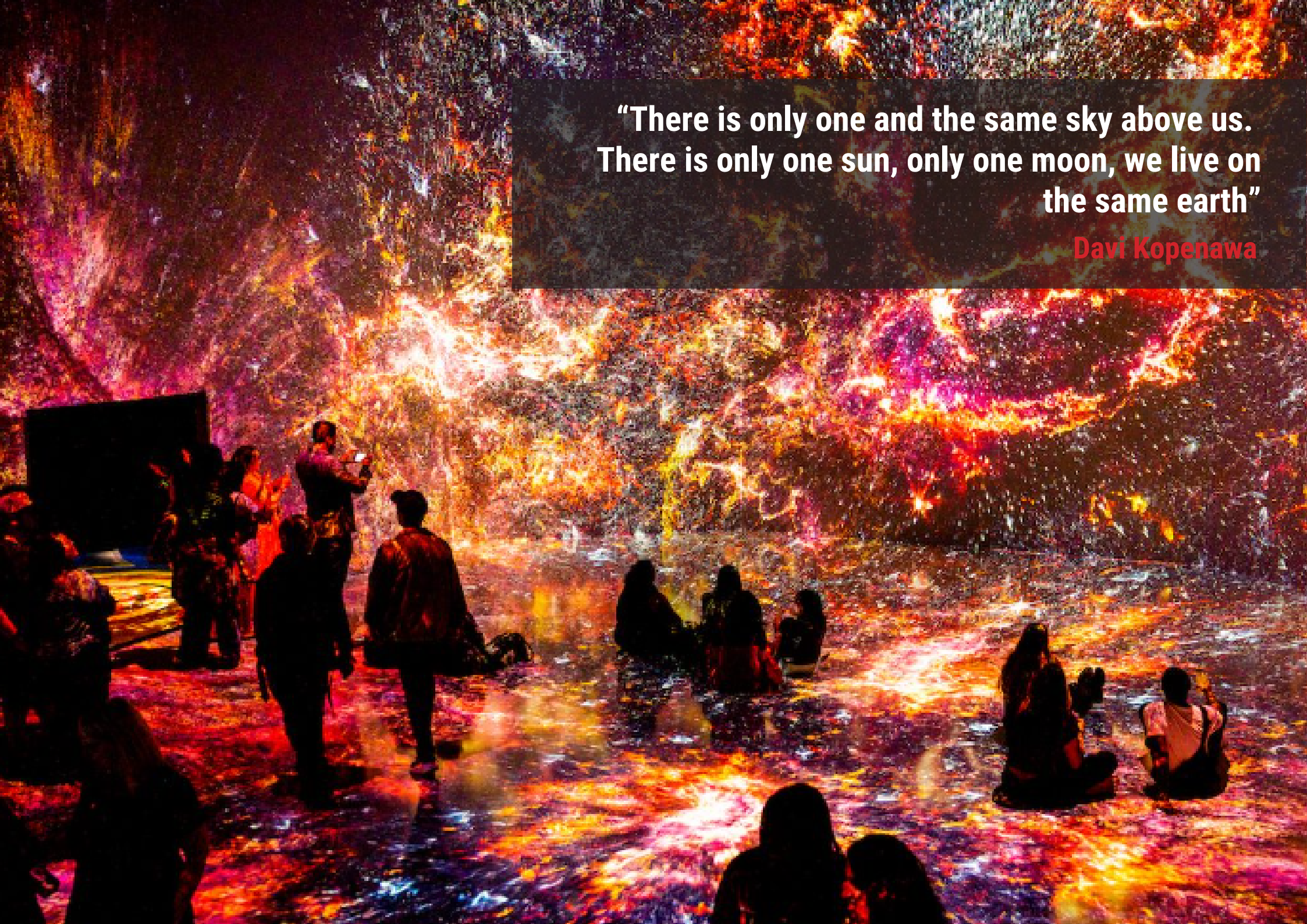


A black and white photograph of a forest interior. In the center-right, a person is lying in a hammock, partially obscured by shadows. In the foreground, another person is visible, their form blurred and partially in shadow. The background is filled with dense foliage and trees, with light filtering through the canopy. The overall mood is quiet and natural.

body●world



**“There is only one and the same sky above us.
There is only one sun, only one moon, we live on
the same earth”**

Davi Kopenawa

who

we are

www.outramargem.art

OUTRA MARGEM proposes human transformation for social well-being, questioning any and all violence, whether racial, gender, class, seeking dignity for beings and social justice. Its actions are carried out in partnerships with artists, curators and emerging intellectuals who think about collective methods, address colonial challenges and value different forms of existence. One of its main focuses is the partnership with creators and activists from the original peoples of Brazil and the world.





body • world

our proposal

To implement the body.world exhibition as an immersive experience that aims to raise public awareness about how planet Earth is organized, based on knowledge of indigenous peoples.

Showing how all existences are connected, and how environmental degradation and the climate crisis presents dangers to all of us.

SUA MARCA
apresenta
corpo mundo

**Your brand
presents**

**BODY
WORLD**

corpo mundo



format

An adaptable exhibition for external areas - such as dome-shaped rooms - or internal areas of museums and galleries.

The proposal aims to create an experience in which the public is guided through a narrative and imagery path. With technological and analogue resources, such as projections and sounds, the intention is to transform this experience into a sensitive and immersive experience.



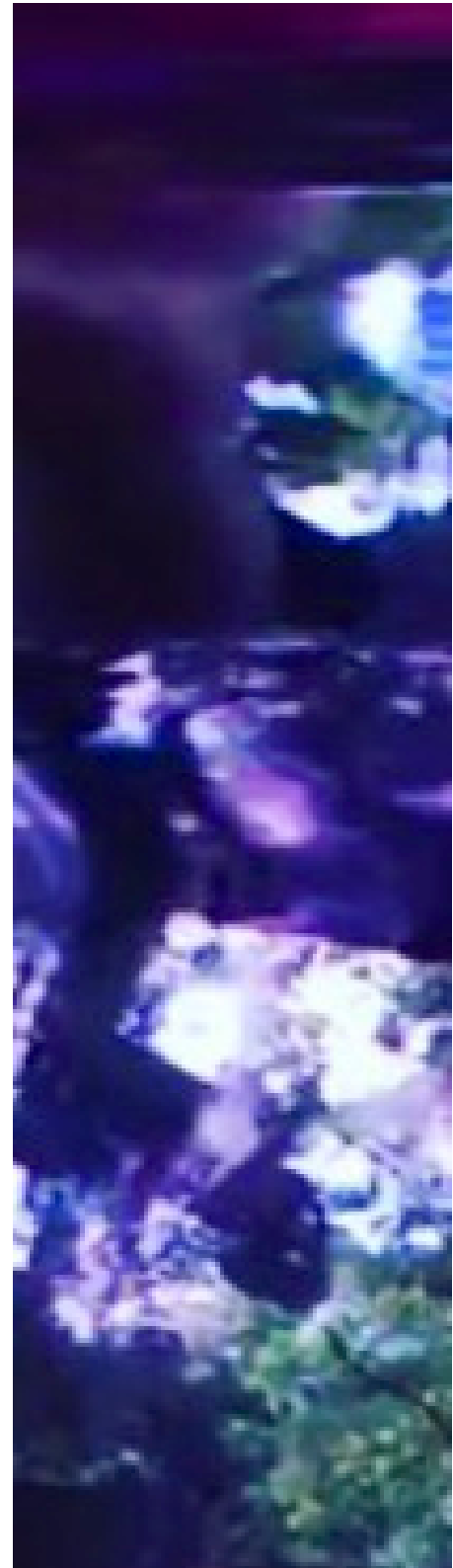
specific objectives


- **Carry out creation alongside indigenous thinkers, valuing their voices and knowledge.**
- **Expand the repertoire of each member of the public towards ecological awareness and collective well-being.**
- **Hold an exhibition for people of all ages, classes, genders, races, in a flexible format that allows circulation in closed or open spaces.**
- **During the exhibition, pedagogical activations will take place with the participation of world-renowned scientists, ecologists, shamans, artists and thinkers.**



argument - how do indigenous peoples think the world?

To read the complete project's argument, [click here](#)



A young child with dark hair is floating face down in clear blue water. The child's head is above the surface, and their eyes are closed. The water is a vibrant blue, and the overall scene is serene and somewhat somber.

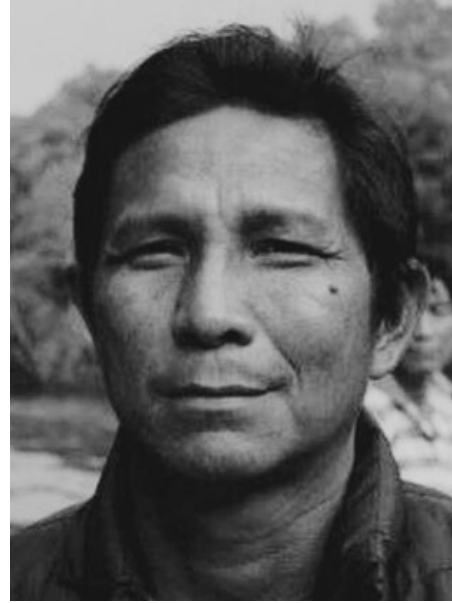
Living alongside indigenous people is a sensitive and completely transformative experience. Hence the importance of showing the world that there are other possibilities of being alive, seeking to nourish the planetary existence in a healthier and more collective way.

creation



**Andreia
Duarte**

Curator, actress and artistic director. PhD from USP with a thesis on art, colonization, theater and indigenous peoples. Artistic director of !PULSA! Insurgent Art Movement. Carries out the curatorial coordination of the Museum of Indigenous Cultures. Founder of Outra Margem, where she produces different artistic actions. To find out more see: [@andreiaduartedefigueiredo](#)



**João Paulo
Barreto**

Indigenous activist of the Ye'pamahsã people, anthropologist and professor at the Federal University of Amazonas. He was awarded the best doctoral thesis in Anthropology and Archeology of 2022. His research is dedicated to deconstructing pejorative and standardized terms of indigenous health practices. To find out more, see: [@joaopaulobarreto50](#)

creation




**Denilson
Baniwa -
guest**

From the Baniwa people, he is an artist, curator, designer, illustrator, communicator and indigenous rights activist. One of the most important contemporary artists today. In addition to eight solo exhibitions, he participated in more than 30 group exhibitions and five international exhibitions. Winner of the PIPA Prize online 2019. To find out more, see: [@denilsonbaniwa](#): [@denilsonbaniwa](#)



**Sandra
Benites -
guest**

Teacher, researcher and curator from the Guarani Nhandeva people. Her reflections emerge from experiences with the “knowledge of Guarani women” (kunhangue arandu). She has a master's degree in Social Anthropology from the National Museum of the Federal University of Rio de Janeiro (UFRJ) and is Director of Visual Arts at the National Arts Foundation – Funarte. To find out more, see: [@sandraarabenites](#)

A grand hall with a mirrored floor reflecting numerous ornate chandeliers. The chandeliers are illuminated, creating a shimmering effect on the dark floor. The ceiling is also visible, showing the intricate details of the chandeliers and the structure of the hall.

**I must say that my acting
echoes towards a sense of art
that we draw for us indigenous people in
relation to the great world.
We make declared resistance politics with art
in a contemporary context.**

Jaider Esbell



pedagogical and reflexive activations

BODY-WORLD SEMINAR

Ecologists, indigenous and non-indigenous thinkers will be invited to participate in a seminar about the planetary ecosystem and its perspectives of complementarity. The reflection is imbricated on body and world as living organisms that are in transformation, have knowledge and memory.

MASTER CLASSES WITH INDIGENOUS LEADERS

Shamans, political and spiritual leaders will be invited to present 3 lectures in the format of master classes open to the general public.

ENCOUNTER BETWEEN SHAMANS AND ARTISTS FROM DIFFERENT ETHNIC GROUPS

Shamans and artists from different ethnicities will be invited to dance, sing, pray, perform and talk about how they have been working for the healing of the world, organizing the planet Earth and its conflicts, imbalances and balances.



guests from different places of the world



**Sônia
Guajajara**



**Vandana
Shiva**



**Eliane
Brum**

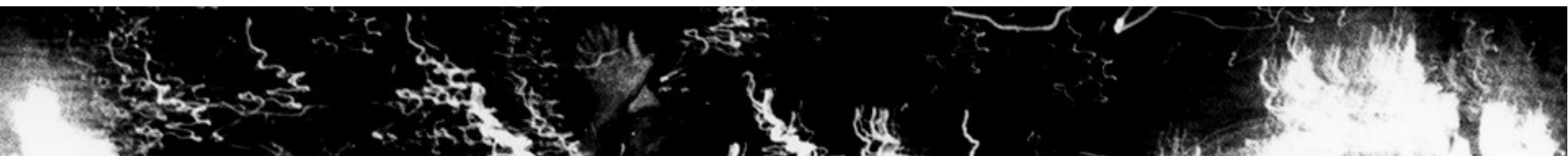


**Davi
Kopenawa**



**Jerá
Guarani**

Also Cristine Takuá, Mapulu Kamayura, Carlos Papa, Márcio Werá, Ibã Hunikuin, Felipe Milanez, Alessandra Korap and others.



democratization of access

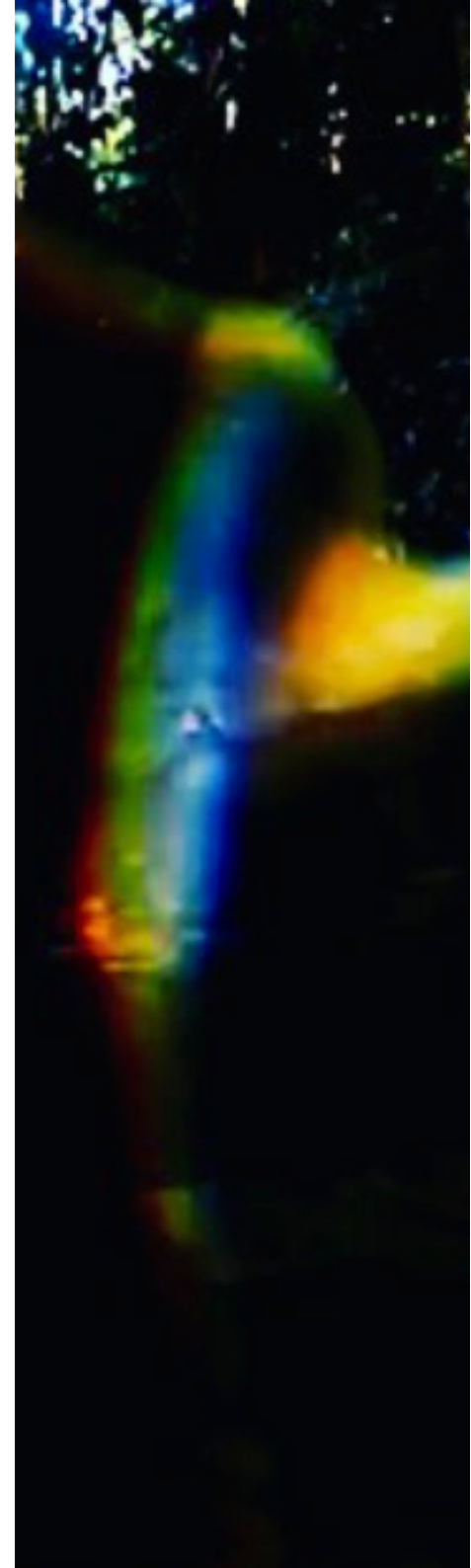
Indigenous populations, public schools, NGOs, educational and philanthropic institutions will have free access. For the regular public, tickets will be available at popular prices. Democratizing access to culture is a way to expand the outlook on life, stimulate creativity, encounters and well-being.

special sessions with inclusive communication

The experience has to be complete and for everyone! And for this, we will have special sessions for people with disabilities, with the use of inclusive tools, such as audiodescription, libras, and Closed Captioning.

accomplishing SDGs and a new present

Aligned with Unesco's Sustainable Development Goals, the project brings fundamental questions about sustainable cities and communities, responsible consumption and production, climate change, peace, justice and strong institutions.



Indigenous peoples have long explained planet Earth from their worldviews, emphasizing with their fighting voices the need to protect our territories and our forests. For this knowledge, everything that leads to environmental destruction produces its own extermination.



Execution and sponsorship strategies:

STEP 1

Development of conceptual and expographic design.

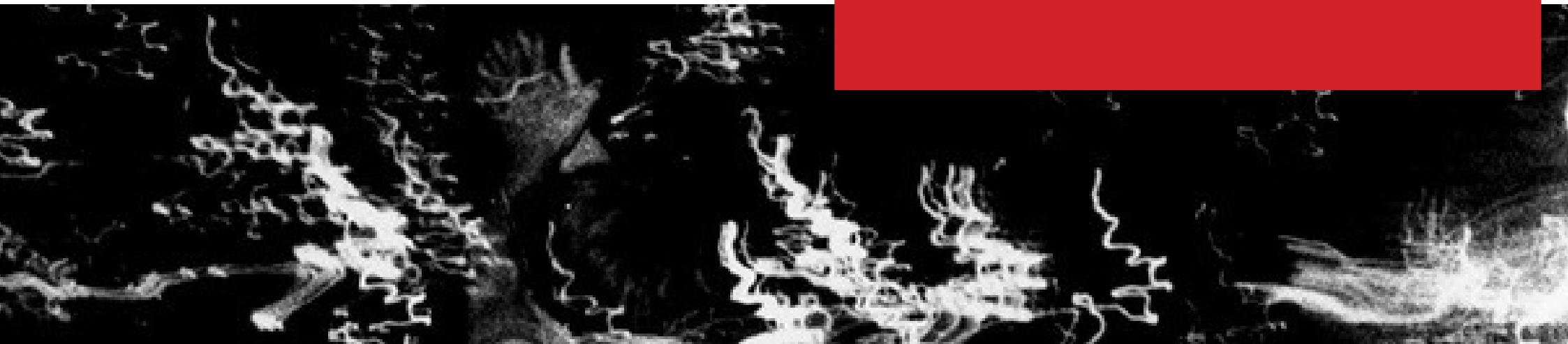
Publication of the result in online media.

STEP 2

General production of BODY.WORLD

Circulation.

The sponsor can be included in one or more stages of the project, guaranteeing the exclusivity of your brand throughout the process.



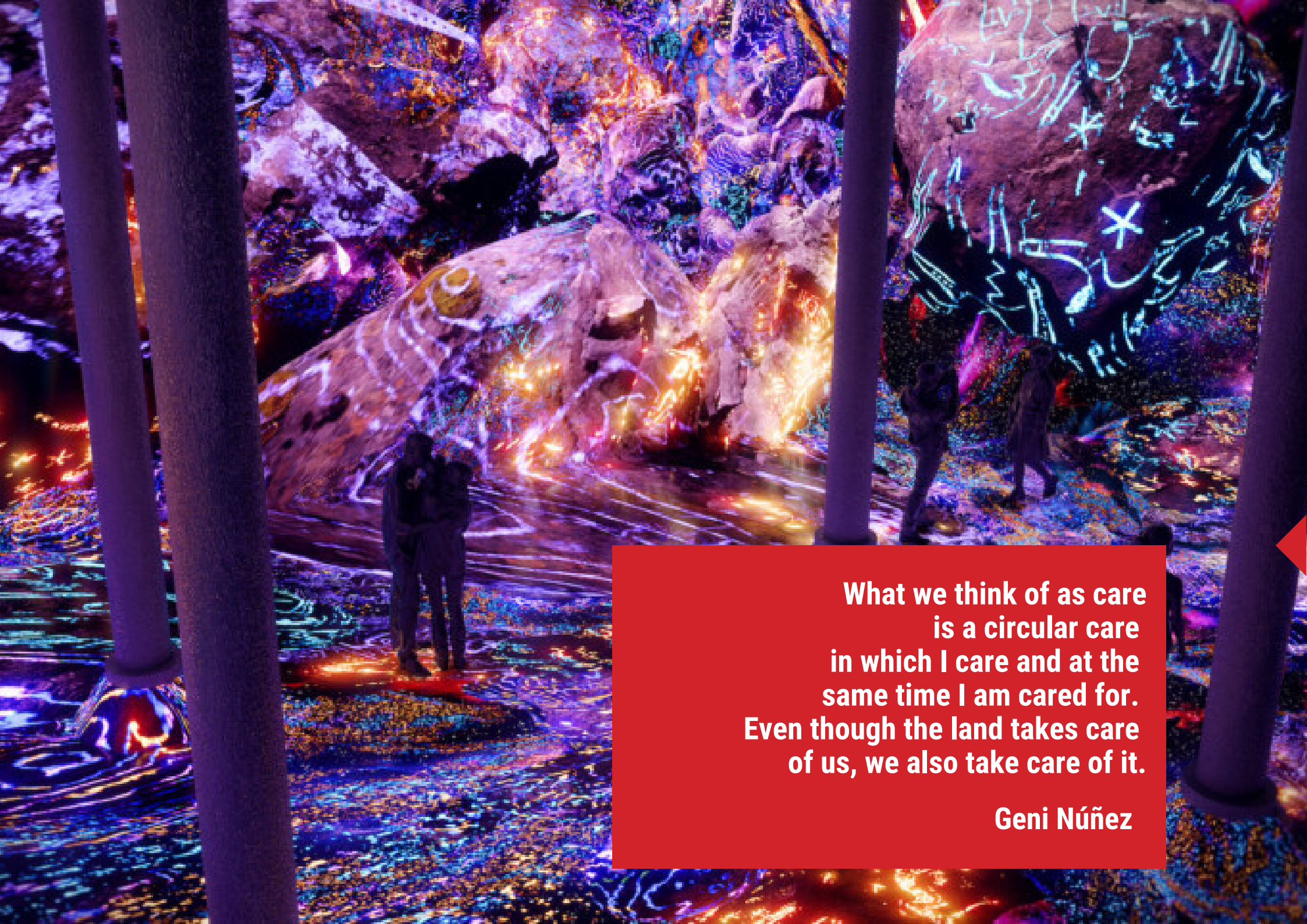


communication strategies

With a strong investment in media, the project will be widely publicized seeking visibility in the main media outlets.

- Top local guides and magazines in each city
- Newspapers with national, state and municipal coverage
- Radios
- Social networks
- Communication through partnerships with institutions, schools and cultural centers.





**What we think of as care
is a circular care
in which I care and at the
same time I am cared for.
Even though the land takes care
of us, we also take care of it.**

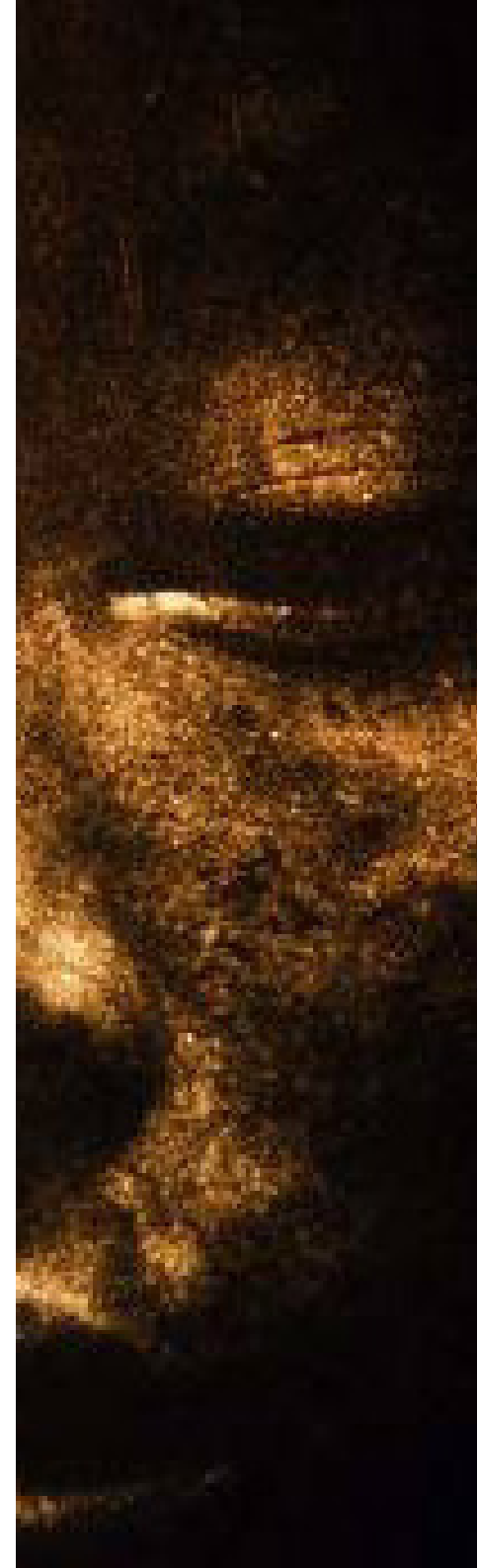
Geni Núñez



presenter

master investment

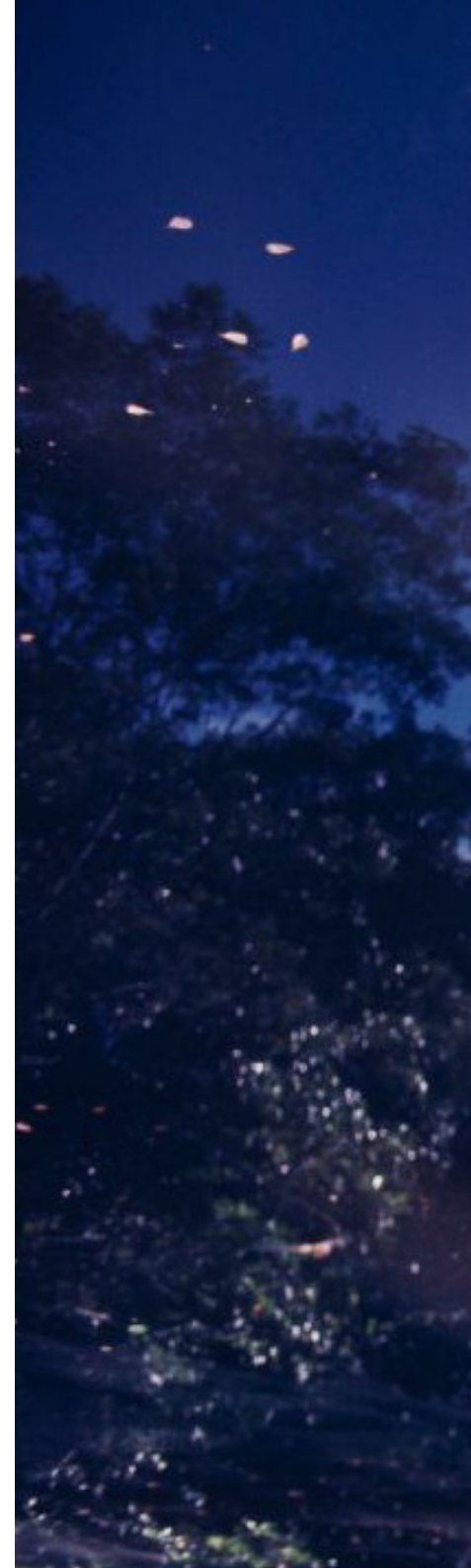
- **Insertion of “Presents” in all promotional material, printed and digital.**
- **Space for displaying an institutional/commercial vignette of up to 15” on the event’s official website.**
- **Full page for commercial advertisement within the event catalogue.**
- **Banner in the footer of the event's official website.**
- **Brand activation in one of the spaces where the event will take place.**
- **10 kits containing a pair of tickets for all in-person presentations, graphic and promotional material for the event.**
- **5 exclusive sponsored posts on the event's Instagram.**
- **5 exclusive sponsored posts on the event's Facebook.**



sponsor

premium investment

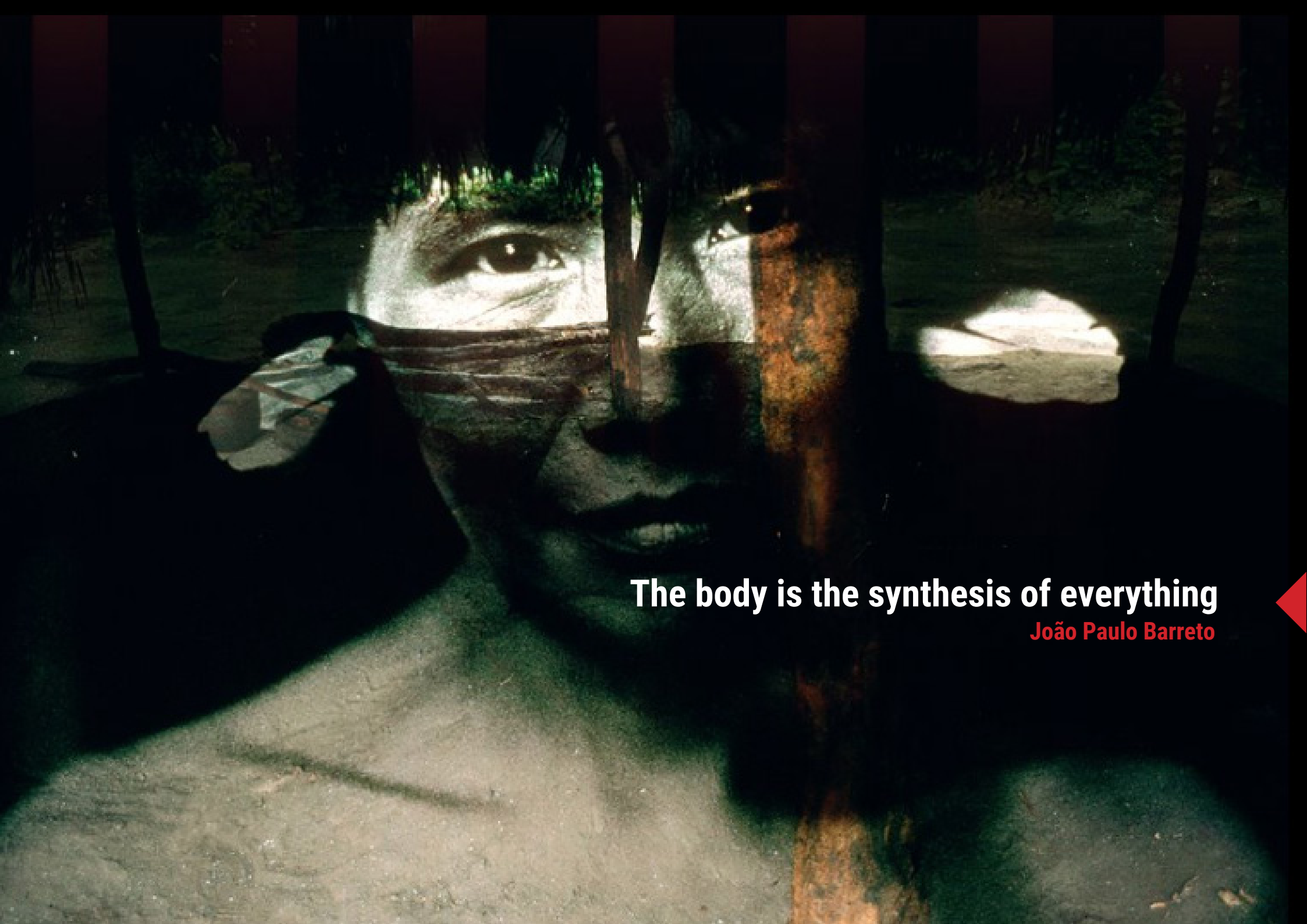
- **Insertion of “Sponsorship” in all promotional material, printed and digital.**
- **Space to display an institutional vignette of up to 10” on the event’s official website.**
- **Full page for commercial advertisement within the event catalogue.**
- **Brand activation in one of the spaces where the event will take place.**
- **5 kits containing a pair of tickets for all in-person presentations, graphic and promotional material for the event.**
- **2 exclusive sponsored posts on the event's Instagram.**
- **2 exclusive sponsored posts on the event's Facebook.**



supporter

- **Insertion of “Support” in all promotional material, printed and digital.**
- **1/2 page for commercial advertisement within the event catalogue.**
- **5 kits containing a pair of tickets for all in-person presentations, graphic and promotional material for the event.**
- **1 exclusive sponsored post on the event’s Instagram.**
- **1 exclusive sponsored post on the event's Facebook.**





The body is the synthesis of everything

João Paulo Barreto

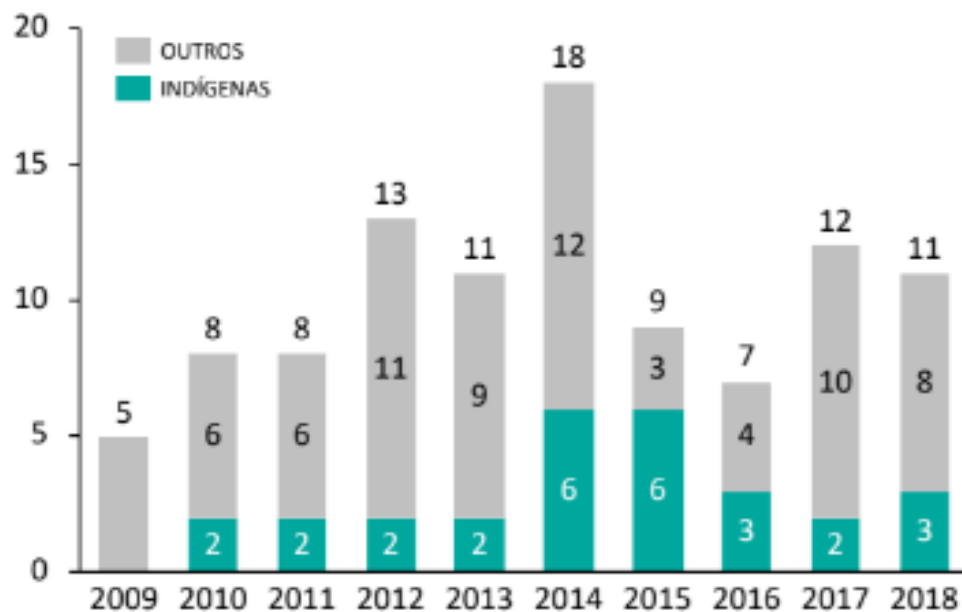


why indigenous people?

Gain of relevance in institutions and investments

FUNDO AMAZÔNIA (2): DESDE 2009, FORAM INVESTIDOS MAIS DE R\$ 340 MILHÕES EM 28 PROJETOS COM FOCO NA CAUSA INDÍGENA

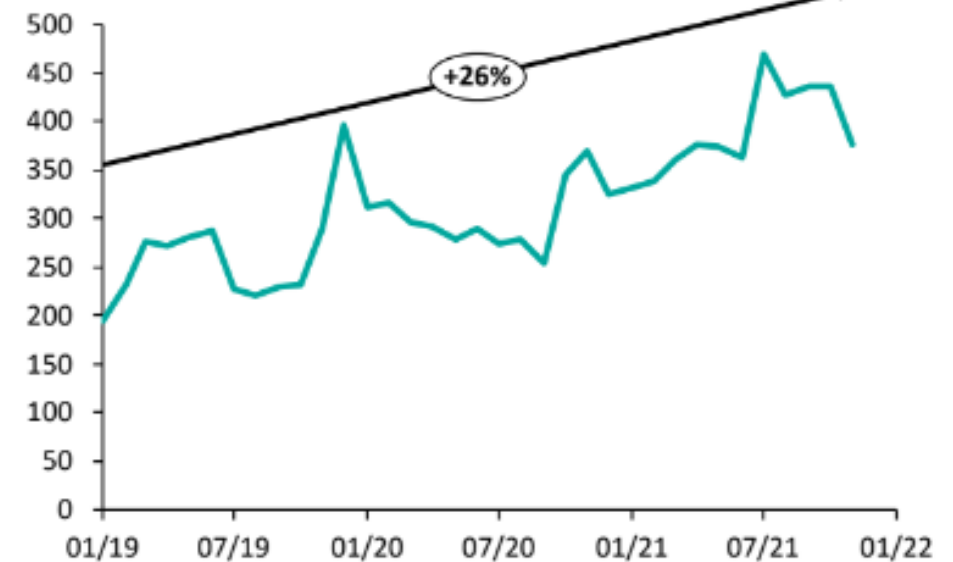
PROJETOS APOIADOS PELO FUNDO AMAZÔNIA



*Amazon Fund: since 2009, more than R\$340 million has been invested in 28 projects focusing on indigenous causes

TRÁFEGO NO SITE (1) DO ISA (INSTITUTO SOCIOAMBIENTAL), UM DOS PRINCIPAIS CANAIS INFORMATIVOS, AUMENTO 26% NOS ÚLTIMOS ANOS

TRÁFEGO MENSAL NO SITE ISA ('000)



Fonte: (1) SEM Rush, <https://www.socioambiental.org/pt-br> (2021); (2) Fundo Amazônia (2021)

*Traffic on the ISA (Instituto Socioambiental) website, one of the main information channels in Brazil, has increased by 26% in recent years

why immersive experiences?

78%

**of millennials and Gen Z
prefer to spend money on
experiences rather than
material goods**

72%

**still want to increase their
spending on experiences
that displace reality**

69%

**aged 18-40 believe that
participating in experiences
makes them more connected
to other people, the
community and the world**

immersive format as a trend



Secret Cinema takes cars to
Upside Down for Stranger
Things 'drive-into' experience

'La Casa de Papel' ganha experiência
imersiva no Banco de São Paulo

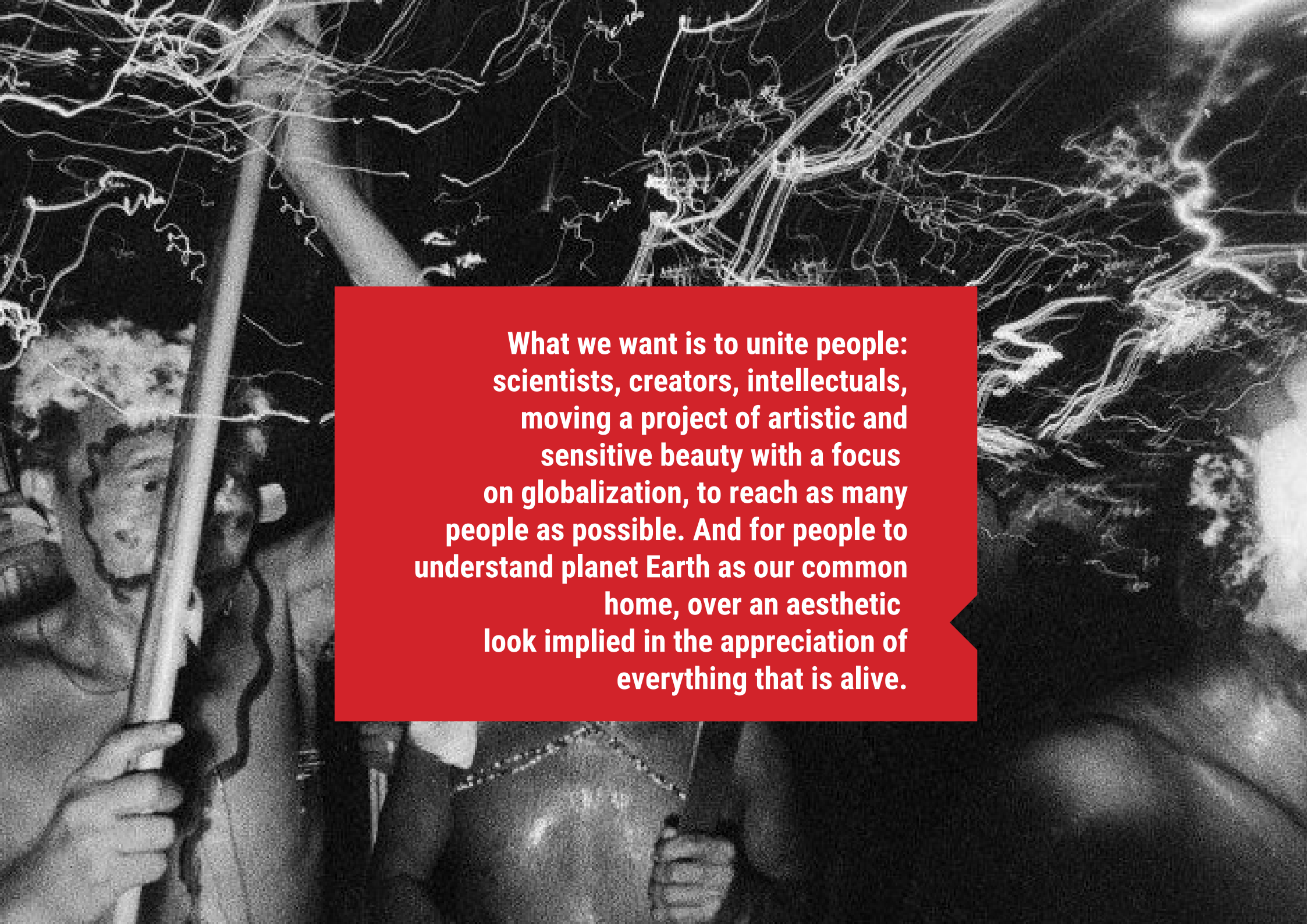


Round 6 da vida real em Abu Dhabi: veja
vídeo e quem ganhou

Exposição digital recria a vida e obra da pintora
mexicana Frida Kahlo



Immersive experiences are happening around the world, such as:
Van gogh immersive experience, Meeting Rembrandt, Avengers Station, Jurassic World,
Galactic Attack, Virtual reality coaster, Nefertari journey to eternity, Arcadia Earth, Sleep
no more



What we want is to unite people: scientists, creators, intellectuals, moving a project of artistic and sensitive beauty with a focus on globalization, to reach as many people as possible. And for people to understand planet Earth as our common home, over an aesthetic look implied in the appreciation of everything that is alive.



IMPLEMENTATION

Outra Margem

VISUAL IDENTITY AND
DESIGN **Casaplanta**

FUND RAISING - BRAZIL
Abrupta

Browse our links:

OUTRA MARGEM

www.outramargem.art

instagram

[@outramargem.art](https://www.instagram.com/outramargem.art)

facebook

[@outramargem.art](https://www.facebook.com/outramargem.art)

TePI.Digital

www.tepi.digital

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OUTRA
MARGEM