INSTITUTO
Escola São Paulo

EDUCATION THROUGH CULTURE

be part of this

MISSION

To defend and promote Brazil’s Art and Culture aiming at understanding the culture in its own ways of expression such as fashion, architecture, visual arts, theater, music and all other forms of expression that can be found throughout this country.

VISION

To democratize access to culture in São Paulo city.

INTRODUCTION

INSTITUTO ESCOLA SÃO PAULO is an independent and non-for profit organization created in 2003 whose goal is to promote education through culture in Brazil.

Among other activities it is responsible for:

- **Exhibitions** of contemporary arts
- **Cultural events** (performances, film festivals, lectures)
- **Financial Support** for young promising artists
- **Scholarships** for young low-income students, art educators and teachers
- **Library** with CDs, books and films

RESULTS AFTER 2 YEARS WORK

2006 - 2008

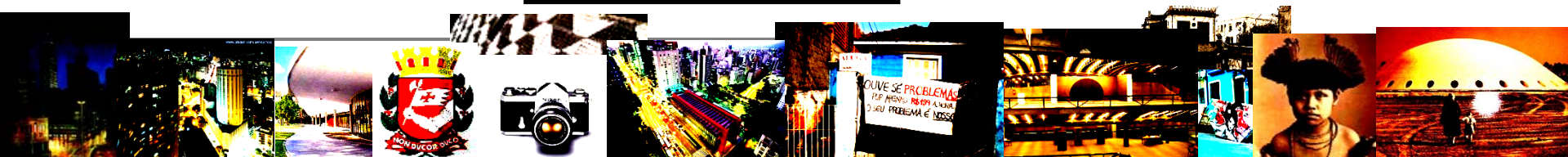
- **400 scholarships**
- **12 exhibitions**
- **Financial support for young artists**
- **70.000 visitors at the library and the exhibitions**
- **More than 20 cultural events**

GOALS

- to spread the contemporary culture by means of its library, cultural events and exhibitions

- to train to multiply, so that students become active, spreading what they learn at **ESCOLA SÃO PAULO** in their neighborhoods

- <u>THE PROCESS:</u>



SOME CONTRIBUTERS AND SUPPORTES
2006 - 2008

- **Members of Escola São Paulo Membership Program :**Alex Bork, Ana Carolina P Olivério , Ana Claudia Polydoro, André Oliveira Godoi, Andrea Maria Ibraim Jabur de Silos Ferraz, Ara Vartanian, Augusto Malzone, Cacilda Teixeira da Costa, Camila Maria Silva, Carlos Nader, Carolline Lee, Cassio Barbosa Padilha Sampaio, Ceny Blosfeld Zaccarezi, Claudia Moreira Salles, Daniel Steinbruch, Daniel Viscome, Danilo Albuquerque Dias, Dora Silvia Zarzur, Elisabete Arbaitman, Fabiana Amaral Di Roberto,Fernanda Feitosa, Fernando R. Moreira Salles, Giovanni Bianco Meliande, Grazieli Rodrigues, Guido Arcuschin, Guilherme Steinbruch, Helio Bork, Ivan Arcuschin, Jean Xavier de Oliveira, Karl Wiedergott, Liuba Arcuschin, Luis Fernando de Souza, Luiza Arcuschin, Marcia Fortes, Marcio Silveira, Marilia Chede Razuk, Muriel Matalon, Nina Vladimirschi, Osvaldo Nachbar Filho, Patricia Golombek, Rafael Steinbruch, Raphael Falci, Ricardo Steinbruch, Roberto Loeb, Roberto Teixeira da Costa, Robinson Machado e Silva, Sabrina Gasperin, Sammy Bork , Sandra Bork , Sofia A. Prado, Susan Lancman, Susana Leirner Steinbruch.

- **Individuals:** Albano Afonso, Alexandre Herchcovich, Aluizio Abranches, Antonia Leite Barbosa, Aracy Amaral, Armando Prado, Bassy Arcuschin Machado, Bernardo Hartogs, Braulio Mantovani, Cacilda Teixeira da Costa , Camila Yan, Carlos Nader,Cila Schulman, Cleber Veloso, Cristiane Oliveira,Chico Teixeira, Dania Reiter,Daniela Bevernanso,Diana Barahona, Dora Longo Bahia, Eduardo Brandão, Egle Maria Loureiro, Fabiana C. Sonder, Gerson de Oliveira, Giselle Beiguelman, Glória Coelho, Gustavo Von Ha',Hélio Bork, Hugo Prata,Inês Camargo, Janes Jorge,Jacqueline Danielle Barbosa,João Carlos Paciello Jr , Jorge Yunes , Josimar Melo, Julie Chermann, Karen Pereira, Karim Rashid,Karl Wiedergott ,Kelly Amorim , Kiko Goifman, Laura Finochiaro, Laura Jane Barbosa,Laurence Weiner, Lilá Guibert, Lucas Bambozzi, Luciano Cury, Luisa Strina, Marcelo Dantas, Marcelo Sebá,Maria Prata, Mario Prata,Marina Person , Marisa Orth, Monique Gardemberg,Nina Vladimirski,Renata Barros, Ricardo Almeida, Richard Kovács, Roberto Teixeira da Costa, Rodrigo Pereira,Sandra Cinto, Sergio Morisson, Sonia Maria Valensa Menezes,Tadeu Jungle, Thiago Parizi,Yara Prata, e anônimos.

- **Companies:** Associação Cultural Videobrasil, Bei Editora , Casa do Livro, Carrara Seguros, Casa do Livro, CCA Wattis Institute for Contemporary Arts, Cia das Letras, Cia. Editora Nacional, Compugraf Comunicação Empresarial Ltda, Consulado da Holanda, Conspiração Filmes Ltda, Cosac e Naify, Dórea Books and Art Artes Gráficas, Editora Schwarcz Ltda, Editora 34 Ltda, Eh, Finn, Futon Company, Galeria Fortes Vilaça, Galeria Luisa Strina, Galeria Vermelho, Gerdau**,** Goethe Institut São Paulo, Heineken, Kennex, Love Streams, Luckscolor Tintas, Marco Editora,Taschen, Terrazas, Thomas Yasbek, Trama,Tribes, Tufi Duek, TV Cultura, Vogue RG, Will MV.

PARTNER INSTITUTIONS

"**INSTITUTO ESCOLA SÃO PAULO**" works alongside with other institutions to ensure the best education and to ensure that the acquired knowledge gets spread.

Partners that recieved support: (2007- 2008)

INSTITUTO SOU DA PAZ

APRENDIZ

Projeto Ascensão

ACORDE Desenvolvimento Humano

FUNDAÇÃO ABRINQ

Fundação GOL DE LETRA

MUSEU DA CASA BRASILEIRA

PREFEITURA DA CIDADE DE SÃO PAULO
SECRETARIA DE COORDENAÇÃO DAS SUBPREFEITURAS
Subprefeitura Sé

INSTITUTO CRIAR DE TV, CINEMA E NOVAS MÍDIAS

ALDEIA DO FUTURO
EDUCAÇÃO COMO SOLUÇÃO

CIDADE DE SÃO PAULO
SECRETARIA DE CULTURA

HOW TO CONTRIBUTE

- The INSTITUTO receives monthly support and maintenance from Escola São Paulo, but this is not enough. Its potential is bigger than what Escola can maintain…

Be part of this. You can make this world better

- Donations for INSTITUTO can be made by companies and friends. It can be an amount of money, books, films, electronic equipments ,DVDs, CDs and general services.

- Some contributors are film studios, producers, artists, writers and members of our membership program: PROGRAMA.ASSOCIADOS, who have realized the importance of this cultural public space for São Paulo.

Informations with Ana Claudia
instituto@escolasaopaulo.org
programa.associados@escolasaopaulo.org

YOU WILL BE GRANTED

Your logo or name will be visible on:

- Our website and on all exhibitions and cultural events invitations sent to over 30.000 people and the press (international mailing included)
- In the exhibition room and in the library
- On the press material

SOCIAL BENEFIT

- Scholarschips may be awarded to employees of other institutions your company might hold a partnership with

IN CASE YOUR COMPANY HAS A BRAZILIAN REPRESENTATION, TAX REDUCTIONS MIGHT BE CONSIDERED

SPECIAL OFFERS CAN ALWAYS BE DEVELOPED INDIVIDUALLY

OUR STAFF

GENERAL COORDINATOR: Isabella Prata

PEDAGOGICAL COORDINATOR: educational dept from Escola São Paulo

CUSTOMER SERVICE: Ana Claudia Vasconcellos

DIRECTOR: Felipe de Feo

PSYCHOLOGIST: Sofia de Almeida Prado

Information at: ana@escolasaopaulo.org

ESCOLA SÃO PAULO

Escola São Paulo is an innovative enterprise in the Brazilian educational field. It is a cultural center dedicated to the reflection, studies, research and production of contemporary art.

The school has been designed to offer education through art to the Brazilian general public.

It has been acknowledged as an innovation in Brazil's educational system by Fundação Getúlio Vargas (FGV).

Classes, lectures and workshops may be considered its main activities.

RESULTS AFTER TWO YEARS 2006-2008

- 6.000 students have attended classes
- 5.000 website page views / day
- 520 spontaneous media insertions (two of those in the *New York Times*)

THE SCHOOL’S BOARD

- **Paulo Mendes da Rocha**
- **Rubens Ricupero**
- **Cristina Ricupero**
- **Cacilda Teixeira da Costa**
- **Marcos Moraes**
- **Paulo Vieria**
- **Idel Arcuschin**
- **Luisa Strina**
- **Solange Farkas**

SUPPORT

GERDAU

PROGRAMA.ASSOCIADOS

OI FUTURO

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LOCATION

R. Augusta, 2239 – São Paulo – Brazil I Phone: 55 11 3060 3636

instituto@escolasaopaulo.org

www.escolasaopaulo.org