasileiro" as a worldwide reference for quality is CRAB's main goal.

**FOR DC MEMBERS ONLY: International Council in the afternoon**

## DAY 3

### **Firjan. Rio's Federation of Industries**

The Creative Industry is present in fashion, audiovisual and architecture, as well as in the classic industry, which has been growing awareness of the importance of creativity as a competitive factor. Understanding its competitive potential, Firjan has been investing for over 10 years in Rio's Creative Industry, acting strategically to foster these activities.

Venues:

**Rio's Industries Federation Fablab**

**The House for Creative Industries**

<http://www.firjanindustriacriativa.com.br/>

Lunch

**Ágora:** event promoted by the Federation of Industries of Rio in which some of Rio's creative initiatives will be displayed. Creative professionals and entrepreneurs will showcase their work. We would also like to showcase some of the Network's Regions initiatives in this opportunity. Please, let us know if your region would like to have a 20 minute slot in this event.

### **Networking Cocktail**

## DAY 4

On DAY 4 we will go to Rio's suburbs and see the Creative initiatives that take place far from the seashore.

Expanding the Metropolis

Regional Traditions and Local Development

Venues:

Textile Cluster

**MALHA**

<http://www.malha.cc/>

Malha (which translates "mesh") is a network-based project, made bottom-up by people and brands who believe in a collaborative and sustainable future for carioca fashion.

### **NAVE DO CONHECIMENTO (Knowledge Ship)**

<https://navedoconhecimento.rio/>

The Naves do Conhecimento project aims to democratize the access to information and knowledge through new ways of learning in collaborative and complex environments, promoting the mediation of quality information and the development of skills needed in the third millennium society. The "ships" are located in nine regions of Rio's north and west zones (Santa Cruz, Vila Aliança, Padre Miguel, Irajá, Penha, Madureira, Nova Brasília, Triagem and Engenho de Dentro). We will be visiting the Nave do Conhecimento which was built around one of the most important Olympic stadiums in Engenho de Dentro neighborhood.

### **CASA DO JONGO**

<http://english.jongodaserrinha.org/>

The Grupo Cultural Jongo da Serrinha is a Non Governmental Organization founded about 50 years ago in Madureira, in the northern suburbs of Rio de Janeiro. It promotes integrated projects in the areas of culture, arts, history, social and economic development, work opportunities and income creation. 13 years ago it officially became a Charitable Trust and has been working in

partnership with public, private and international institutions for the preservation and promotion of Jongo in its function as immaterial heritage in the south east of Brazil and its social deployment for human evolution.