

Projeto
Paradiso

ANNUAL REPORT 2020



Among the lessons we learned as we were going through one of the greatest humanitarian crises in our history, it can be said that the recognition of art as an essential tool for humanity was one of the most blatant. Fulfilling this role, the audiovisual industry entered the homes of isolated families to connect them to the world, to the feeling of hope and, most of all, to others – with all of us so distant apart in this unique year of 2020.

But this same audiovisual industry, so indispensable, was one of the sectors that suffered most with the pandemic. Social distancing rendered several areas of audiovisual creation and development inoperative, forcing this industry to reinvent itself.

Projeto Paradiso followed the same path. It was necessary to revisit our priorities, reorganize our programs and quickly assess how we could remain a useful tool for the sector in the face of something totally unknown.

Through the “Curta em Casa” project, we provided 200 young filmmakers with the chance to produce short films from within their isolation spaces and communicate their stories about the pandemic.

We brought relief to the dwellers of the city of São Paulo who were longing to go to the movies by creating the first free drive-in cinema dedicated to national cinema.

And given the halt in public policies for domestic resources for national audiovisual projects, we put together an exclusive roadmap “Show me the Fund” with high-value information about international funds available for Brazilian films.

In addition to all these new opportunities, we kept our original projects running and continued to increase our talent network, which brings us immense satisfaction.

We continue to believe in the power of the audiovisual industry, in the courage of all those who tirelessly make it grow and in the capacity of civil society to organize and transform a country.

OLGA RABINOVICH

Founder

Olga Rabinovich Institute

In 2020, the Brazilian film market came to a halt. Film sets were shut down, productions were postponed indefinitely, and movie theatres closed. A country which had been releasing more than 100 national features per year struggled to reach 24. What we saw, however, was not stagnation, but rather professionals in the industry engaging in strong, sustained efforts to keep things moving.

The announcement of the Covid-19 pandemic came in March, the month of Projeto Paradiso's first anniversary. As a result, instead of receiving our partners and talents in our recently inaugurated offices, we had to close our doors. Like so many other organizations and individuals, we had to learn to work from home. We committed to finding new ways to support Brazilian professionals from the audiovisual sector.

And we did not lack ambition in doing so. We were forced out of our comfort zone as we chose to work with audiences and formats that were entirely new to us. We are proud of the results we achieved: we managed to launch projects such as a Brazilian-movies only Drive In, a roadmap of international funds for professionals of the AV market and "Curta em Casa" supporting 200 young filmmakers from the pandemic-ridden suburbs of São Paulo. We expanded our outreach and (provided the Internet was on our side!), we brought together talents from thousands of miles away. In the face of drastic cuts in public funds, we supported twice as many events and audiovisual institutions as in the previous year. We also engaged in partnerships with important entities in the sector and strengthened our contribution to

national films and projects selected in major festivals and global markets, in order to see Brazil shine on the red carpets around the world. But our biggest achievement in 2020 was to support 32 Brazilian professionals, totalling 51 talents in our network so far, with the firm hope that this will help them create new stories, pointing to original futures.

In such a challenging year, we all found comfort, inspiration and energy in films and series that helped make isolation less lonely. This is the power of films and series and the reason why we believe that efforts to strengthen this industry are more fundamental now than ever.

We know that we have a long and challenging road ahead, but we are certain that this mission is worth the effort. We will continue to stand by the side of Brazilian talents. Bring on 2021!

JOSEPHINE BOURGOIS
Executive Director
Instituto Olga Rabinovich



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MISSION

“ Support the development of talents in the Brazilian audiovisual sector.”

Support the Brazilian audiovisual sector in its efforts to create and distribute narratives that are relevant to its audiences, promote new market practices through training and knowledge generation and foster a network of professionals connected to the global scene.

PRINCIPLES

People

The most effective agents of change and transformation are people. We therefore identify and support professionals in order to leverage talents that make a difference in the Brazilian market.

Audiences

Thinking of the audience in all stages of the process - from creation to distribution - is fundamental to ensure that the audiovisual sector fulfils its mission: to reach our minds and hearts.

Art & Industry

An audiovisual work generates tangible and intangible cultural and economic value that is key to its success. We believe in the integration of art with business and management.

Dialogue & Renewal

Catering to the needs of the professionals with new opportunities for learning and training developed in partnership with key players is our way to seek concrete results that lead to the renewal of market behaviours.

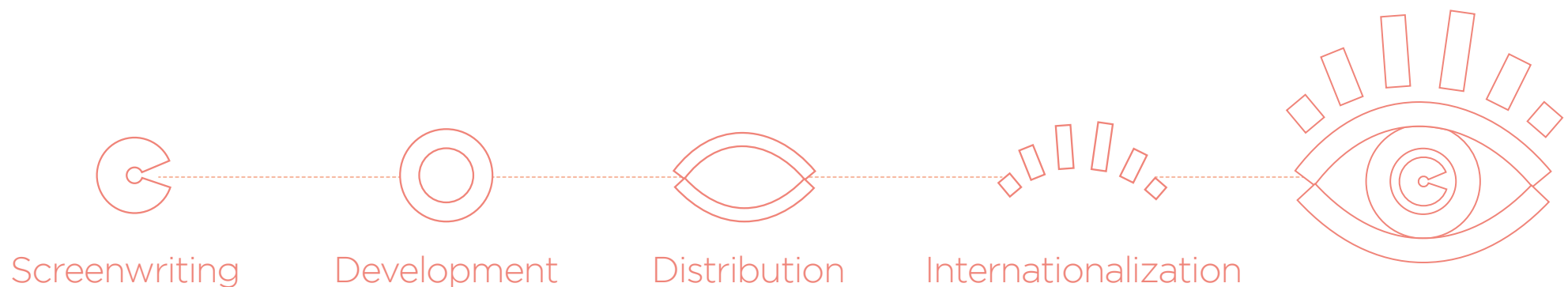
Networks & Internationalization

Connecting Brazilian talents to one another and to professionals around the world fosters learning and the development of joint projects. We want to strengthen a national network with a strong presence in Brazil and abroad.

STRATEGIC FOCUSES

Feature Films/Series/ Animated Movies

Based on a research conducted with 100 professionals, Projeto Paradiso designed its programs with a focus on 3 areas in need of support (writing, development, distribution), with at its core a concern for the quality of the creative process, audience-design and internationalization.



TARGET AUDIENCE:

- Screenwriters
- Directors
- Script-Doctors
- Producers
- Film Distributors
- Film Exhibitors
- Programmers
- Marketing
- Sales Agents

Programs

Talent development
in the audiovisual sector



Find out more about
Projeto Paradiso:



TALENTS

In 2020, Projeto Paradiso directly supported 32 Brazilian professionals from 17 cities and 11 states. Altogether, Projeto Paradiso has supported 51 talents since its inception 2 years ago.



Allan
Deberton

Russas (CE)
Directing, Scriptwriting,
Production
Incubadora 2020/
Internationalization:
BAL/LAB (France - online)



Ana Clara
Ribeiro

Teresina (PI)
Scriptwriting, Research
Grant: EICTV (Cuba)



Ana do
Carmo

Salvador (BA)
Directing, Scriptwriting
Prêmio Cabíria



André
Araújo

Russas (CE)
Scriptwriting
Incubadora 2020



Angelo
Defanti

Niterói (RJ)
Directing, Scriptwriting
Grant: Cine Qua Non Lab
(Mexico - online)



Bárbara Cunha

Recife (PE)
Directing, Scriptwriting,
Production
Incubadora 2020



Bruno Greco

Belo Horizonte (BH)
Production
Incubadora 2020/
Internationalization:
Campus Málaga Talents
(Spain)



Cassiano Prado

São Paulo (SP)
Directing, Scriptwriting
Grant: TFL Next Film
Development (Italy - online)



Clarisse Goulart

Rio de Janeiro (RJ)
Distribution, Production
Grant: Less Is More -
Development Angel
(France - online)



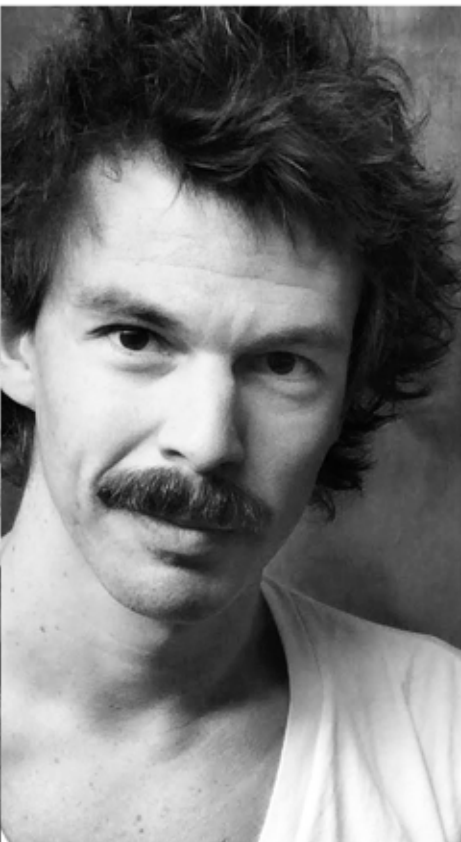
Daniella Borges

Brasília (DF)
Scriptwriting
UCLA Professional
Programs in Writing
for Television
(United States - online)



Eliane Ferreira

Belém (PA)
Production
EAVE Producers
Workshop
(Luxembourg)



Esmir Filho

São Paulo (SP)
Directing, Scriptwriting,
Production
Pop Up Film Residency
(Lithuania)*

*Due to the pandemic,
the grant will be provided in 2021.



Eva Freire

Salvador (BA)
Scriptwriting
Prêmio FRAPA



Evelyn Santos

São Paulo (SP)
Directing
Prêmio Curta em Casa



Giuliana Monteiro

São Paulo (SP)
Directing, Scriptwriting
Grant: Cine Qua Non Lab
(Mexico - online)



Guilherme Zanella

Porto Alegre (RS)
Scriptwriting
Grant: Cine Qua Non Lab
(Mexico - online)



Helen Beltrame-Linné

Ribeirão Preto (SP)
Scriptwriting
Grant: TorinoFilmLab Story
Editing (Italy)



Higor Gomes

Belo Horizonte (MG)
Directing, Scriptwriting
Incubadora 2020



Joelma Gonzaga Oliveira

Salvador (BA)
Production
Incubadora 2019/
Internationalization:
Rotterdam Lab (The Netherlands)



Mano Cappu

Curitiba (PR)
Directing, Scriptwri
Prêmio NICHOLAB 54



Marcelo Filho

Tucano (BA)
Scriptwriting, Directing
Grant: Cine Qua Non Lab
(Mexico)



Mariana Queen Nwabasili

São Paulo (SP)
Curatorship
Grant: Tabakalera
EQZE (Spain)



Mariana Thomé

Porto Alegre (RS)
Directing, Scriptwriting,
Production
Grant: TFL Next
Story Editing (Italy - online)



Marina Tarabay

São Paulo (SP)
Marketing, Distribution
Grant: TFL Next
Audience Design
(Italy - online)



Murilo Hauser

Curitiba (PR)
Directing, Scriptwriting
Grant: TFL Next Film
Development
(Italy - online)



Nara Normande

Maceió (AL)
Directing, Scriptwriting
Grant: TorinoFilmLab
FeatureLab (Italy - online)



Natália Sellani

Pouso Alegre (MG)
Scriptwriting
Incubadora 2020



Pedro Coutinho

Rio de Janeiro (RJ)
Directing, Scriptwriting
Grant: Cine Qua Non Lab
(Mexico - online)



Rogério Cathalá

Vitória da Conquista (BA)
Scriptwriting
Prêmio FRAPA



Sofia Federico

Salvador (BA)
Directing, Scriptwriting
Prêmio FRAPA



Directing, Scriptwriting
Grant: Cine Qua Non Lab
(Mexico – online)

Directing, Scriptwriting, Research
Incubadora 2020

COMING SOON

Talents selected to receive a grant in 2021

Everlane Moraes

TFL Next Film Development (Italy)

Grace Passô

Incubadora Paradiso

Guilherme Coelho

Incubadora Paradiso

Joyce Prado Almeida

Incubadora/Internationalization: Rotterdam Lab (The Netherlands)

Leticia Simões

Incubadora Paradiso

Marcelo Lordello

Incubadora Paradiso

Paulo Serpa

EAVE Producers Workshop (Europa)

Stefano Volp

Incubadora Paradiso

Thaís Vidal

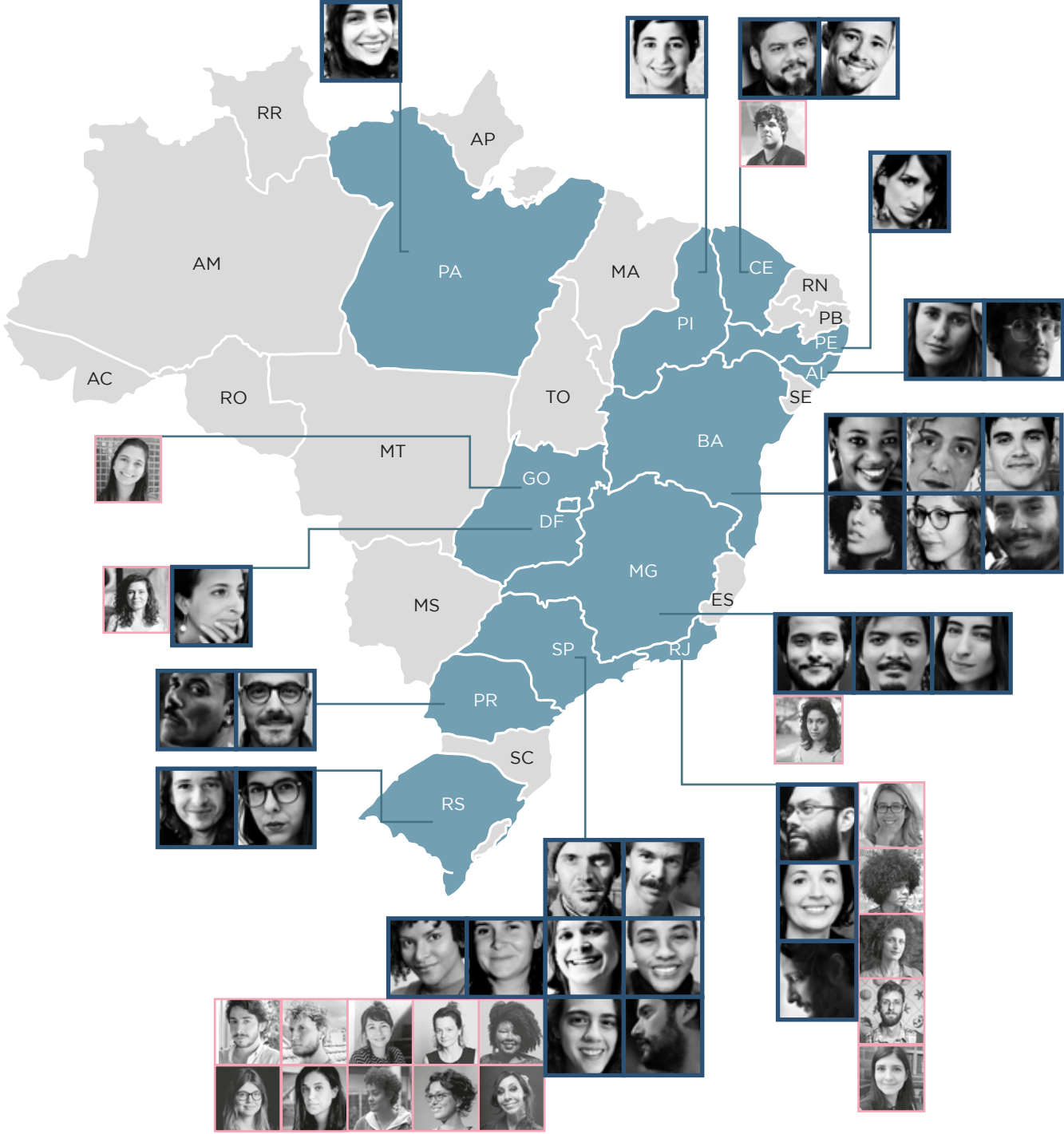
Master's Degree in Creative Writing - EICTV (Cuba) [partial scholarship]

Thays Berbe

Master's Degree in Creative Writing - EICTV (Cuba)

Talents in Brazil

In 2019 and 2020, we supported 51 talents of the audiovisual sector from 13 states in all regions of Brazil.



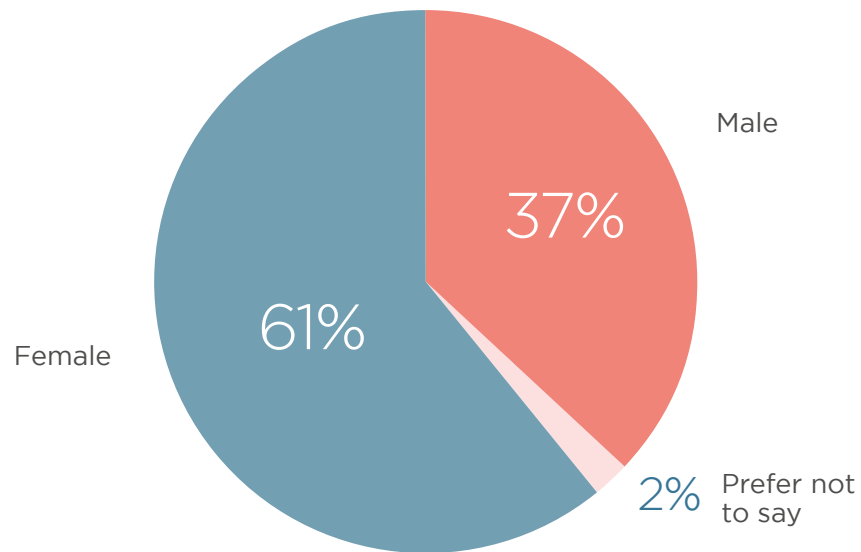
2020

2019

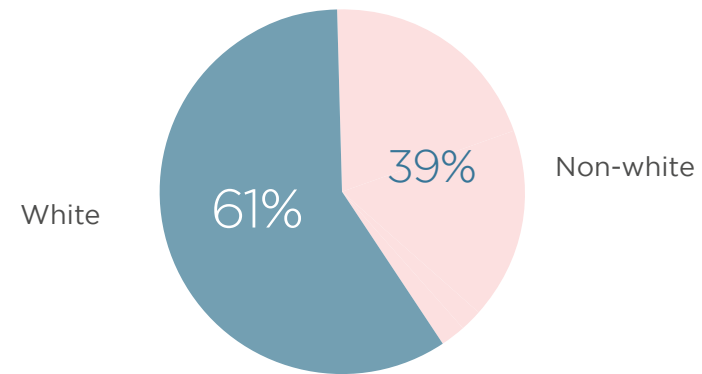
Profile of Talents 2019-2020

Based on self-reported data

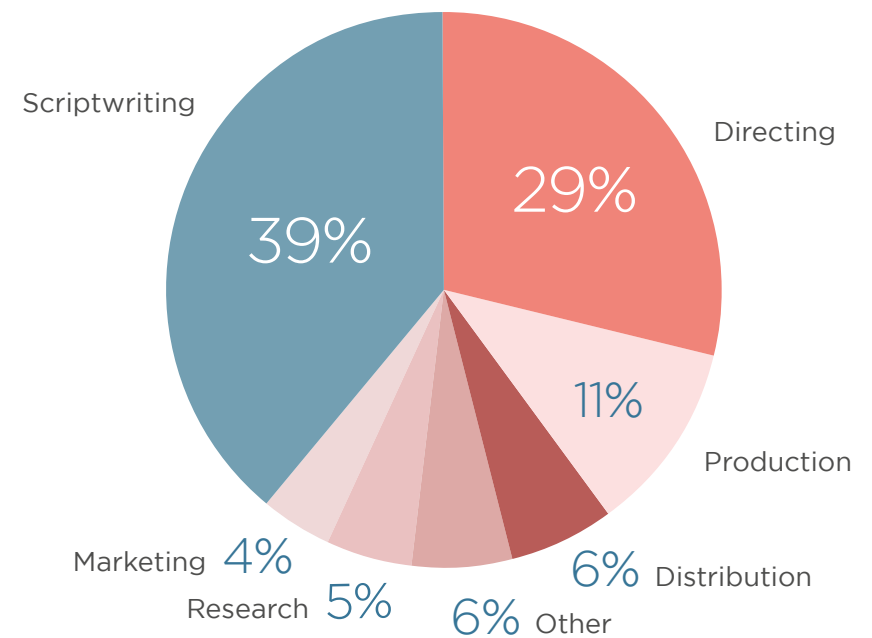
Gender



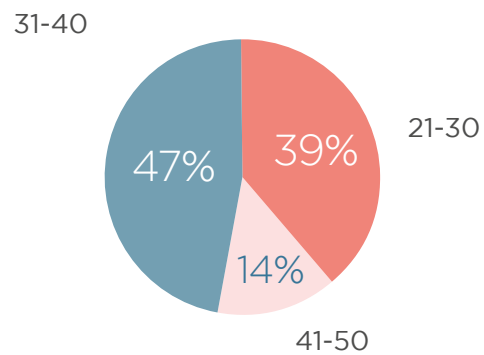
Race



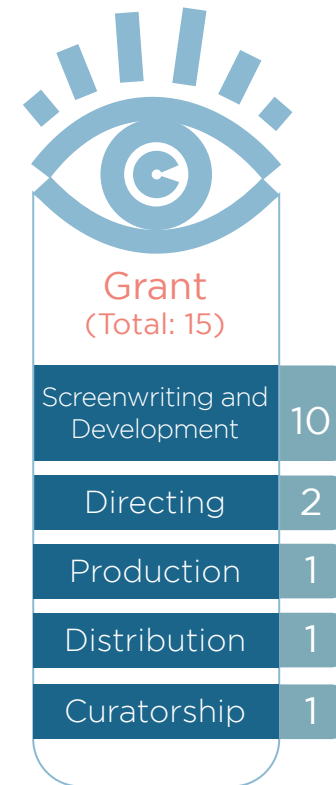
Area of work



Age group



GRANTS AND PROGRAMS



Due to the Covid-19 pandemic, some were held online.

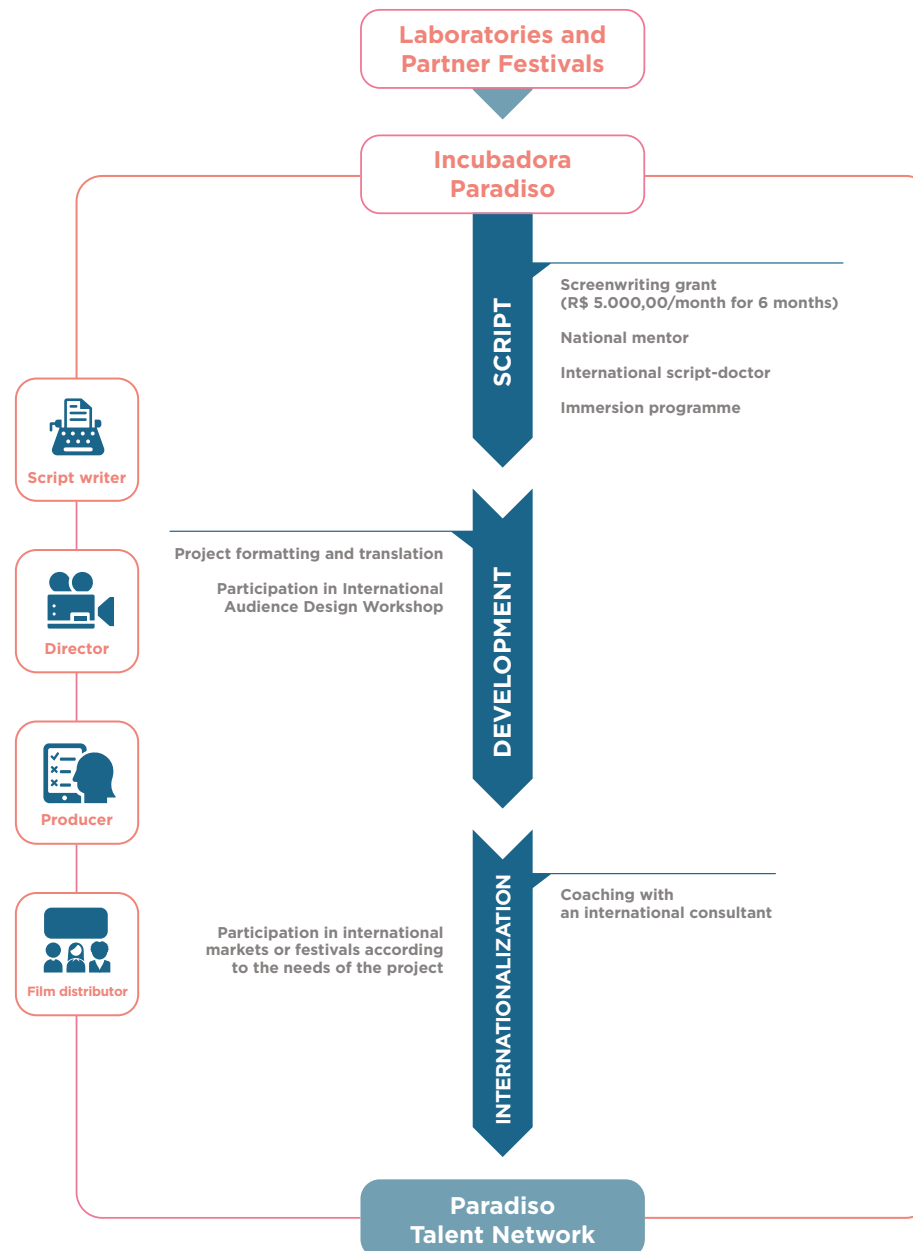


* Due to the pandemic, the residency will be held in 2021.

INCUBADORA PARADISO

The Incubadora Paradiso programs is designed to support the development and internationalization of fiction feature films that gain recognition in important audiovisual labs and markets in the country.

It offers a R\$30,000 grant to scriptwriters, doctoring with renowned Brazilian and international mentors, international consulting for producers, audience workshops and guaranteed insertion into some of the leading audiovisual markets in the world.



CENA 15

PORTO BRACEMA DASARTES



André Araújo
Scriptwriter



Pipa



Director and producer:
Allan Deberton

DEBERTON
FILMES

Producer:
Deberton Filmes



Mentor:
Camila Agustini

Logline: At risk of having to live with his father, who does not accept him for who he is, Gugu tries to hide his grandmother's illness from everyone, as he faces an uncertain future, stuck between memory and forgetfulness.

BAL Festival Biarritz
LAB Amérique Latine
Laboratoire

MOSTRA



Bárbara Cunha
Scriptwriter



The Field of Guará Wolves



Director:
Paulo Caldas

99P



Producer:
99 Produções e
Academia de Filmes



Mentor:
Kleber
Mendonça Filho

Logline: Inspired by true events, The Field of Guará Wolves is a free adaptation of the story of one of Brazil's worst crimes of the 20th century: a love triangle between modern cannibals.

BRASIL CINEMUNDI
10th International Cooperation Meeting



Higor Gomes
Director and scriptwriter



Ninja Storm

PONTA
ANZOL

Producer:
Ponta de Anzol



Producer:
Bruno Greco



Mentor:
Juliana Rojas

Logline: Carlos lives on the outskirts of the city of Sabará with his daughter Kênia. Strange blackouts are happening in their neighbourhood and the girl's suspicion of her father's involvement will change their relationship forever.

FESTIVAL DE MÁLAGA
MÁLAGA TALENT

"Thanks to Projeto Paradiso, I was able to develop the script of Feito Pipa, but especially a more mature approach to scriptwriting."

André Araújo

"It is a tremendous privilege, and hard work, to be able to dedicate oneself to rewriting a script with the essential support of consultants and participation in events and labs, which helped the project to mature and get ready for the international market."

Bárbara Cunha

"It offered an intense immersion process focused on the development of my project; during the tutorials with Juliana Rojas, the script took shape and I outlined more structured paths for the characters and the storyline."

Higor Gomes



Natália Sellani
Scriptwriter



The Crossing



Mentor:
Elena Soárez

Logline: Different generations of women are forced to live in isolation in the same house due to a strong flood that ravages the region.

"While participating in Incubadora Paradiso, I learned a lot about scripts and the craft of writing. The exchanges during the tutoring and with the group were essential."

Natália Sellani



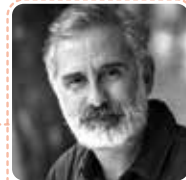
Ulisses Arthur
Diretor e roteirista



We are not dreaming



Producer:
Céu Vermelho
Fogo Filmes e
Bubbles Project



Mentor:
Marcelo Gomes

Logline: Kicked out of his home, Ciro starts an adventure amid protests at university, pole dance rehearsals and steamy nights with Antônio. When their bodies collide, the world around them trembles.

"Incubadora Paradiso is a space to grow and for profound learning and exchanges, which enables us to create more powerful narratives with broader appeal."

Ulisses Arthur



All projects were invited to participate in the Argentinean-based Ventana Sur Producers Network, a partner of the Marché du Film de Cannes. *The Crossing* was also chosen for the newly created Principio del Film category for projects that are looking for producers.

AUDIENCE DESIGN WORKSHOP

Five projects participated in the exclusive Audience Design Workshop promoted by BrLab in partnership with Projeto Paradiso between September and November.

Argentinean Fernanda Del Nido, head of Setembro Cine and co-producer of *Una Mujer Fantástica (A Fantastic Woman)*; Rafael Sampaio, general director of BrLab and producer and founding partner of Klaxon Cultura Audiovisual, and Sarah Calderón, director of The Film Agency, a specialized marketing consulting based in Madrid, were mentors for all the projects.

BRASIL NO MUNDO



Support for films and projects in international festivals and markets.



Princesa
by Karine Telles



Todos os Mortos (All the Dead Ones)
by Marco Dutra and Caetano Gotardo



Los Conductos
by Camilo Restrepo



Cidade Pássaro (Shine Your Eyes)
by Matias Mariani



Un Crimen Comun (A Common Crime)
by Francisco Márquez



Vento Seco (Dry Wind)
by Daniel Nolasco



Alice Junior
by Gil Baroni



Irmã
by Luciana Mazeto



Meu nome é Bagdá (My name is Baghdad)
by Caru Alves de Souza



Casa no Campo
by Davi Pretto



Zafari
by Mariana Rondon



Pedágio
by Carolina Markowicz



Casa de Antiguidades (Memory House)
by João Paulo Miranda Maria



Cidade; Campo
by Juliana Rojas



A Felicidade das Coisas (The Joy of Things)
by Thais Fujinaga



Fogaréu
by Flavia Neves

1 PROJECT AT ROTTERDAM CINEMART 2020

- *Princesa* by Karine Telles.

8 FILMS AT BERLINALE

- *Todos os Mortos (All the Dead Ones)* by Marco Dutra and Caetano Gotardo
- *Los Conductos* by Camilo Restrepo
- *Cidade Pássaro (Shine Your Eyes)* by Matias Mariani
- *Un Crimen Comun (A Common Crime)* by Francisco Márquez
- *Vento Seco (Dry Wind)* by Daniel Nolasco
- *Alice Junior* by Gil Baroni
- *Irmã* by Luciana Mazeto
- *Meu nome é Bagdá (My name is Baghdad)* by Caru Alves de Souza

2 ORGANIZATIONS IN EUROPEAN FILM MARKET

- Spcine
- Cinema do Brasil

3 PROJECTS AT THE BERLINALE CO-PRODUCTION MARKET

- *Casa no Campo* by Davi Pretto
- *Zafari* by Mariana Rondon
- *Pedágio* by Carolina Markowicz

1 FILM AT THE FESTIVAL DE CANNES

- *Casa de Antiguidades (Memory House)* by João Paulo Miranda Maria

1 FILM AT THE LOCARNO FILM FESTIVAL

- *Cidade; Campo* by Juliana Rojas

2 FILMS AT THE SAN SEBASTIAN FILM FESTIVAL

- *Casa de Antiguidades (Memory House)* by João Paulo Miranda Maria
- *Todos os Mortos (All the Dead Ones)* by Marco Dutra and Caetano Gotardo

SUPPORT FOR BRAZILIAN CONTENT IN MIPCOM+ ONLINE

2 FILMS AT PRIMER CORTE - VENTANA SUR

- *A Felicidade das Coisas (The Joy of Things)* by Thais Fujinaga
- *Fogaréu* by Flavia Neves



COURSES AND LABS

FRAPA[LAB]

A FRAPA – Projeto Paradiso co-production, the lab was held entirely online over four weeks, between August and September.

The 12 finalists of the FRAPA 2020 Screenwriting Competition – six feature films and six series pilots – participated in FRAPA[LAB], where they received both individual and collective mentorings on their scripts from Aleksei Abib (Brazil), Inés Bortagaray (Uruguay), Jaqueline Souza (Brazil), Julio Rojas (Chile) and Victor Lopes (Brazil).

BrPlot with Fanny Herrero

Projeto Paradiso organized the “Local Narratives, Global Audiences: the case of the *Dix Pour Cent Series*” masterclass with actress, scriptwriter and French showrunner Fanny Herrero. She spoke about the popular series she produced with actress and scriptwriter Martha Nowill and scriptwriter Chico Mattoso in this event promoted by BrLab in partnership with Projeto Paradiso, ABRA and the Embassy of France in Brazil.

Conversation with Claire Denis – FIM20

A rare conversation with Claire Denis, mediated by educator and expert Robert Milazzo from the Modern School of Film, New York, and organized especially for the Women’s International Film Festival. The French filmmaker talked about her daily life, the human and social challenges raised by the Covid-19 pandemic, her childhood in Cameroon and her Brazilian origins, as she has relatives in the State of Pará. She spoke about her work, her relationship with actors, looking for funding for her works, the choice of topics and other aspects of her films.

Watch the masterclasses online!



AWARDS



Evelyn Santos director of short film *Dádiva *itálico**, is the recipient of the Curta em Casa prize, a joint-project of Projeto Paradiso with Spcine and Instituto Criar. She will use this award to fund her Cinema Studies at EICTV, the famous film school based in Cuba.



FRAPA[LAB] award for the best projects in the feature film and series pilot categories. The winner of the feature film category was Sofia Federico for her project *Tempo Meio Azul Piscina*. The winners of the series pilot awards were Eva Freire and Rogério Cathalá with *Inimigo Interno*. They received an award to invest in training or consultancies.



In the 4th Premio ABRA de Roteiro (the script award programs organized by Associação Brasileira de Autores Roteiristas), the Scriptwriter of the Year award went to Rosane Svartman. Rosana decided to donate the prize to Nós do Morro, an art collective from Rio de Janeiro that she has been collaborating with for 20 years.



Award given to Rodrigo Berto S. Pinheiro (Mano Cappu) for the development of the fiction series *Labirinto*, chosen by the LAB NICHÔ 54 jury.



Ana do Carmo, author of the fiction feature film *Sol a Pino*, was the winner of the 5th Prêmio Cabéria for the Best Script.

PARADISO MULTIPLICA AND CANAL PARADISO

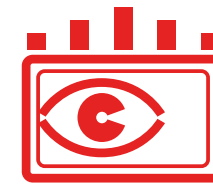


In April 2020, Projeto Paradiso launched **Paradiso Multiplica**, which aims to disseminate the knowledge of filmmakers who are part of **Rede Paradiso de Talentos** (Paradiso Talents

Network). The focus is to share what they learned at world renowned institutions with other professionals.

20 talents acted as multipliers and took part in 90 hours of lectures, debates and mentorings, in partnership with some of the leading institutions and events linked to the audiovisual sector in the country.

Watch the videos here:



Launched in May 2020, Canal Paradiso is a tool to access curated contents that are relevant to the development of the Brazilian audiovisual industry. Paradiso

Multiplica masterclasses and open panel sessions are also available on the channel.

Watch Canal Paradiso!



SPECIAL PROJECTS

Special projects implemented as a response to the Covid-19 pandemic.



The only drive-in with free, 100% national content in Brazil.

Curated by Marina Person, the programs focused on promoting national films and talents. It included previews and the selection #vidasnegrasimportam (#blacklivesmatter, in English), dedicated exclusively to films by black directors and supported Juntos pelo Cinema, a platform of film exhibitors.

- Previews: *Meu Nome é Bagdá (My Name is Baghdad)*, *Pacarrete* and *Música para Morrer de Amor*
- Free
- 100% national content

- Saturdays and Sundays, from August 1st to 23rd
- 23 sessions
- 100 vehicles per session
- Audience reached: 5,000 people



Watch the making of:







Instituto Criar, Projeto Paradiso and Spcine created Curta em Casa. The project provided R\$3,000-grants to 200 filmmakers who produced short films (3 to 6 minutes) that portrayed their views on the pandemic.

- 980 visitations in 1 week
- 5 masterclasses that offered training on audiovisual techniques to the winners
- Individual mentoring
- An online people's jury voted for the winners. The 10 most-voted short films were showcased at the 31st Festival Internacional de Curtas-Metragens de São Paulo (KinoForum) and in an exclusive Drive-in Paradiso session
- Individual mentorships for the creators of the 10 winning projects from Projeto Paradiso advisory

board members Marcelo Gomes, Débora Ivanov and Matias Mariani, and Rede Paradiso de Talentos in the framework of the Paradiso Multiplica program

- A commission created by Projeto Paradiso talents Carolina Markowicz, Ulisses Arthur and Higor Gomes selected one short film amongst the 10 most-voted ones
- Director Evelyn Santos received a prize of R\$10,000.00 for training or consulting and became a member of Rede Paradiso de Talentos (Paradiso Talents Network)
- Launch of the *40m²* series, which brings the shorts together in four episodes, launched on Globoplay in December 2020

REALIZAÇÃO



PATROCÍNIO

Spcine

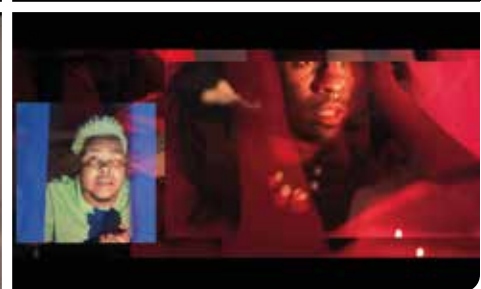


PARCERIA



APOIO





SHOW ME THE FUND

Fruit of a partnership between Brazilian Content, Cinema do Brasil and Projeto Paradiso, Show me the Fund is the first initiative of its kind. Designed for audiovisual producers, this roadmap shines a light on the first and fundamental link of the production chain: funding institutions.

An extensive compilation of the international resources available for all phases of Brazilian filmmaking, from development to the distribution.

- 50 funding initiatives researched by LatAm cinema are presented in a didactic way in five volumes
- Participation in 16 webinars, roundtables and debates on this issue - available on Canal Paradiso
- 5.277 downloads since launch



Sessions are available on
Canal Paradiso



BRAVE NEW WORLD THE FUTURE OF CINEMA



This interview webserie was created in June, during the Marché du Film of Festival de Cannes 2020. Journalist Flávia Guerra interviewed key players

in the audiovisual industry about changes the sector is going through. The program was curated by Paula Gastaud. A special edition was produced for the Argentinian market Ventana Sur in December, which included an interview of Jérôme Paillard, the Executive Director of Marché du Film de Cannes.

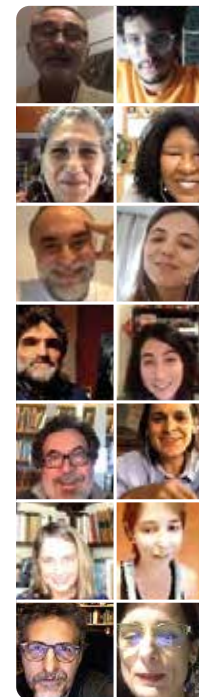
Available on Canal Paradiso:



MEU PRIMEIRO LONGA

A series of live sessions on Instagram with renowned directors who talk about the first film they made, hosted by professionals from the Rede Paradiso de Talentos.

- 1,400 viewers of live sessions



Marcelo Gomes and Ulisses Arthur

Anna Muylaert and Jaqueline Souza

Karim Aïnouz and Nina Kopko

Cao Hamburger and Natália Sellani

Jorge Furtado and Helen Beltrame-Linné

Carla Camurati and Ana Clara Ribeiro

Kleber Mendonça Filho and Bárbara Cunha

PARTNERS

Projeto Paradiso develops its work through partnerships with renowned institutions in Brazil and abroad. In 2020, we engaged in 29 partnerships and directly supported 12 institutions and events.



International partners

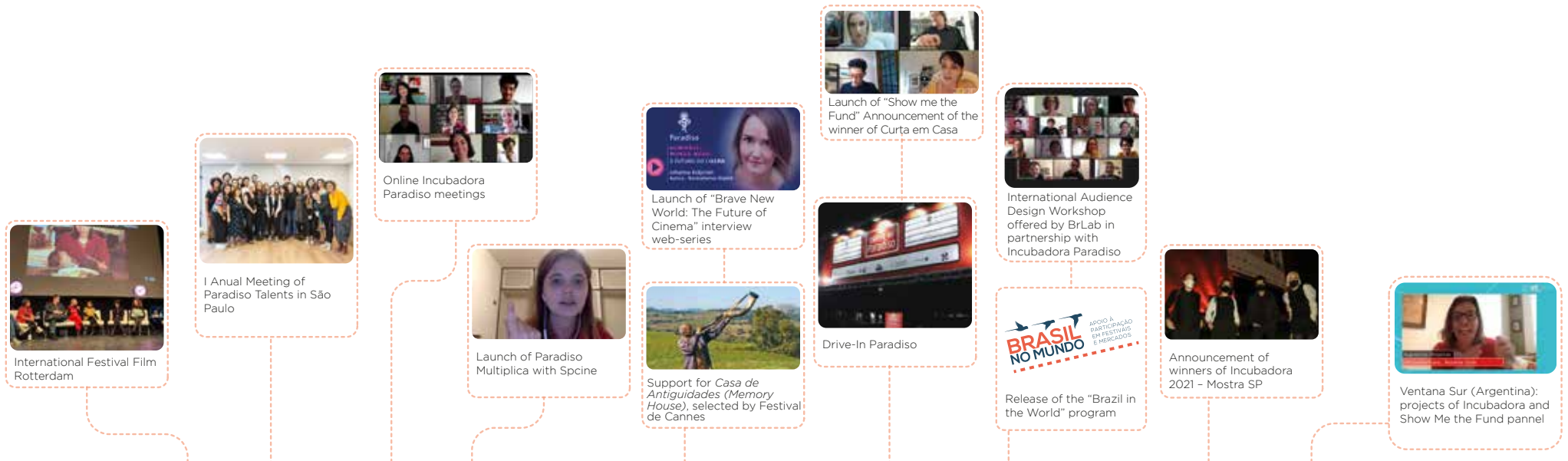


Sponsored events and institutions

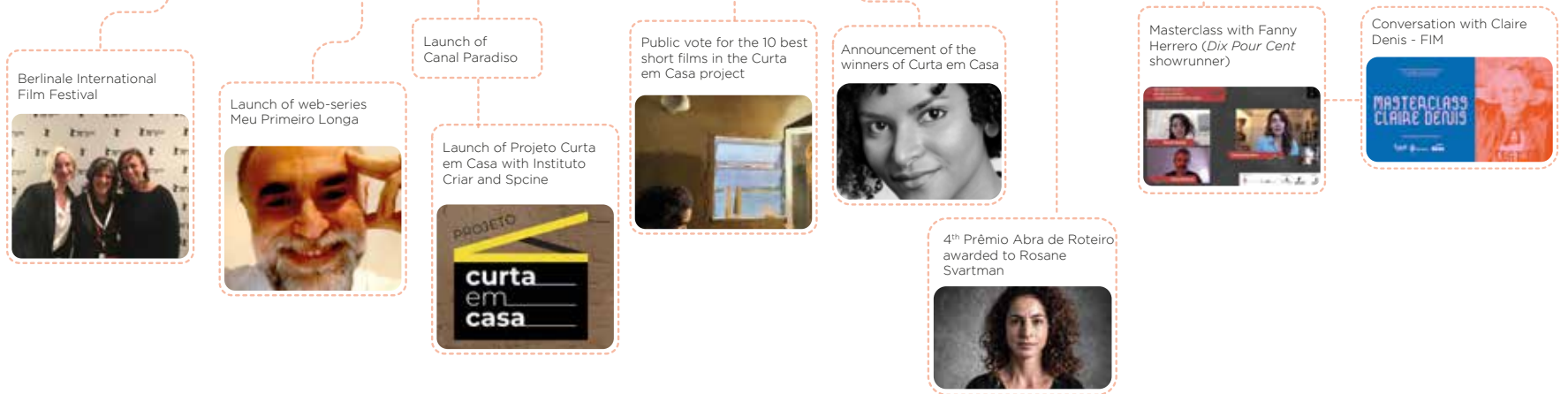


Sociedade Amigos da Cinemateca (SAC)

ACTIVITIES AND EVENTS



Jan **Feb** **Mar** **Apr** **May** **Jun** **Jul** **Aug** **Sep** **Oct** **Nov** **Dec**



OUTREACH



11,003

Instagram followers



5,536

Facebook followers



6,882

views on Canal Paradiso



36,177

visitors on the website

Projeto Paradiso in the international press



LatAm cinema, 27/2



Variety, 20/2



Variety, 23/2



Variety, 4/12

Projeto Paradiso in the national press



Canal Brasil, 24/2



Exibidor, 26/6



Tela Viva, 6/7



Folha de S.Paulo, 20/7

QUATRO RODAS O projeto Paradiso vai inaugurar o Cine Drive-in Paradiso, em São Paulo, que terá programação inteiramente dedicada ao cinema nacional e entrada gratuita — será necessário realizar inscrições online.

RODAS 2 Co-realizado pela Secretaria Municipal de Cultura de SP e a Spcine, ele ocupará o estacionamento da Assembleia Legislativa de SP e terá curadoria de Marina Person. "Meu Nome É Bagdá", de Caru Alves de Souza, será exibido na estreia, no dia 1º de agosto.

Mônica Bergamo
(Folha de S.Paulo), 19/7



Bom Dia São Paulo, 27/7

Projeto Paradiso in the national press



Folha de S.Paulo, 1/8



SPTV 1ª e 2ª edição, 1/8



Canal Brasil, 6/8



Diário Catarinense, 10/8



Band Notícias, 14/8

Teaser

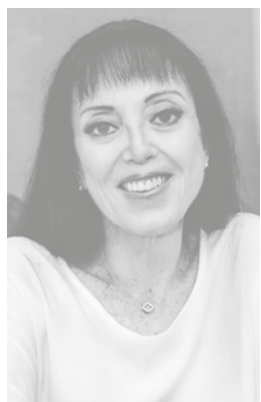
AUDIOVISUAL

Dinheiro estrangeiro para projetos de cinema locais

Em um momento de dificuldades para o setor audiovisual no Brasil, o Brazilian Content, o Cinema do Brasil e o Projeto Paradiso estão lançando a iniciativa *Show me the fund*. A meta é ajudar os produtores locais de conteúdo a encontrar possibilidades internacionais de financiamento de seus projetos. Ao todo, serão apresentados 50 oportunidades para diferentes segmentos, de desenvolvimento de roteiros a documentários, passando pelo financiamento de filmes de diretores já consolidados. A iniciativa é uma parceria com a LatAm Cinema, portal de conteúdo especializado em cinema latino-americano.

Coluna Fernando Scheller (Estadão), 10/8

Associates



OLGA RABINOVICH
Founder and President

Passionate about film, Olga Rabinovich from Brazil chose the audiovisual sector as the focus for her philanthropic work. A firm believer of its potential to change people's views and even their realities, she deems the audiovisual industry an important tool for strengthening Brazilian identity and sharing it with the world..



ROBERTA DE OLIVEIRA E CORVO RIBAS
Associate

A lawyer with a focus in business law and estate planning, she graduated from the University of São Paulo (USP) and has a master's degree and Ph.D. from PUC-SP and a Master's Degree in Law from Pennsylvania University. She is currently a partner at Corvo Advogados.

Team



JOSEPHINE BOURGOIS
Executive Director

With MAs in Literature from the University of Paris Sorbonne, and Social Sciences from New York University (NYU), she has worked for 20 years in the nonprofit sector and the cultural scene in Brazil. She was the director of the Paraty International Literary Festival (Flip), founded the Fabriqueta de Histórias - an innovative creative writing project - and worked for the Department of Culture of the City of São Paulo.



RACHEL DO VALLE
Manager of Audiovisual Projects

Journalist with a Post-graduate Degree in Audiovisual Production and Management from the University of A Coruña, Spain, she is an alumn of the Centre of International Negotiations Studies at the USP. She joined the BRAVI team for ten years and managed the Brazilian Content program, a partnership with Apex-Brazil. Prior to that, she worked for three years in the distribution of feature films and series on the international market.



LUÍSA LUCCIOLA
Communications Coordinator

Graduated in journalism from the Universidade Federal do Rio de Janeiro (UFRJ), she was an economics writer for AFP and worked for four years as a reporter for Jornal Extra. She produced the documentary "Who Killed Marielle Franco?" for Al Jazeera English and covered the Rio 2016 Summer Olympics. Her reports have already been published by Agência Pública and AFP in various countries.



BEATRIZ CYRINEO
Project Assistant

Graduated in Literature (USP), with a specialization in cultural management, policy and production from Unicamp, she has been working as a producer of theatre, music and visual art projects for 13 years. As a producer, she collaborated in six editions of the Paraty International Literary Festival (Flip) and was the Production Programming and Coordinator of the Programming Department of the City of São Paulo's Department of Culture.



FERNANDA DE LUCIO
Administrative-financial Coordinator

A graduate in financial management from Anhembi Morumbi, she worked for more than 10 years as a financial analyst for Elo Company.

Advisory Board



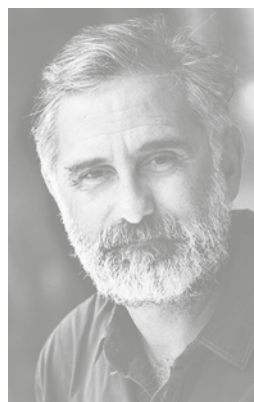
DEBORA IVANOV

Lawyer and producer with more than 20 years of dedication to the audiovisual sector, including many years of work with Gullane Entretenimento, she was the Director of the Agência Nacional do Cinema (Ancine) and currently heads the National Forum of Women's Leadership in Audiovisual



DENIS MIZNE

A law graduate of USP, he was a visiting scholar at Columbia University (US) and a World Fellow at Yale University and is currently the Executive Director of the Lemann Foundation.



MARCELO GOMES

Director and Scriptwriter, he is the creator of films such as "Cinema, Aspirinas e Urubus" and "Estou me Guardando para Quando o Carnaval Chegar" (Waiting for the Carnaval), among others, and has won over 50 international awards.



MARIA ANGELA DE JESUS

With a long career in the audiovisual sector in Brazil, she is currently director of original international productions at Netflix, after acting as the head of national productions at HBO.



MATIAS MARIANI

Founding producer of Primo Filmes ("O Cheiro do Ralo" or "Drained", by Heitor Dhalia), he now works as a scriptwriter and director of films such as "Shine Your Eyes" selected in the Panorama session at the 70th Berlinale.



SILVIA CRUZ

Partner of Vitrine Filmes, a distributor dedicated mainly to Brazilian independent films, she was responsible for the distribution of films such as "O Som Ao Redor" (Neighbouring Sounds), "Hoje Eu Quero Voltar Sozinho" (The Way He Looks), "Aquarius" and "Bacurau" (Nighthawk). She has recently launched Vitrine Espanha in Europe.



Projeto
Paradiso



projetoparadiso.org.br



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@projetoparadiso



paradiso@ior.org.br



youtube.com/projetoparadiso

