

A GENTE TRANSFORMA

The project A gente transforma - We Transform, led by the designer Marcelo Rosenbaum, is an initiative that uses design to show the Brazilian soul; in its 2nd edition, now in Piauí, has as main goal to insert the artisanal work in the decorative market and introduce opportunities for a new social business



Wednesday, February 1st, 2012. Forty-seven people, including designers, architects and students arrive in Várzea Queimada, in the heart of the semi-arid of the Brazilian northeast, 5 hours far from Teresina, the capital from Piauí State. This is one of the regions with lower IDH of Brazil. It is a village where 900 people live with what they produce, without basic sanitation and poor access to something that really worth, water. During the 15 following days this team draws, day and night, with the community, a new possibility for the future by generating economic and social opportunities. So, it begins the project We Tranform (AGT) 2012 - Chapada do Araripe - [Piauí].

Created by the designer Marcelo Rosenbaum, We transform – A Gente Tranforma (AGT) - is in its second edition. The first edition took place in 2010 in a poor area of Sao Paulo, Parque Santo Antonio, and transformed the community with actions of empowerment through the use of color and social inclusion projects. In the 2nd edition, now in Piaui, AGT's main goal is to insert the artisanal work into the decorative market, a segment that moves in Brazil, each year, R\$ 60 billion[1]. It involves traditional communities of the Brazilian countryside. It mixes ancestral knowledge to modern design techniques. From the mix of the knowledge, original and authentic collections come up, aesthetically advanced and adds value on the roots design. They are produced in partnership with communities that hold centuries of knowledge.

From the economic point of view, its main characteristic is to attend the requests of the new economy: inclusive and sustainable. As a future view to be a social business, engage and, at the same time, bring social and economical impact and minimize the environmental impacts in its areas of work, having as principal platform the sustainable design.

[1] Source: Associação Brasileira de Designers de Interiores – Brazilian Association of interior designers

For two weeks, Marcelo Rosenbaum coordinated the groups in Várzea Queimada. One group of carnauba straw artisans, typical tree of the region. The group relied on the Portuguese designers Rita João and Pedro Ferreira from Studio Pedrita. And another group of rubber artisans, with the cooperation of the jewelry design from Piauí, Kalina Rameiro. The groups created a collection with 30 pieces, called Toca – Rubber Toca and Straw Toca with decoration and jewelry pieces.

Another group was coordinated by the architects Henrique Pinheiro and Tomaz Lotufo and the participation of 18 students from all over Brazil. The result was the built of a house for the artisans to meet and work: two buildings were built in public land according to the permaculture rules.

“We believe in new models for the country development. The AGT brings a new look for the design, because it aims the local development from the way it deals with the community and the world, connecting the local with the global. It brings Várzea Queimada to the world with its story in designs products made by the community. It also brings income generation and empowerment from the genuine vocation of the community, the handmade job”, says Rosenbaum.

Continuing to work in Várzea Queimada, in April 2012, the AGT was in the ‘Fronteiras’ exhibition, led by Casa Claudia magazine in a parallel event to Salão Internacional do Móvel de Milão - the International Furniture Exhibition in Milan – It is the principal event of the segment of the world and annually receives thousands of Brazilian architects and designers.

In June, it is time for the ‘fashion’ highlight over the stories of the AGT. The project will be the theme of the 33rd edition of the Sao Paulo Fashion Week (SPFW). The principal fashion week of the country intends to encourage the debate on the sustainability from the economical, social and cultural point of view. And also to reassure the commitment of the creativity and innovation as tools to stimulate the movement of transformation. That’s why the name SPFW VERÃO 2013, A GENTE TRANSFORMA: histórias que contam.

“I was very happy when Paulo Borges told me that he didn’t expect that I would do the scenery, but I would say and expose the content inside the pace of the event. The exhibition does not intended to decorate the building of the Bienal, but bring the public a little of this rich experience that AGT has provided. A comprehensive and contemporary look to Brazil, “says Rosenbaum.

The exhibition at SPFW consists on printed images on fabric and will be reused in exhibitions throughout Brazil and the world. The images were captured by the photographer Tatiana Cardeal during the 15 days of the project in Piauí. The opening vignettes of the parades were produced by Pródigo Films and they will be in 6 versions, each of them brings one bias of the AGT experience in the countryside of Piauí. The actor Rodrigo Santoro also participates of it. With his voice, always emblematic and full of emotion will narrate a letter that describes the essence of the project and that will be heard by everyone who in the Bienal during SPFW.

Another person who will support the project is the model Carol Trentini. Exited with the action, the top Brazilian really puts on the AGT. Carol was clicked through the lens of the photographer Fabio Bartelt in a sequence of images that transmit the essence of AGT: Use the design to expose the Brazilian soul. With the backdrop of the collection TOCA, the campaign with the model will be the staging the SPFW and will be shown through the media all over Brazil.

And during the event, the products of Rubber Toca and Straw Toca will be sold at the Pop Up Store of SPFW and right after be sold at the store Conceito Firma casa, at Alameda Gabriel Monteiro da Silva, Sao Paulo.