



ANNUAL
REPORT 2021



The year 2021 started filled with the hope that we would finally experience rebirth, recovery, and reunion. At first, we didn't have the chance to tame the indomitable, to overcome the insurmountable, to see ourselves again as the entirely social beings that we are and that we like to be. And as if the efforts to win a difficult battle for all of humanity were not enough, we Brazilians, in particular, still had to keep fighting the ineptitude (and why not say cruelty) of those we trust the most to guide us, to give us direction, to protect us.

It was no different with the audiovisual industry. Every day, we fight to keep showing the importance of storytelling and its power to change the world, transforming each story into the place where we want to be, where we want to live.

But it is in the face of extraordinary challenges that human beings are able to take their greatest evolutionary leaps. In the midst of adversity, immense achievements emerge. And we, from Projeto Paradiso, had

the honor of closely following genuine achievements in the sector that is so dear to us and in the name of which we resist, daily. And it is in these moments that hope is reborn and reigns within us, making us believe that we can change what is not working for any of us. And how powerful the audiovisual industry is at these times!

We will do what we can so that in the coming years, we are able to watch more and more versions of what we can be and portraits of this Brazil, so thriving in all its complexity, in story lines that help us envision new futures for ourselves.

Brazil needs these stories, and Projeto Paradiso will always be by the side of those who want to tell them on screen.

OLGA RABINOVICH
President and Founder
Instituto Olga Rabinovich

When Projeto Paradiso left the dream plan to materialize, we decided to plan the first three years of operation while reflecting on the relevance of our work in order to evaluate the next steps. We wanted to learn to crawl and then walk.

With so many changes going on, our first steps were hastened. We hit the ground running! We had to transform and adapt to stay relevant and secure the impact of our actions. We created **new ways to support the presence and financing of the Brazilian audiovisual sector abroad**, with programs such as *Brasil no Mundo* and platforms such as Show Me The Fund. We continued to invest in films at the development stage, but we designed support for projects in the final stage through partnerships with renowned international Works-in-Progress (WIPs).

In March, we will celebrate our third anniversary. Three years of many achievements and lessons learned. The biggest one certainly was having the privilege of welcoming more than **100 audiovisual talents into the *Paradiso Talents Network*** in such a short time. Another was earning the respect of renowned institutions in Brazil and from around the world, which became partners in creating valuable initiatives. We took this as confirmation that our initial steps have led us in the right direction.

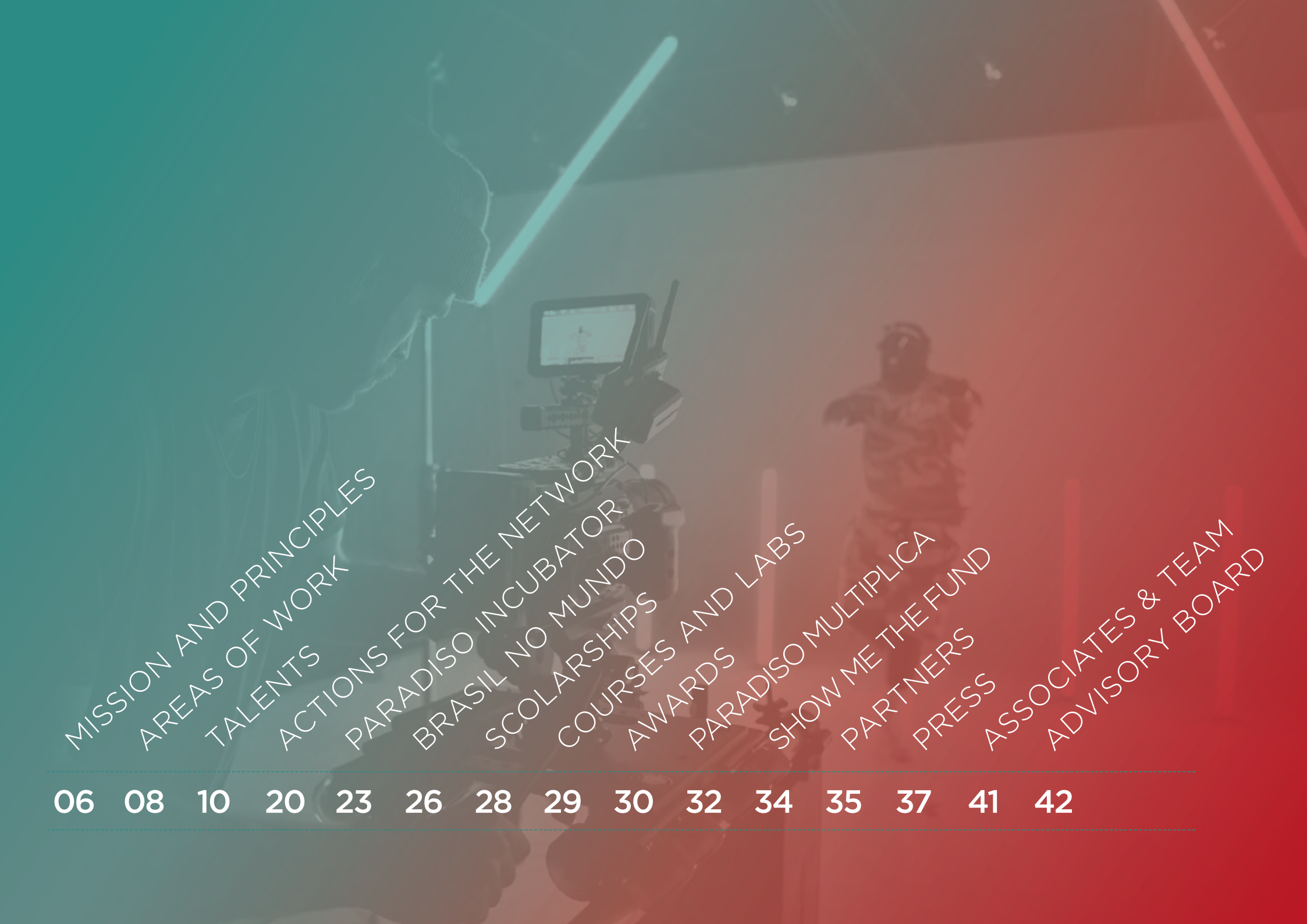
Now, it is time to once again look carefully to the future and ponder the path ahead. For that, we added new members to our Advisory Board, gaining the unique perspective of three relevant talents from the field to guide us. We know that there is much to be done and that we will have to **work hard to adapt to the new scenarios and challenges that the coming years will bring to our industry**. However, we are sure of our mission: to

support talents to help professionalize the audiovisual market and strengthen Brazilian cinema.

I hope that our enterprise to champion the national audiovisual sector will help **take it further and further**. I believe that the years ahead will shed much light on its power and ability to inspire the world.



JOSEPHINE BOURGOIS
*Executive Director
of Projeto Paradiso*



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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

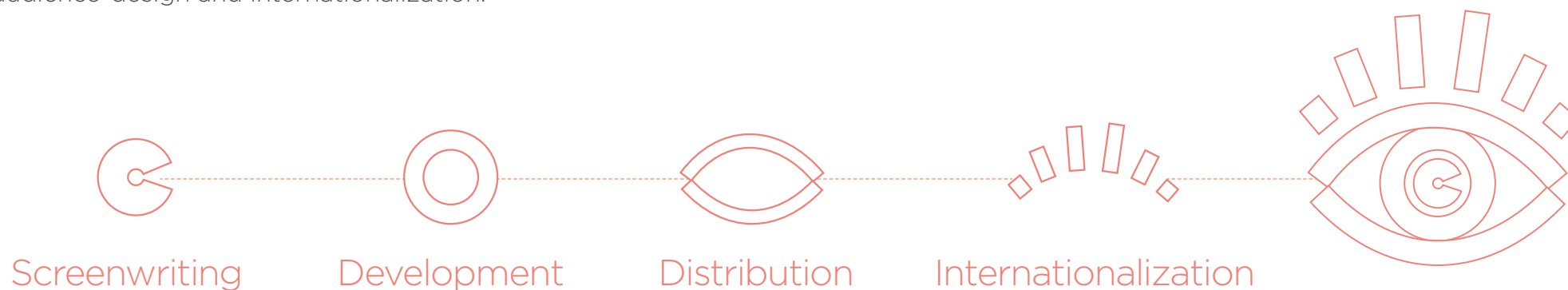
Connecting Brazilian talents to one another and to professionals around the world fosters learning and the development of joint projects. We want to strengthen a national network with a strong presence in Brazil and abroad.

STRATEGIC FOCUSES

Support
for the development
of projects in fiction

Feature Films/Series

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.

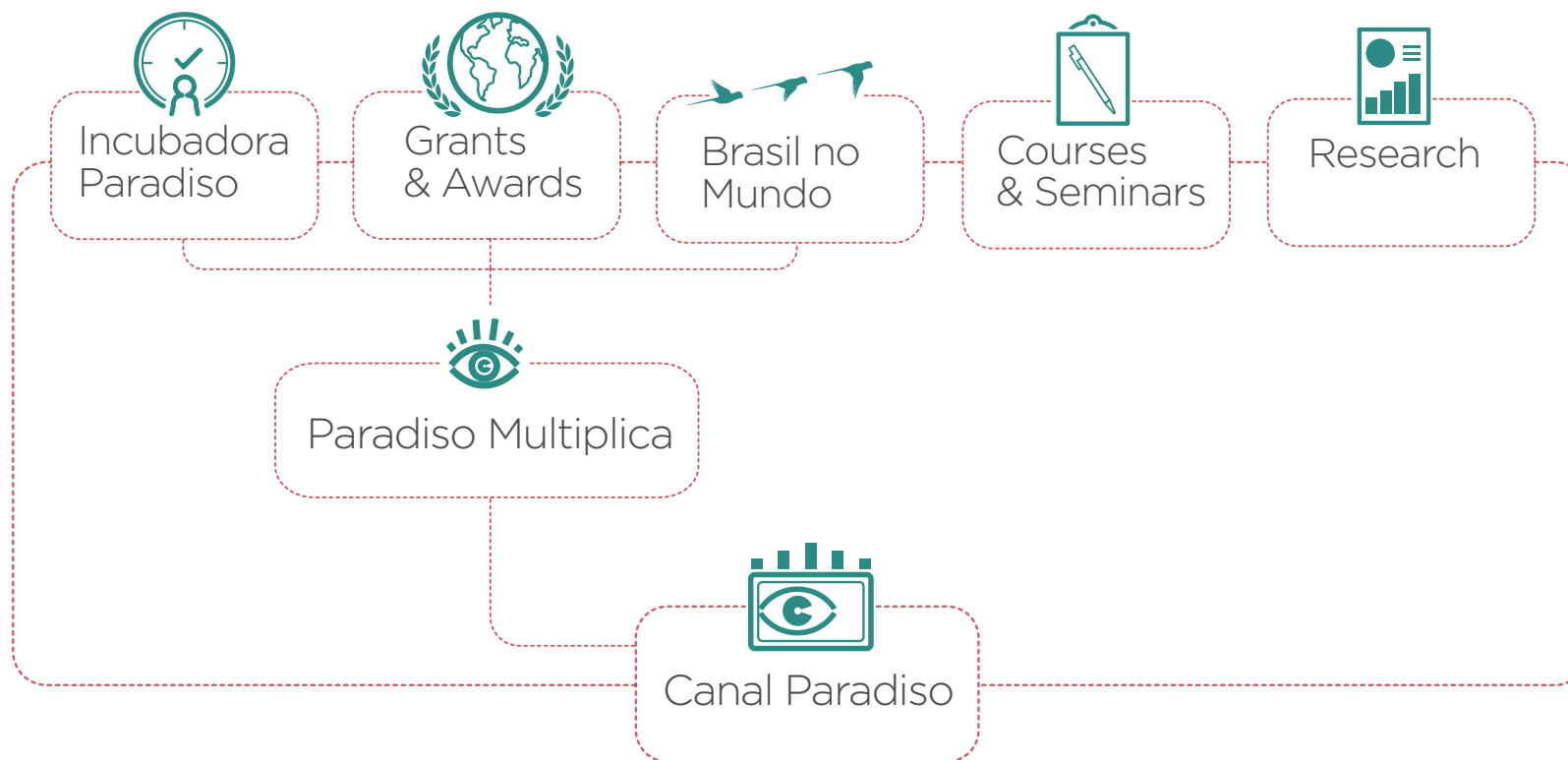


TARGET AUDIENCE:

- 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 2021, Projeto Paradiso directly supported 45 Brazilian professionals from 20 cities and 10 states. In all, 100 talents have already received our support.



Alice
Marcone

Valinho (São Paulo)
Screenwriting
ABRA Award



André
Di Franco

Belo Horizonte
(Minas Gerais)
Directing, Screenwriting,
Research
Scholarship: EQZE (Spain)



Ariel
L. Ferreira

Salvador (Bahia)
Directing, Screenwriting
FRAPA Award



Bárbara
Defanti

Niterói (Rio de Janeiro)
Production
EAVE Puentes (Uruguay)



Bernardo
Ale Abinader

Manaus (Amazonas)
Directing, Screenwriting,
Research
Scholarship:
BAL-LAB (France)



Bernardo Lessa

Salvador (Bahia)
Marketing, Distribution,
Research
Scholarship: Locarno Pro
- U30 (Switzerland)



Camila Ribeiro

Salvador (Bahia)
Directing, Screenwriting,
Research
Cabiria Award



Clara Ferrer

Rio de Janeiro (Rio de Janeiro)
Screenwriting
Brasil no Mundo:
Hubert Bals Fund



Davi Siqueira

Fortaleza (Ceará)
Screenwriting
2021 Incubator



Déo Cardoso

Fortaleza (Ceará)
Directing, Screenwriting
NordesteLAB Award



Eva Randolph

Rio de Janeiro
(Rio de Janeiro)
Directing, Screenwriting
Scholarship: TorinoFilmLab
Next Film (Italy)



Everlane Moraes

Cachoeira (Bahia)
Directing, Screenwriting,
Research
Scholarship: TorinoFilmLab
Next Film (Italy)



Flávia Neves

Goiânia (Goiás)
Directing, Screenwriting
Scholarship: Cité Internationale
des Arts (France)



Giovanni Rizzo

São Paulo (São Paulo)
Directing, Screenwriting
Scholarship: Cine Qua Non Lab
(Mexico)



Grace Passô

Belo Horizonte
(Minas Gerais)
Directing, Screenwriting
2021 Incubator
Brasil no Mundo:
Hubert Bals Fund



Guilherme Coelho

Rio de Janeiro
(Rio de Janeiro)
Directing, Screenwriting
2021 Incubator



Issis Valenzuela

Salvador (Bahia)
Directing, Screenwriting,
Production
Scholarship: Cine Qua Non Lab
(Mexico)



Jotagá Crema

São Paulo (São Paulo)
Directing, Screenwriting
Scholarship: TorinoFilmLab
Next TV (Italy)



Joyce Prado Almeida

São Paulo (São Paulo)
Directing, Screenwriting,
Production
2019 Incubator /
Internationalization:
Rotterdam Lab (Netherlands)



Juliana Colares

Recife (Pernambuco)
Screenwriting
Scholarship: CDPAI -
Ibero-American Audiovisual
Project Development Course
(Spain)



Karen Suzane

Belo Horizonte
(Minas Gerais)
Directing
Brasil no Mundo:
Hubert Bals Fund



Leon Barbero

Matão (São Paulo)
Directing, Screenwriting
Scholarship: TorinoFilmLab
Extended Film (Italy)



Letícia Simões

Salvador (Bahia)
Directing, Screenwriting
2021 Incubator



Lillah Halla

São Paulo (São Paulo)
Directing, Screenwriting
Scholarship: Sam Spiegel
International Film Lab (Israel)



Maju de Paiva

Rio de Janeiro
(Rio de Janeiro)
Directing, Screenwriting
Scholarship: Produire
au Sud (France)



Marcelo Lordello

Brasília (DF)
Directing, Screenwriting
2021 Incubator



Mariana Luiza

Rio de Janeiro (Rio de Janeiro)
Directing, Screenwriting
Scholarship: Salón de Productores - FICCALI (Colombia)



Maya Da-Rin

Rio de Janeiro (Rio de Janeiro)
Directing, Screenwriting, Production
Brasil no Mundo: Hubert Bals Fund



Moara Passoni

São Paulo (São Paulo)
Directing, Screenwriting, Production
Scholarship: TorinoFilmLab ScriptLab Projects (Italy)



Murilo Deolino

Valença (Bahia)
Directing, Screenwriting
FRAPA Award



Paula Garcia

São Paulo (São Paulo)
Production
Scholarship:
Produire au Sud (France)



Paulo Bono

Salvador (Bahia)
Screenwriting
FRAPA Award



Paulo Serpa

São Paulo (São Paulo)
Production
Scholarship: EAVE Producers
Workshop (Luxembourg)



Rafael Sampaio

São Paulo (São Paulo)
Production, Research
Scholarship: Less Is More
Development Angels
(France)



Ricardo Mendonça de França

Rio de Janeiro
(Rio de Janeiro)
Directing, Screenwriting
Scholarship:
Cine Qua Non Lab
(Mexico)



Rodrigo Sousa & Sousa

Itabuna (Bahia)
Directing, Production,
Research
Scholarship: EQZE (Spain)



Rosa Caldeira

Ribeirão Preto (São Paulo)
Direction, Photography
Scholarship: EICTV (Cuba)



Stefano Volp

Vila Velha (Espírito Santo)
Directing, Screenwriting
2021 Incubator



Talita Arruda

Rio de Janeiro (Rio de Janeiro)
Distribution, Marketing,
Research
Scholarship: TorinoFilmLab
Next Audience Design (Italy)



Thaís Vidal

Recife (Pernambuco)
Directing, Screenwriting,
Production, Research
Scholarship: EICTV
(Cuba)



Thayná Almeida

Registro (São Paulo)
Directing, Screenwriting
NICHU 54 Award



Thays Berbe

São Paulo (São Paulo)
Directing, Screenwriting
Scholarship: EICTV (Cuba)



Vânia Lima

Itabuna (Bahia)
Directing, Screenwriting,
Production
Scholarship: BAL-LAB
(France)



Vilma Carla Martins Silva

Ilhéus (Bahia)
Directing, Screenwriting,
Production, Marketing,
Distribution
Scholarship: EQZE (Spain)



Vinicius Cabral de Oliveira

Fortaleza (Ceará)
Directing, Screenwriting
2021 Incubator



UP AND COMING

Professionals already selected to join the
Paradiso Talent Network in 2022:

Cássio Pereira dos Santos

TFL Next Film Development (Italy)

Geovani Martins

Cité Internationale des Arts (France)

João Paulo Miranda Maria

Ikusmira Berriak (Spain)

João Ximenes Braga

Paradiso Incubator

Luiz Bertazzo

Paradiso Incubator

Rayane Teles

EICTV (Cuba)

Ticiano Augusto Lima

EAVE Producers Network (Luxembourg)

PARADISO TALENT NETWORK

Upon joining the Paradiso Talent Network, professionals receive a series of benefits in addition to networking with other members and with executives from the international market.

Support to attend international events

Professionals who are part of the Network can benefit from additional career support.



Bárbara Cunha presenting her project God is a Woman at Cannes Docs, at the Marché du Film, in France



Fernanda Vidigal at the pitching of the feature film The Secret of Sikán, at Ventana Sur, Argentina

Exclusive Meetings

Projeto Paradiso also promotes exclusive meetings between members of the Paradiso Talent Network and professionals and institutions from the audiovisual industry. In 2021, meetings were held with:

- ABRA
- Aly Muritiba and Antonio Gonçalves Jr.
- Eduardo Valente
- Federico Veiroj
- Jorge Furtado
- Mariana Brasil



ABRA

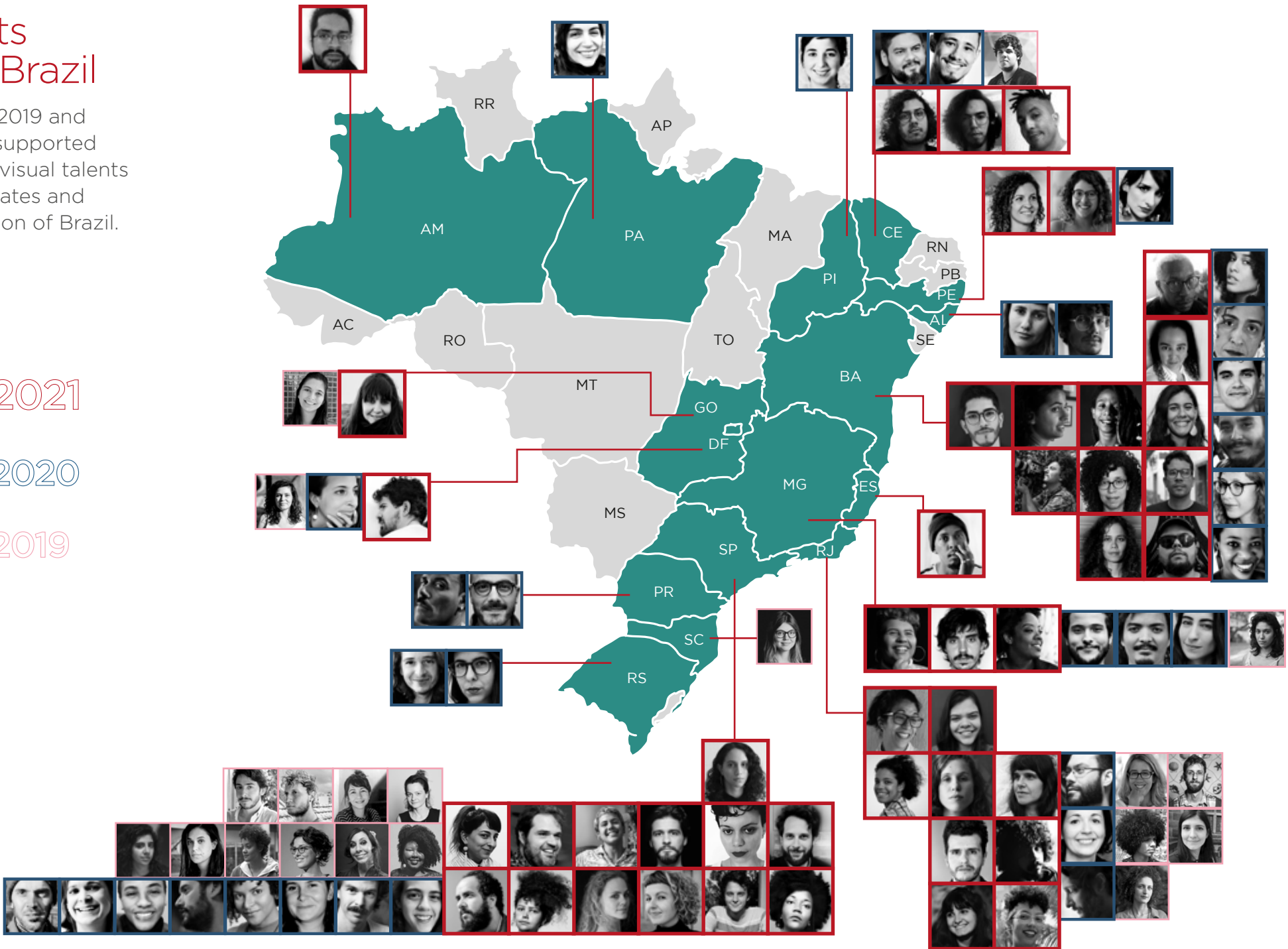


Aly Muritiba and Antonio Gonçalves Jr.

Talents from Brazil

Between 2019 and 2021, we supported 100 audiovisual talents from 16 states and every region of Brazil.

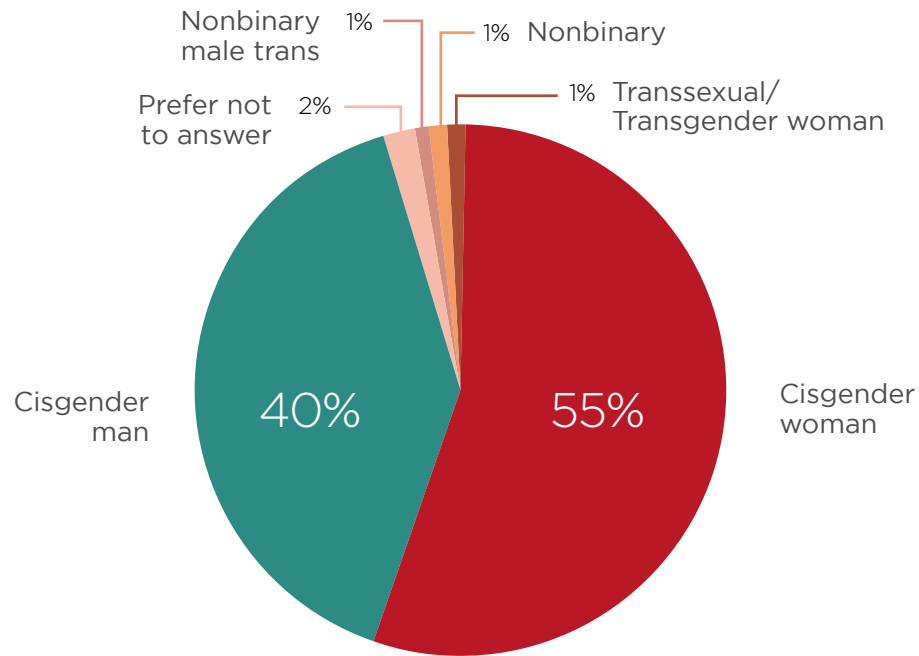
- 2021
- 2020
- 2019



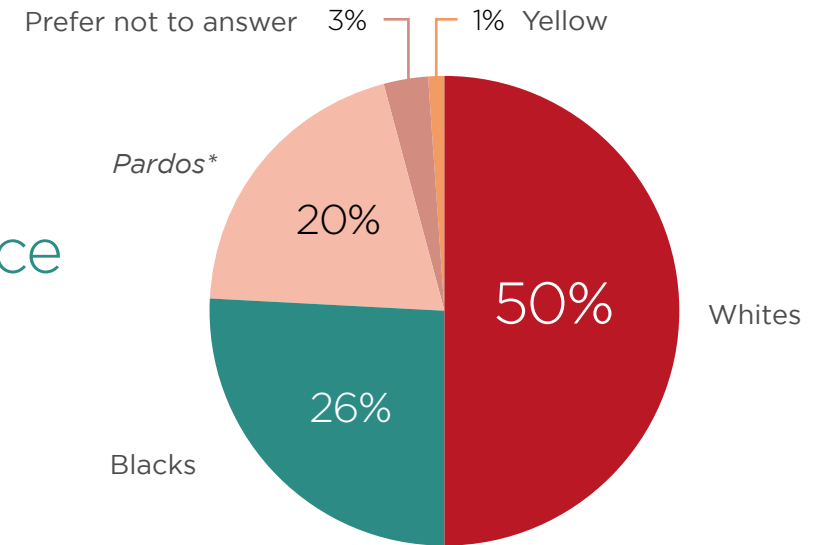
2019-2021 Talent Profile

Self-declared data.

Gender

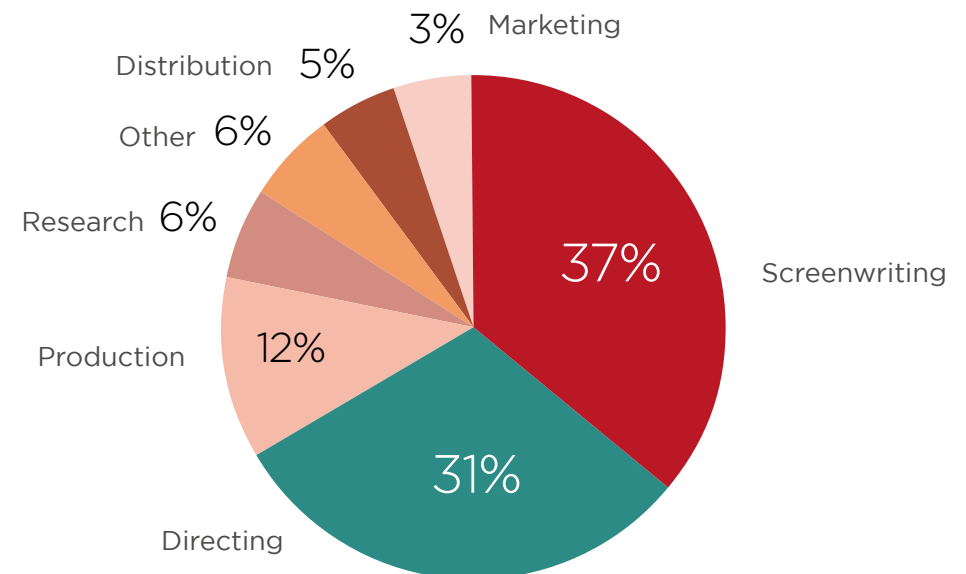


Race

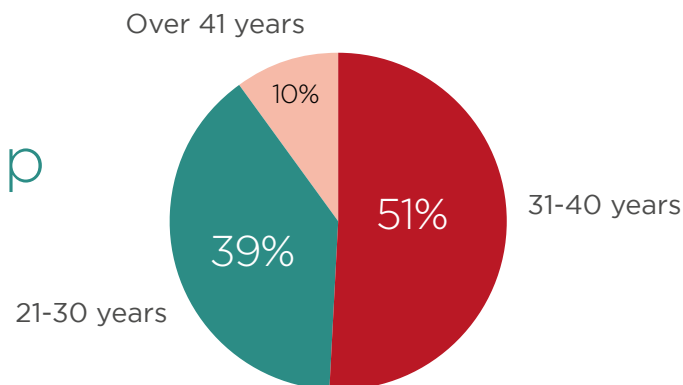


* Pardo is an ethnic category defined by Brazilian Historical Geographical Institute (IBGE) for people with mixed racial ascendency.

Areas of work



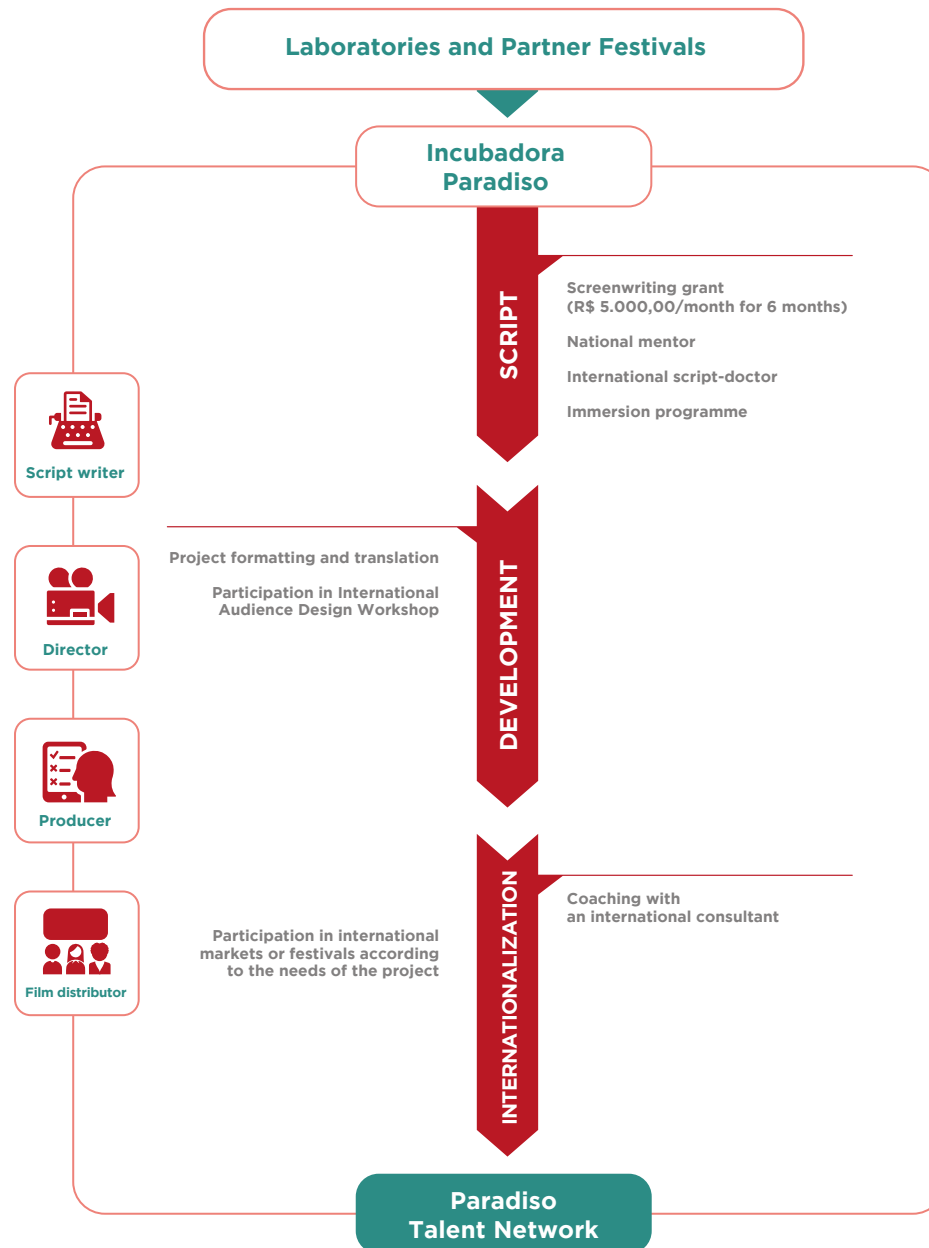
Age group



INCUBADORA PARADISO

The Incubadora Paradiso program 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.





Davi Siqueira
Screenwriter



Vinicius Cabral
Screenwriter



Project: **The Man in the Ceiling**



Mentor:
Marco Dutra

Logline: Running away from your traumas can turn them into monsters.



Guilherme Coelho
Director and Screenwriter



Project: **Neuros**



Screenwriters:
Guilherme Coelho, Josefina Trotta e Mariana Jaspe

Producers:
Matizar, Bubbles Project



Mentor:
Gabriel Martins



International Consultant:
Cristian Mungiu

Logline: A leading Brazilian neuroscientist needs to finish her research on alcoholism while threatened by political forces and has to decide whether to leave behind her country, her team and her teenage son.



Letícia Simões
Director and Screenwriter



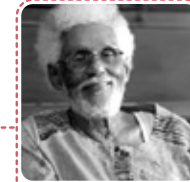
Marcelo Lordello
Director and Screenwriter



Project: **Embracing**



Producers:
Trincheira Filmes and CinemaScópio



International Consultant:
Eliseo Altunaga



Mentor:
Iana Cossoy Paro

Logline: When a young woman from the outskirts of Recife and a Chinese immigrant start working in the same store, certainties about their lives and identities are confronted. They begin to face together the authoritarianism of their families to find out who they really are.



Stefano Volp
Screenwriter



Project: **Aquarium Waters**

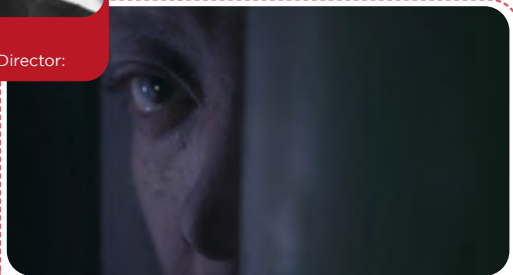


Mentor:
Maria Camargo

Logline: A poor black boy does not feel accepted where he lives, but everything can change when he is taken on a vacation to the family's unknown mansion.



Grace Passó
Screenwriter and Director:



Project: **Deaf Love 1500**



Producer:
EntreFilmes and Desvia



Mentor:
Ana Maria Gonçalves



International Consultant:
Mariana Rondón

Logline: The daily life of a Brazilian family whose members are prevented, due to their struggle for survival, from hearing their griefs and affections.

BRASIL NO MUNDO



Throughout 2021, the *Brasil no Mundo* program helped us support 10 films and 15 projects in international festivals, markets, and international WIPs.



Bob Cuspe - Nós Não Gostamos de Gente, (Bob Spit - We Do Not Like People), by Cesar Cabral
Annecy Festival



Canção ao Longe, (Faraway Song), by Clarissa Campolina
Ventana Sur (Copia Final)



Chin-gone, (Chin-Gone: A Year Without Cinema), by Johnny Ma
Europe-Latin America Co-production Forum - 69th San Sebastián Festival



Clube das Mulheres de Negócios, (Business Women's Club), by Anna Muylaert
18th Berlinale Co-Production Market



Deserto particular, by Aly Muritiba
Venice Festival (18th Authors' Journey - Venice Days)



¿Duermen los peces con los ojos abiertos? (Do Fish Sleep With Their Eyes Open?), by Nele Wohlatz
CineMar



El empleado y el Patrón (The Employer and the Employee), by Manuel Nieto
74th Cannes Film Festival (Directors' Fortnight)



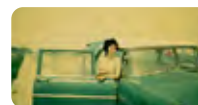
Légua, by Filipa Reis and João Miller Guerra
Cinemart



Macunaíma, by Zahy Guimarães and Felipe Bragança
Cinemart



Madalena, by Madiano Marcheti
50th Rotterdam International Film Festival
30th Biarritz International Festival of Latin American Cinema
69th San Sebastián Festival (*Mostra Horizonte Latinos*)



Marinheiro das Montanhas, (Mariner of the Mountains), by Karim Aïnouz
74th Cannes Film Festival (*Official Selection - Special Screenings*)



Matias, by Filipe Matzembacher and Marcio Reolon
18th Berlinale Co-Production Marke



Medusa, by Anita Rocha da Silveira
74th Cannes Film Festival (*Directors' Fortnight*)
46th Toronto Film Festival



Meu Tio José, (My Uncle José), by Ducca Rios
Annecy Festival



A Noite do Fogo, (Prayers for the Stolen), by Tatiana Huezo
74th Cannes Film Festival (Un Certain Regard)



A Nuvem Rosa, (The Pink Cloud), by Luli Gerbase
Sundance Film Festival



Pornomelancolia, by Manuel Abramovich
WIP Latam - 69th San Sebastián Festival



Salamandra, by Alex Carvalho
Venice Film Festival (*Critics Week*)



Saudade Fez Morada Aqui Dentro (Saudade Became Home Inside), by Haroldo Borges
Ventana Sur (*Primer Corte*)



Tinnitus, by Gregorio Graziosi
Ventana Sur (*Copia Final*)

Paradiso WIP Award

Through partnerships with *Cinélatino - Festival Rencontres de Toulouse*, Guadalajara Film Festival, San Sebastián Festival, and Ventana Sur, we offered prizes of USD 10,000 to selected projects for their WIP

Cine en Construcción - Cinélatino - Festival Rencontres of Toulouse



Deserto particular, (Private Desert), by Aly Muritiba



Rio Doce, by Fellipe Fernandes

Guadalajara Construye - Festival of Guadalajara



Saudade Fez Morada Aqui Dentro, (Saudade Became Home Inside), by Haroldo Borges

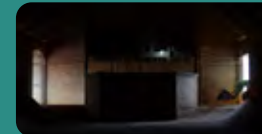
Ventana Sur



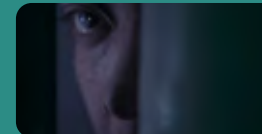
Marte Um, (Mars One), by Gabriel Martins

Hubert Bals Fund

We signed a partnership with the famous European fund that supports independent cinema, to strengthen its links with Brazilian films.



Canção da Noite, (Nightsong), by Maya Da-Rin



Amores Surdos 1500, (Deaf Love 1500), by Grace Passô



Quatro Meninas, by Karen Suzane and Clara Ferrer

Oscar

We supported the race for the Oscar nomination of a shortlisted Brazilian feature and a film in the Best Animated Feature category.



Deserto Particular, (Private Desert), by Aly Muritiba



Bob Cuspe - Nós Não Gostamos de Gente, (Bob Spit - We Do Not Like People), by Cesar Cabral

SCHOLARSHIPS

We offered 26 Paradiso Scholarships in screenwriting, development, production, distribution, and preservation.

BAL-LAB - France

Ibero-American Audiovisual Project Development Course (CDPAI) 2021 - Spain

Development Angels - Less is More - France

EAVE Producers Workshop - Luxembourg

EAVE Puentes - Uruguay

Film Curating Studies - Elías Querejeta Zine Eskola - Spain

Film Preservation Studies - Elías Querejeta Zine Eskola - Spain

Master in Creative Writing - EICTV - Cuba

Locarno Pro U30 Program - Switzerland

Produire au Sud - France

Residency - Cité Internationale des Arts - France

Rotterdam Lab - Netherlands

Salón de Productores de Cali - Colombia

Sam Spiegel International Film Lab - Israel

Script Revision Lab in English - Cine Qua Non Lab - Mexico

Story Lines Lab in English - Cine Qua Non Lab - Mexico

Taller de Revisión de Guion en Español - Cine Qua Non Lab - Mexico

TorinoFilmLab Extended Film - Italy

TorinoFilmLab ScriptLab Projects - Italy

TorinoFilmLab NEXT Audience Design - Italy

TorinoFilmLab NEXT Film - Italy

TorinoFilmLab Next TV - Italy



COURSES AND LABS

Screenwriting - From beginning to end, right through the middle

Online class produced in partnership with the Cultural Center b_arco and the Casa de Cinema de Porto Alegre with the director and screenwriter **Jorge Furtado**. We offered 250 fellowships to institutions and NGOs to make its content widely accessible.

Script Development: A new look

Alongside the French program Less is More and with the support of the French Embassy in Brazil, we brought the workshop and masterclass “Script Development: A new look” to Brazil, with classes taught by **Antoine Le Bos** (LIM Artistic Director) and **Diana Elbaum** (CEO of Beluga Tree).

BrLab Audience Design

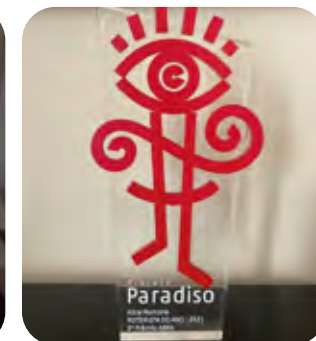
Tailor-made workshop for members of 2021 Paradiso Incubator. Participants had the opportunity to learn more about audience design tools to build communication, distribution, and marketing strategies.

FRAPA[LAB]

The 3rd edition of FRAPA[LAB], aimed at developing fiction projects, was co-produced with Projeto Paradiso. Selected participants received high-level training and met with market experts during the lab.

AWARDS

We offered 11 awards for professionals and projects throughout 2022.



Alice Marccone, winner of the 5th ABRA Award



Screenwriter of the Year Award for **Alice Marccone** in the 5th ABRA Screenplay Awards. This was the third year that Projeto Paradiso supported the award.



Award for *Diabos de Fernando* (Devils of Fernando), by **Caio Dornelas**, produced by **Carla Francine**, to participate in the MAFF – Málaga Fund & Co-production Event, at the Festival de Málaga in Spain, in 2022.



BrLab CoPro Award for the feature film *Yellow Cake*, directed by **Tiago Melo**, produced by **Leonardo Sette**, and co-produced by **Carol Ferreira**, for its prominence in the event.



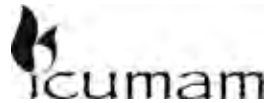
Dedicated to feature-length fiction screenplays by women. In 2021, the winner was **Camila Ribeiro** from Bahia, with the project *Arroz de Hauçá*.



Award for the Best Fiction Project at the 2nd CORA Awards. *O Reserva*, by **Mariana Pereira Magalhaes**, was the winner in this edition.



Award for the winner of the Feature Film and Series Pilot categories of the FRAPA Screenwriting Competition. The winners were *Tragam-me a Cabeça de Orum Bomani*, by **Ariel L. Ferreira**, and *Jimen*, by **Murilo Deolino** and **Paulo Bono**.



Award for the Best Fiction Project at the Lab. *No Pôr do Sol*, by **Bruno Victor** and **Marcus Azevedo**, produced by **Bethania Maia**.



Screenwriter **Thayná Almeida** received the Paradiso Award in the business meet-ups of the 3rd NICH0 NOVEMBRO, with the project *Aquela viagem fantástica*.



Development Support Award for **Déo Cardoso**, screenwriter of the project *Os Olhos do Mar*, a participant in the 7th edition of NordesteLAB.



Support for participation in the TFL Next Film 2021 aimed at a professional with a prominent project at BrLab Features in 2020. In 2021, the winner was **Cassio Pereira dos Santos** from Minas Gerais, with the feature project *Temporada do Fogo*.

PARADISO MULTIPLICICA

Launched in April 2020, Paradiso Multiplica disseminates the knowledge of professionals in the Paradiso Talent Network. It focuses on sharing what they have learned at world-renowned institutions with other professionals.

430 hours of multiplying events

24 partners

59 talents

12 cities

11 states

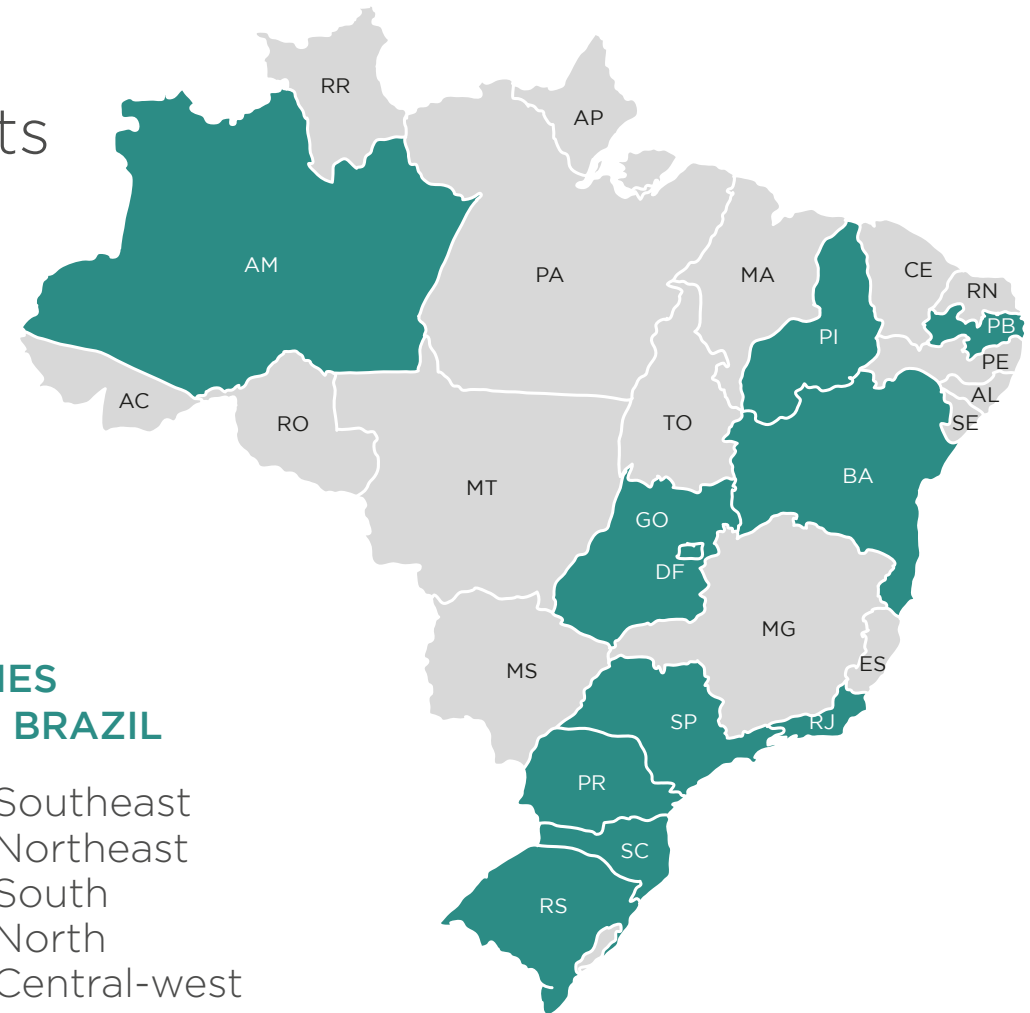
3.900 people reached

22 lectures

84 mentorships

2 juries

4 courses



Paradiso Multiplica Partners

a:c academia
internacional
de cinema

 **BRASIL CINEMUNDI**
International Coproduction Meeting

Br
Lab

CABÍRIA
* * *
FESTIVAL
MULHERES & AUDIOVISUAL


fam

FAZ!DOC

film20

 **FRAPA**
FESTIVAL
DE MONTAGEM AUDIOVISUAL
DE PORTO ALEGRE

Griot FESTIVAL DE
CINEMA NEGRO
CONTEMPORÂNEO

 **icumam**

 **manjeriçao** filmes

 **matapi**
MERCADO AUDIOVISUAL DO NORTE

Metrô
festival do cinema
universitário brasileiro

**MOSTRA
DE CINEMA
WALFREDO
RODRIGUEZ**

 **Museu da Pessoa**

NAVEGA

NORDESTE LAB

 **Olhar de
Cinema**
Festival
Internacional
de Curitiba
7. Realização e Patrocínio

PELÍCULAS NEGRAS
LAB

PRO CAPÃO

 **QUERO**

sapi mercado
audiovisual
do centro-oeste

Spicine

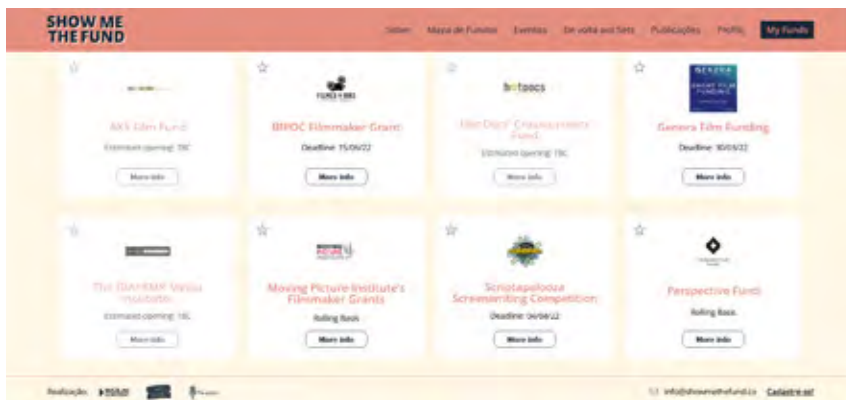
transformE
mercado audiovisual LGBT

SHOW ME THE FUND

Show me the Fund is a project that brings audiovisual professionals closer to international funds, the fruit of an unprecedented partnership between Brazilian Content, Cinema do Brasil, and Projeto Paradiso. Launched in 2020, it expanded its actions and reach in 2021.

Roadmap to Financing

In February, we launched the *Roadmap to Financing* platform, bringing together more than 100 international funding opportunities. The goal of the platform is to facilitate the search for such opportunities with advanced and interactive filters.

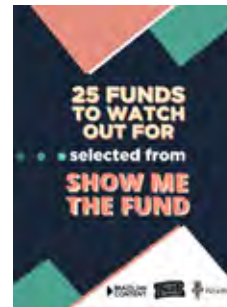


Back to Sets

Show me the Fund has teamed up with Sony Pictures Entertainment through the Sony Global Relief Fund and launched the Back to the Sets Fund in an unprecedented emergency project. The fund provided a total of USD 400,000 to 100 producers to help independent Brazilian producers spend additional amounts to comply with public health protocols.

Publications

In partnership with LatAm cinema, one of the most prominent Latin American film industry platforms, Show me the Fund presented specialized publications with exclusive details on international funding sources.



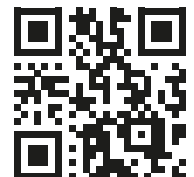
Events

We took part in 16 national and international events throughout 2021, presenting initiatives such as *Roadmap to Financing* and other opportunities to the public.

An initiative by:

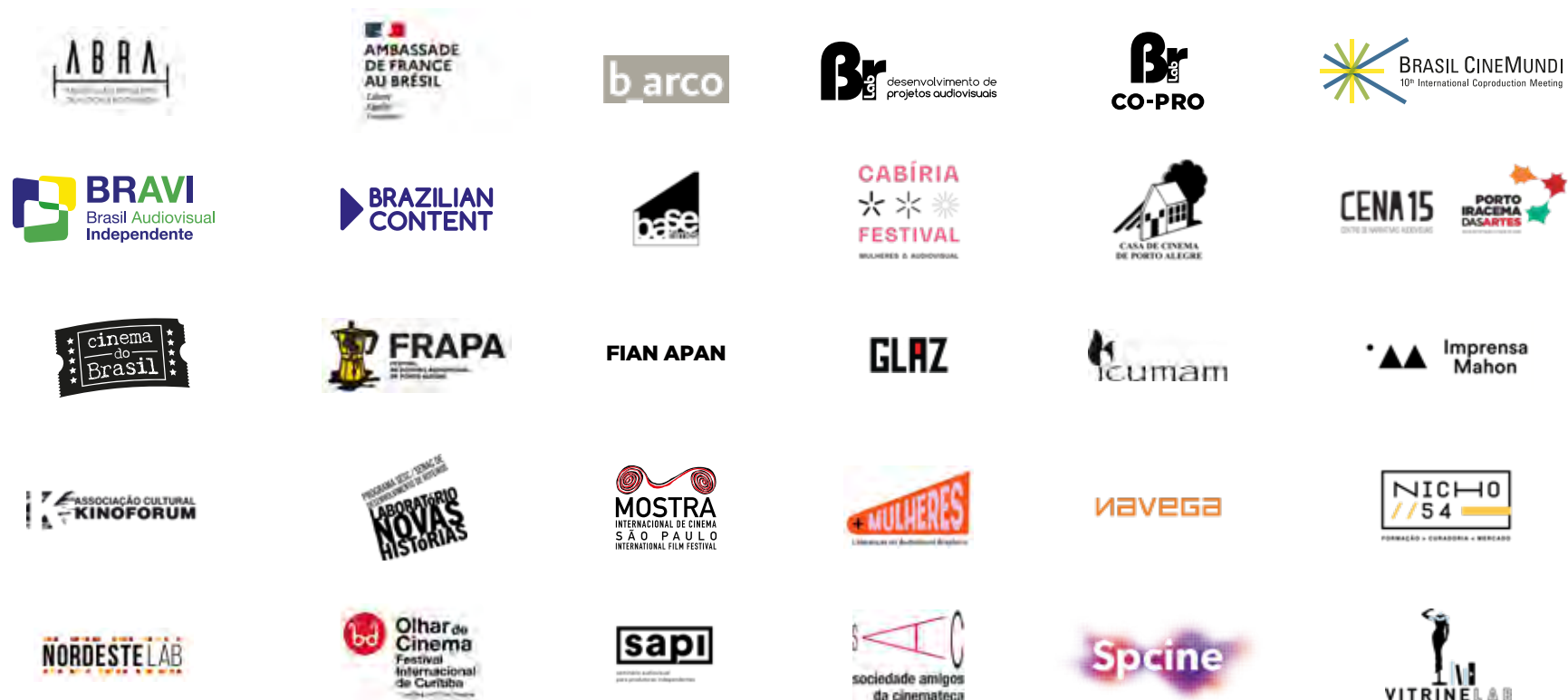


Access more here:



PARTNERS

In 2021, we expanded our partnerships with leading institutions in Brazil and worldwide, reaching a total of 37 partners. We also supported 16 institutions and events.



International Partners



PRESS



O Globo, 29/1



Estadão, 16/3



Correio Braziliense, 28/6



Folha de São Paulo, 5/7



Tele Padi, Folha de S. Paulo, 26/1



O Globo, 7/7



Veja Rio, 20/7



Carta Capital, 14/8

Projeto Paradiso in the international press



Variety, 18/1



Variety, 29/1



LatAm, 3/2



Señal News, 25/6

Projeto Paradiso in the international press



Variety, 2/7



LatAm, 27/7



Variety, 7/10



Variety, 8/10

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.



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.



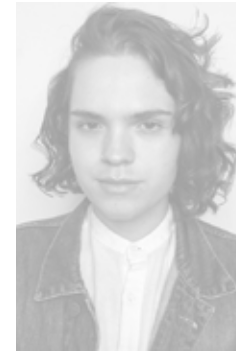
BEATRIZ CYRINEO
Project Assistant

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.



IGOR NUNES
Communications Assistant

With a Cinema and Audiovisual Degree from FACHA, Igor did his internship as a production assistant at Levante Filmes, an independent production company in Rio de Janeiro. He worked as a volunteer at the 2019 RioMarket, an event focused on the audiovisual market with ties to the Rio Festival.

Consultants



PAULA GSTAUD
Strategic Consultan
Executive Director of Sofa Digital, partner at Mediocielo Films, and VOD Expert.



EDUARDO VALENTE
International Consultant
Critic, filmmaker and programmer, former International Advisor at ANCINE, and delegate of the Berlin International Film Festival in Brazil.

Advisory Board



ALINE LOURENA

Creative Producer and TV executive with over 14 years of experience. Lourena has experience in creative supervision, strategic planning, and content solutions. She is currently the Content Acquisition Manager at Netflix.



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.



LÁZARO RAMOS

Lázaro Ramos is a Brazilian actor, presenter, filmmaker, producer, and writer of children's literature. He began his artistic career at Bando de Teatro Olodum and gained notoriety by playing João Francisco dos Santos in the film *Madame Satã* (2002). He directed *Medida Provisória* (Executive Order - 2020) and the TV movie *Falas Negras* (2020) and worked as a producer on the documentary *A Luta do Século* (2016).



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.



MAYRA LUCAS

Producer and CEO of the Glaz-Copa Group, she's an expert in content creation, financial structuring, production, and distribution. She is responsible for hits such as *Loucas Pra Casa*, *Historietas Assombradas*, *Tô Rycal*, and *Caso Evandro*.



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.



projetoparadiso.org.br



fb.com/projetoparadisIOR



@projetoparadiso



paradiso@ior.org.br



youtube.com/projetoparadiso

