

FROM MARCH 13 TO APRIL 11, 2021

profissoeseconomiacriativa.com.br/mostra-iec

CHECK THE MISSION OF THE PROFISSÕES DA ECONOMIA CRIATIVA

[PROFESSIONS OF CREATIVE ECONOMY]

To **value** professionals and **move** the creative ecosystem



In order to encourage movement of the Creative Economy, we had a great ally: the internet!
With it, it was possible to produce the 1st International Festival of Creative Economy

DID YOU KNOW?

It took place in the **first half of 2021**, **100% online**, with 2 daily showings



WHAT IS THE CREATIVE ECONOMY?

Just like (almost) everything else in life, there are controversies about the history of studies on Creative Economy.



But in 1983, Margaret Thatcher, Prime Minister of England, had already published a report recognising the importance of technology and creativity for the economic growth in the UK. She just did not yet use the name "Creative Economy".



ECONOMY:

"Production, distribution and consumption of goods or services"

CREATIVITY:

"Inventiveness; intelligence and talent, born or acquired, to create, invent, innovate"

Houaiss dictionary

CREATIVE ECONOMY

IT IS

any economic activity that has creativity as a basic resource

IT IS NOT

only to generate income.

Creative Economy IS NOT

being creative without

generating income

HOW TO BE MORE CREATIVE?



Creativity is one of those words that has several meanings, just like the words love, courage, life, truth. They are words that allow a more direct definition, often marketable, but also open doors for poets to play and reach deeper places.

"Creation isn't imagination, it's running the huge risk of coming face to face with reality". This sentence is from Clarice Lispector's novel "The passion according to G.H" - I thought it best to quote the source to avoid doubts about the authorship, something very common on our internet. But why is creating not imagination? And here I fit into the best style "Freud explains": imagination is more related to fantasy, to what is not real, to those thoughts that are only in ideas and that we do not intend or cannot put into practice. Freud himself spoke a little of this in the text "Formulations on the two principles of mental functioning."

So "Creation isn't imagination". Whoever creates, performs. And in that space between creating and accomplishing it comes risk and courage, for example this "Creation (...) is running the huge risk of coming face to face with reality"

Creativity may or may not be related to work, but it will always be related to the person who creates, to the creative, to the creator. It is impossible to create something that does not come from yourself (otherwise it would be more copy than creativity). That is why self-knowledge is so important for us to create. At the same time, external connections are fundamental for the creative process. The search for references, experiences out of the bubble, listening, dialoguing, loving.

We're all creative. To stimulate creativity, one must first make room to know oneself, then, to know others. With this combination, you run the huge risk of coming face to face with reality. Search for references, talk to your friends, with older people, with children. Open up for the new: that's where creativity begins.

TAKE RISKS AND CREATE!



THAIS POLIMENI

IS CO-FOUNDER AND
CURATOR OF THE
PROJECTS PROFISSÕES
DA ECONOMIA CRIATIVA
AND AS MINAS GERAIS.



She provides artistic curation services

and scripting for audiovisual productions and events.

In 2020, she released her first book of chronicles: "Latíbulo. Writing is Therapy. Publishing is Courage", in partnership with her business partner Leonardo Cássio.

LET'S INCREASE THE REPERTOIRE?

Some references for you

to understand more about Creative Economy.



THE CREATIVE ECONOMY:
HOW PEOPLE MAKE
MONEY FROM IDEAS.

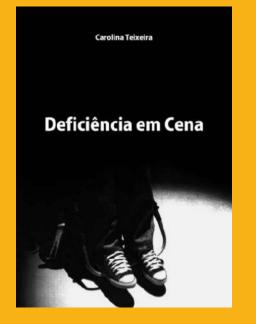
Author: John Howkins
Publisher: M.Books



PROFISSÕES DA ECONOMIA

CRIATIVA - EMPREENDEDORES

Author: Thais Polimeni Publisher: Carbono 60



DEFICIÊNCIA EM CENA

Author: Carolina Teixeira

Publisher: Ideia



VIDEOGAMES E ARTE:
DISCUSSÕES SOBRE
PARADIGMAS E
COMPLEXIDADES POSSÍVEIS

Author: Júlia Stateri Publisher: Oficina Lúdica



CULTURA CULT CULTURAL

Authors: Leonardo Cássio

e Thais Polimeni

Publisher: Carbono 60





SCHEDULE OF 60 EXHIBITIONS

30 RECORDED AND 30 LIVE SHOWS.

15 live chats

11 artistic performances

8 short documentaries

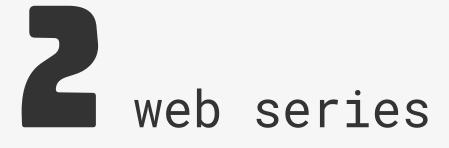
Sshort
fiction movies

dance productions

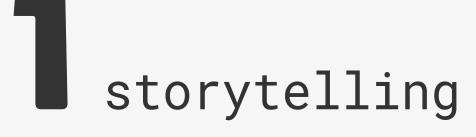
3 musical performances

3 workshops

3 animated
short films







live painting

feature film documentary

medium-length documentary

magic show

theatrical exhibition

season of the podcast Profissões da Economia Criativa

season of the podcast

As Minas Gerais



The 1st International Festival of Creative Economy advocates that diversity is fundamental to creativity.

Being able to have contact with different experiences contributes to the construction of welcoming environments, besides being essential to innovation.

13 countries

14 states

Tegions of Brazil

25 cities

AMONGST THE 60 ACTIVITIES DISPLAYED.



Female representativeness

Trans representativeness Black people representativeness

Indigenous representativeness

people with disabilities representativeness

INCOME GENERATION

The 1st International Festival of Creative

Economy was carried out in the midst of the
coronavirus pandemic, in the first half of
2021. Thanks to the Aldir Blanc Law, an
emergency law approved in 2020, jobs and income
were provided for several professionals.

IN TOTAL, 121 PROFESSIONALS

OF THE CREATIVE ECONOMY WERE

REMUNERATED FOR THEIR ACTIVITIES.

professionals
within the 60
activities exhibited

professionals
in the
production team

advertising
team professionals
and others

TENDENCIES

The show was attended by 42 Creative Economy professionals in the chat lives.

Each live had 1 mediator and 2 guests. Even with subjects that ranged from "Theatre in England" to "Venture Capital", some subjects were a common point in most of the conversations:



The initiatives linked to the Creative Economy **tend to put into practice inclusion** and diversity in the present moment. These concepts must be aligned with the intention of professionals, culture, and the local and regional economy.

Public Policies are essential for the development of socioeconomic status of any economical segment. In the case of the Creative Economy, they allow the activation of sustainable initiatives, the increase of visibility of local professionals as well as the generation of income and work for creative economy businesses and related areas.

The dialogue between Creative Economy, public power, private sector, and population should be constant for the achievement of the common goal: economic viability, environmental protection and social equity development.



"We need to understand that for an item of creative economy to exist completely, it has to take care of accessibility and inclusion"

WALLERIA SURI, DIVERSITY CONSULTANT AND ACTIVIST ON THE RIGHTS OF PERSONS WITH DISABILITIES

"Those who are holding the key to capitalism are not non-white people. So, this person needs to open this door. This dialogue has to be done, because there is no consolidated market of non-white and non-cis people"

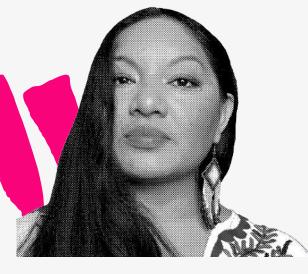


ANDERSON AWVAS, CREATOR OF THE FOLCLORE BR PROJECT



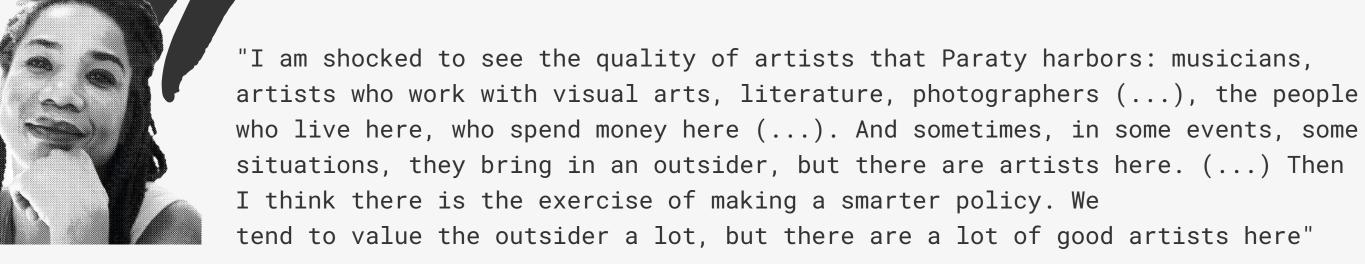
"We are taking over all the spaces in cinema, all the areas that make up a film (\ldots) . We are in a process of building a feminine cinema made by trans women"

JULIA KATHARINE OKADA, FILM-MAKER, SCREENWRITER AND ACTRESS



"Without people there is no industry. Without people there is no market"





ELISA PEREIRA, WRITER, RESIDENT OF PARATY AND FOUNDER, PRODUCER AND CURATOR OF THE FUZUÊ LITERARY PROJECT



The 1st International Festival of Creative Economy and the podcast As Minas Gerais held a season of interviews with women who are part of the Creative Economy.

The presenter Thais Polimeni talked to Laura Sobral and Jonaya de Castro, from Inspirador Project; with Neuroscientist Dra. Fernanda Barros-Aragão; with the director of the Goethe-Institut of Finland, Isabel Hölzl; and with Marcela Biasi, creator of the musical track for the Creative Economy Professions and the podcast As Minas Gerais.

All episodes are available at asminasgerais.xyz and in the main podcasts aggregators. Just search for As Minas Gerais!

PRODUCING ALL OF THIS WAS ONLY POSSIBLE BECAUSE WE HAVE EXCELLENT CREATIVE ECONOMY **PROFESSIONALS** IN BRAZIL:

PRODUCTION AND CURATION

Leonardo Cássio e Thais Polimeni

JOURNALISM INTERN

Thábata Bauer

AUDIOVISUAL INTERN

Giovana Giraldi

TRANSLATOR

Roger That Idiomas Rogério Barbosa and Thatiana Cardoso)

VISUAL COMMUNICATION

Carol Michelon

WEBDESIGNER AND PROGRAMMER

Alison Cuenca

REPORT DESIGNER

Yasmin Lima

VIGNETTE EDITING

Igor Preciso

SOUNDTRACK

Marcela Biasi

SPANISH TRANSLATOR

Kamila Arão

GOOGLE ADS

Daniela Alves

INFLUENCERS

Workstars, Ca me disse, Podcast 2 empregos, Rosana Maria, Andrei Bedene, Fábrica de Mentes



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