

BOLETIM INTERNACIONAL MENSAL

MONTHLY INTERNATIONAL NEWSLETTER

FEATURING

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Ceremony celebrates the union between Goethe Zentrum and Alliance Française.
Photo: EAI Ascom

EAI HIGHLIGHTS

Goethe Zentrum and Alliance Française

The Office of International Affairs (EAI) participated in the ceremony to celebrate the spatial integration of the Goethe Zentrum and the Alliance Française. The two institutes, quintessential points of cultural diffusion, renovated the space to comfortably receive students, teachers and visitors. The building and gardens were designed by Niemeyer and BurleMarx.

Brasil Investment Forum 2021

Attracting investments and presenting BioTIC, Brasilia's Technological Park, was the goal of the Federal District's participation in the Brasil Investment Forum (BIF), 2021. The event was a platform for introducing BioTIC and other strategic projects of the DF to potential foreign investors.

THE IMPORTANCE OF CULTURE

Culture has been playing an essential role in the new scenario of global reinvention imposed by the COVID-19 pandemic, both for cities and for their citizens. The constant search for a better emotional state has made the consumption of cultural materials reach unprecedented levels. Countless shows, lives and theatrical performances, tours, and virtual exhibitions have been made available for free on the internet, as well as courses and workshops. Besides presenting a viable alternative to a sector of the economy that had to adapt to social distancing, cultural activities mitigate the discomfort of confinement and make the pandemic a little lighter for everyone.

Culture has also turned virtual tools into methods of social approximation. The increase in citizen participation in planning and, in some places, in the making of a post-pandemic society has been notorious. Through different public policies, the right to contribute to the cultural life of countries, as well as to recognize and expand their cultural rights, became evident.

The creative sector has an enormous potential to mobilize and influence all others - social, political and economic, being able to build and develop critical thoughts on reality while raising awareness on different areas and themes. All these factors demonstrate the importance of culture not only as a form of entertainment, but as a way of preserving stories and memories, and as a meeting place, even if virtual, that needs to be valued and thought of as a strategic dimension for the reconstruction of more inclusive, creative and sustainable societies. Now, after a long pandemic season behind closed doors, the public cultural spaces in Brasilia are open, following all sanitary measures, through the Ordinance No. 70, of May 20, 2021, of the Secretariat of Culture and Creative Economy.

GOOD PRACTICES



05/03 | Barcelona

A cycle of activities to bring culture closer to the elderly

The virtual initiative "Museums visit you" is aimed at elderly people who live alone and make use of the social service, and is extended to residents of the city's elderly homes. The cycle of activities allows the elderly to visit the different rooms of the National Art Museum of Catalonia, the exhibitions of the Miró Foundation, or the collections of the Museum of Natural Sciences, all virtually. The activities, in addition to bringing culture closer together, are also a tool to improve the emotional state of the elderly, for whom the COVID-19 pandemic generated great psychosocial impact.



05/11 | Rome

Public transport and reading: the digital library for passengers is born

As part of the eL.OV. Read Everywhere, Rome's transport company, Atac, developed the "+ Travel + Reading" project, which consists in a free digital library that covers the entire city, available to those who use public transport. Via QRcode, the passengers that wait at bus stops or subway stations will be able to download more than 18,000 books, audiobooks and songs for free on their smartphones or tablets for the next six months.



05/26 | DF

'My weapon is my art' Contest

The contest 'My weapon is my art' is aimed at elementary and high school students from public schools in the Federal District, as well as those in high-skill resource rooms. The participants must address ways to combat any type of violence. The objective is to incite, through art, a dialogue about issues arising from the pandemic, bringing this debate to families of the DF.



05/27 | Public Agenda

SDG Festival debates creative economy

The OSC Public Agenda, in partnership with the SDG Strategy coalition and with the support of the European Union, promoted the second edition of the SDG Festival on May 25th and 26th. The debate was attended by politicians and representatives of the civil society, who reinforce the inclusive economic importance on the basis of economic development, decent work and decent wages in Brazil. The year 2021 was declared the year of the creative economy for sustainable development by the UN, which supported the choice of the theme.

Click here to view all the good practices posted on our website according to our daily curatorship.

Solidary Clothing Campaign

The Solidary Clothing campaign, conceived by the First Lady of the DF, Mayara Noronha Rocha, received a thousand baskets donated from the Embassy of the United Arab Emirates (UAE). The First Lady of the DF, the Head of the EAI, Renata Zuquim, and the Chargé d'affaires of the UAE Embassy, Saeed Alshehhi, participated in the ceremony.

IDB Call Regional Public Goods

At the invitation of Bogota, the GDF jointly submitted a project proposal for a Call by the Inter-American Development Bank (IDB) for initiatives aimed at promoting Regional Public Goods. The project aims to create tools and methodologies to strengthen the entrepreneurial capacities and access to finance for small and medium-sized companies in the Creative Districts of Latin America, in addition to the design of a program to strengthen cultural SMEs.

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XVII Europe Week

The live broadcasts of the Europe Week are available on Youtube. The event has been held for 17 years, and seeks to bring Europe and South America closer together. This year, the topic addressed was the green recovery and sustainability.

Oreads Exhibition

The joint exhibition, with works by two artists, Brazilian Marcelo Moscheta and Portuguese Gabriela Albergaria, addresses the relationship between man, Brasilia and nature. Open until August, it takes place at the Embassy of Portugal. Those interested in visiting must fill in a form.

EAI in the media:

