

LATC Successful Coordination of Brazilian Creative Collectivities Delegation in Los Angeles

June 5th, 2013



The Latin American Training Center – LATC coordinated a unique international training program for a delegation of representatives of creative collectivities from 5 Brazilian cities, April 9-14 in Los Angeles. Sponsored by the Agency of the World Institute for International Relations, with the support of the Audiovisual Secretariat of the Brazilian Ministry of Culture, the program was designed to expand the international experience of the delegation through a series of meetings, lectures and experiences in Los Angeles focused on the production, exhibition and consumption of audiovisual content. The visit to Los Angeles also included participation in the UCLA Seminar, “Transmedia, Hollywood 4: Spreading Change.”

The Creative Collectives Program is focused on creative projects of artistic collectivities from throughout Brazil. In 2012, 12 projects were selected by means of a nation-wide call-for-projects and were awarded prizes to develop “interesthetic” collective productions. The projects ranged from urban setting productions to audiovisual internet content.

The selected projects represent the global audiovisual trend toward collective production which converges with the connections among people and constitutes an incentive for audiovisual production outside traditional cinema, through initiatives in formats such as games, flash-mob, animation, performance, transmedia, video clips and other experimental forms.

The general objective of the program is to promote sustainable entrepreneurship through artistic production and to promote interaction among creative agents within the following six themes: 1. Transmedia Narrative, 2. Executive Production, 3. Synergy and Collaborative Creation, 4. Games and Animation, 5. Branded Content and 6. Internet Content.

The Delegation members included Rita Davis, Nei Studart, Rogério Nunes, Rodolfo Avelino, Poema Muhlenberg and Patricia Marins, members of Creative Collectives awarded by the Creative Collectives Program; Carolina Valente, President of the World International Relations Institute and Head of the Creative Collectives Program; Caroline Mello and Adriana Lima, Consultants of the Creative Collectives Program, Ana Marques, production assistant and Priscila de Araújo, administrative and financial assistant of the Creative Collectives Program, and Thiago de Araújo, project director of the IR.wi Agency.



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