

TATURANA

mobilizaco social

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LIVIA
ALMENDARY

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Taturana is a film distribution company with a focus on social impact.

Founded in 2013, it works in both commercial and non-commercial circuits with the aim of democratizing access to cinema and boosting its potential as a tool for social impact and engagement.

AREAS OF ACTIVITY

- _ education of the public / development of an audience
- _ engagement in causes addressed by the films
- _ expansion of cinema exhibition circuits

**SOCIAL AND ENVIRONMENTAL
DEMOCRACY
JUSTICE
RACIAL
DIVERSITY
EQUALITY
GENDER**

SOCIAL DISSEMINATION

Mobilization and articulation of specific publics and non-commercial film screening circuits in universities, schools, collective institutions, film clubs, social movements and others.

ARTICULATION OF AN EXHIBITING CIRCUIT ON THE TATURANA PLATFORM



COMMERCIAL DISTRIBUTION

Focus on the expansion of the reach of the film in educational circuits, strengthening independent cinema spaces, and a commercial strategy aligned with the film's social impact interests.

CINEMAS, TVs, VoD, DOMESTIC AND INTERNATIONAL
NON-COMMERCIAL SCREENINGS CIRCUIT



IMPACT CAMPAIGN

Creation of a strategy involving the theory of change and social impact of the film in relation to its distribution.

CREATION OF THE STRATEGY AND/OR EXECUTION
OF THE CAMPAIGN

OTHER SERVICES

CONSULTATION on the development of projects with a social impact based upon audiovisual works
A SPACE FOR THE PLACEMENT OF TRAILERS and campaign materials in an engaged network throughout Brazil

MOVIES

- SOCIAL IMPACT transversal to the activities of Taturana;
- CINEMA AS A COLLECTIVE EXPERIENCE engagement, education of the public and development of an audience using discussions on film and other in-person activities;
- SPECIFIC PUBLICS customized mapping and mobilization work to direct and increase the impact potential;
- CONTENT production of support materials for screenings and broadening of dialogs and debates.

MARKET

- CUSTOMIZED DISTRIBUTION screening strategy (in all windows) based upon the priorities of the film and its creators;
- RESPONSIBILITY OF THE MARKET distribution technology that balances the social value and the commercial value of the work (impact and number of viewers x invested resources);
- TRANSPARENCY collective decision on the use of resources and distribution budgets.



MOBILIZATION

Identification, mapping and engagement of publics and partners in social causes:

- Impact network
- Theory of change
- Complimentary content



SCREENING NETWORK

Articulation of film debates, dialogs and other activities in different spaces:

- Commercial and non-commercial circuits
- Education and expansion of the public



SOCIAL IMPACT

Systematization of the activities, production and dissemination of online and offline content:

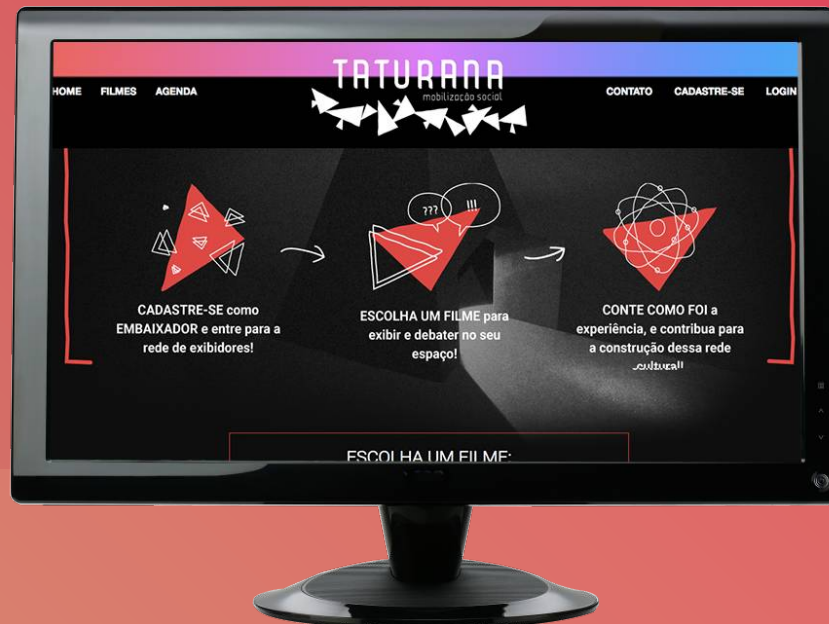
- Report
- Incidence



COMMERCIALIZATION

National and international VOD licensing, non-commercial screenings circuit, cinema screens.

Taturana's cultural network is constantly expanding. The platform has come about to boost the work of mobilization+cinema: it allows for the organization, growth and articulation of the network and its social impact in the distribution of audiovisual works. Through it, the partners organize screenings in their spaces, have access to films and other materials, and provide feedback on the impact of the activity that has taken place. It was developed in partnership with planners, programmers and communicators with the mission of bringing people together through sociocultural and political innovation, by means of new civic technologies focused on the area of culture. Everything is found in free software.



Coming soon: new features related to video on demand, special curatorial services and special access to unpublished films.

www.taturanmobi.com.br

An abstract geometric sculpture made of white, angular blocks is positioned on the left side of the page. The sculpture features sharp, intersecting planes that create a sense of depth and shadow. The background is a solid, deep blue, which contrasts with the white of the sculpture and the text.

IMPACT EXPERIENCES



CASES

Mobilization and engagement of specific publics + articulation of a non- commercial circuit with impact in universities, schools, collective institutions, film clubs, social movements and more.

SEM PENA

BRAZILIAN DOCUMENTARY, 2015, 90 MINS. HECO FILMES

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No other prison population is growing as fast as Brazil's, which is already the third biggest in the world. The film 'Sem Pena' ('No Punishment') moves into the hellish life experienced in Brazilian prisons to expose the guts of the country's justice system, showing how sluggishness, prejudice and the culture of fear only serve to increase the violence and the existing social abyss. The campaign was focused on the enactment of a bill of law that guarantees the right to a custody hearing and the rejection of the law aimed at reducing the legal criminal age.

19.507

VIEWERS

125

TOWNS

25

STATES

INVESTMENT
R\$ 16 MIL

R\$ 0,80

INVESTIDED/
VIEWER

PROFILE

- UNIVERSITIES
- HUMAN RIGHTS ORGANIZATIONS
- SCHOOLS
- STATE PUBLIC DEFENDERS
- Centers for the Defense of Children and Adolescents
- FUNDAÇÕES CASA (Socio-educational Service Centers for Adolescents Foundation)

NUMBERS

TIMELINE

OCTOBER/ 2014

- cinema launch

FEBRUARY/2015

- articulation of the campaign with the leading organizations that work with justice and human rights;
- campaign using social networks;
- social dissemination through circuit screenings;
- online debates on the issue together with ex-prisoners judges and public defenders.

JUNE/2016

- systematization of data from reports sent in by professors using the platform.



Screening in Niterói at the 'Solar do Jambeiro' cultural center, with the Niterói Digital Production Center (NPD) and Niterói Filmes, followed by a discussion with specialists on issues concerning the Brazilian prison population and prison system. The event celebrated the launch of the Cine Nikiti film club.

SOCIAL IMPACT

Film as a tool for mobilization and protest

Explanation and awareness-raising of the work of public defenders

Educational instrument in universities

Community
Empowerment and articulation of different points of view

"The screening here at the Public Defender's Office has helped us improve our understanding of our core activity. (...) Behind the cases, there are people with lives and realities that are different to our own. The debate was very rewarding in terms of the development of our workforce." PUBLIC DEFENDER ELYDIA LEDA, PALMAS (TO).

"This interaction between the different experiences of the professionals who work with the prison system was very interesting: the abolitionist vision in the face of the total illegitimacy of the penal system, the actions undertaken by the professionals, as well as the health problems they face in this environment." EDUARDA TOSCANI GINDRI, SANTA MARIA (RS).



COMMERCIAL DISTRIBUTION AND SOCIAL DIFFUSION

To the circuit of social dissemination can be added the work in commercial windows: cinemas, TVs, VoD, domestic and international non-commercial screenings circuit - with a focus on the expansion of the reach amongst educational circuits, strengthening of independent cinemas, and a commercial strategy aligned with the social impact interests of the film.

IMPACT CAMPAIGN AND SOCIAL DIFFUSION

PARATODOS

Brazilian documentary | 2016 | 90' | Sala12 Filmes | Co-production Barry Company

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If you look at what a person can do, instead of what they can't do, the perspective changes and you lose this idea of someone who should be pitied. It is from this starting point that PARATODOS investigates the daily lives of some of Brazil's leading Paralympic athletes to look behind the scenes of high-performance sport. The film spends five years following the daily activities of the Brazilian Athletics, Swimming, Canoeing and Soccer teams as they undergo rigorous training and participate in major competitions, sensitively recording their day-to-day lives in their fight for victory, records and medals. By grabbing and captivating the attention of audiences across the world, these athletes draw our attention to something of urgent importance: the need to expand the dialog on the inclusion and mobility of disabled people in Brazilian society.

3.490

SCHOOLS

65 MIL

VIEWERSS

40

TOWNS

04

STATES

INVESTIMENT

R\$ 270 MIL

R\$ 4,00

INVESTIDED/
VIEWER

PROFILE

- STATE SCHOOLS IN SÃO PAULO, RIO DE JANEIRO, PERNAMBUCO AND BAHIA.

NUMBERS

IMPACT CAMPAIGN

Release of the film in state schools and cinemas at the same time

OBJECTIVES

TO SUPPORT the causes and struggles of disabled people using cinema.

PROMOTE the dialog on inclusive education and accessibility of disabled people in the year the Olympic and Paralympic Games are held in Brazil, principally in state schools.

STRENGTHEN public school screening networks for Brazilian films that look at socially important issues.

ENCOURAGE the debate and activities using support materials produced for school staffs and other groups screening the film.

PARCERIAS

- State Education Departments in SP, RJ, BA and PE
- Municipal Education Departments in Recife, Rio de Janeiro and São Paulo
- Educational Action
- APAE
- Rodrigo Mendes Institute
- Coletivxs



Launch event in Salvador, at the Xisto Bahia Cultural Space, in a partnership established with the Departments of Culture and Education. 240 people took part including students, staff members and members of social organizations. The film was screened using all the resources of simultaneous accessibility: signing, subtitles and audio descriptions such as ambient sound in the screening room, with a large presence of disabled students. Athletes from the school Paralympic squad of Bahia along with the producer and scriptwriter Peppe Siffredi spoke with the audience after the screening.

TIMELINE

08/SEPTEMBER/2015

- meeting with partner social organizations to develop the impact directives and the complementary content.

OCTOBER, NOVEMBER AND DECEMBER/2015

- articulation of partnerships with municipal and state education departments; awareness-raising activities in partner schools.

JANUARY, FEBRUARY AND MARCH/2016

- production of the complementary material content.

JUNE/2016

- launches in partner schools with the film crew and stars present; start of the social dissemination circuit in the schools, that ran until November/2016.

JUNE TO SEPTEMBER/2016

- systematization of data from reports sent in by professors.

NOVEMBER TO DECEMBER/2016

- qualitative exploratory research undertaken.



The release screening for the Paratodos project in Pernambuco schools took place in Recife, at the historical Cinema São Luiz, with 600 people present including students and staff members. It was followed by a conversation with the director and producer Marcelo Mesquita and Paralympic athletes from Pernambuco who have won medals at numerous Paralympic Games.

SOCIAL IMPACT

Cinema in schools as a driver for reflection on disabled people

- breaking of stereotypes and a critique of common sense;
- expansion of the notion of equality and awareness of prejudice;
- awareness-raising of the cause using empathy;
- empowerment of teachers;
- debate on accessibility using the structure of the school itself.

The audiovisual in the school

- training of the public to understand documentary language;
- politicization of the art and industry of cinema;
- Promotion of a critical analysis of the medium (Olympic Games x Paralympic Games).

"I've worked in a state school for many years and I have to admit that I was never very interested in working with special students because I was always very mothering. I always had the feeling that I would over-protect them and wouldn't be able to get across what I needed to. After watching the film, I realized that they're people just like anyone else. I now feel much more encouraged to give classes to this type of student." SOLANGE, TEACHER AT THE SARA KUBITSCHKE INSTITUTE - RJ.

"There should be a ramp here in the school as well as a bathroom specifically for them so they feel more at ease. They are well taken care of here, but it's strange that they always have to stay on the ground." (GROUP OF STUDENTS FROM VILA SÉSAMO - PE).

"The film demonstrates equality because they show everyone that they are equal to anyone despite the difficulties, and they can do whatever they want, whenever they want." (GROUP OF STUDENTS FROM STATE SCHOOL CARLOS MAXIMILIANO PEREIRA DOS SANTOS - SP).



At the State School João Pereira de Almeida, in Pedregulho (SP), a lot of screenings took place at different times, as well as a screening that was open to the school community in general.



At the Bahia Municipal School in Rio de Janeiro, as well as the screenings, a number of awareness-raising activities involving the teachers were held using materials that complemented the film.

DEVELOPMENT PROJECTS

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CARTA ABERTA

Directed by Elisa Capai, this film accompanies a generation of São Paulo-based students who took to the streets for the first time in 2013, when they protested for the free bus pass for students, and returned to the streets again in 2017, after this right was cut. Between these two events, in 2015, they occupied more than 200 schools in SP to protest against the closure of 94 schools, affecting 300,000 students.



SERTÃO: IMENSIDÃO ÍNTIMA

Directed by Paschoal Samora, this film vindicates the desire to raise specific questions about gender and the role historically attributed to women in the vast Brazilian hinterland, and seeks to "make visible the voices" of women from rural communities, by looking at a slice of their day-to-day lives and their personal thoughts.



BEM-VINDOS DE NOVO

A feature-length documentary film about the family experience of the director, Marcos Yoshi, as part of the immigration of Japanese descendants to and from Japan. On the eve of the celebrations of 110 years of Japanese immigration to Brazil, the 'dekasegi' experience (the return of Japanese descendants to Japan) remains virtually unexplored in cinema.

FOUNDERS

CONTACT

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Carol Misorelli_ carolmisorelli@taturanamobi.com.br

Graduated in Business Administration and International Relations, Master in Visual Anthropology and postgraduate in History of Africa. For more than 15 years has been involved in social movements, NG organizations and foundations - having worked in the area of social mobilization and articulation of Canal Futura networks - especially as a facilitator in the development of strategies for change theory and impact assessment of these institutions.

Livia Almendary_ livia@taturanamobi.com.br

Communicator and educator, MSc in Social Sciences. Worked for NGOs, social movements, independent media and the public sphere in areas such as socio-environmentalism, communication and digital inclusion. From 2009 to 2013, lived in Buenos Aires, where did a master in Latin American literature and culture and acted as a popular educator of young people and adults in self-managed schools.



SALES DIRECTOR

Renato Manganello_ renato@taturanamobi.com.br

Renato Manganello is head of worldwide sales and festivals. Professional experience includes Elo Company, Sony Pictures and Crystal Sky Pictures. Has a BA's Degree in Business Administration at University of Sao Paulo and is post-graduated in Business of Entertainment and in Producing at UCLA in Los Angeles.



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