



AmAZônia BrASil

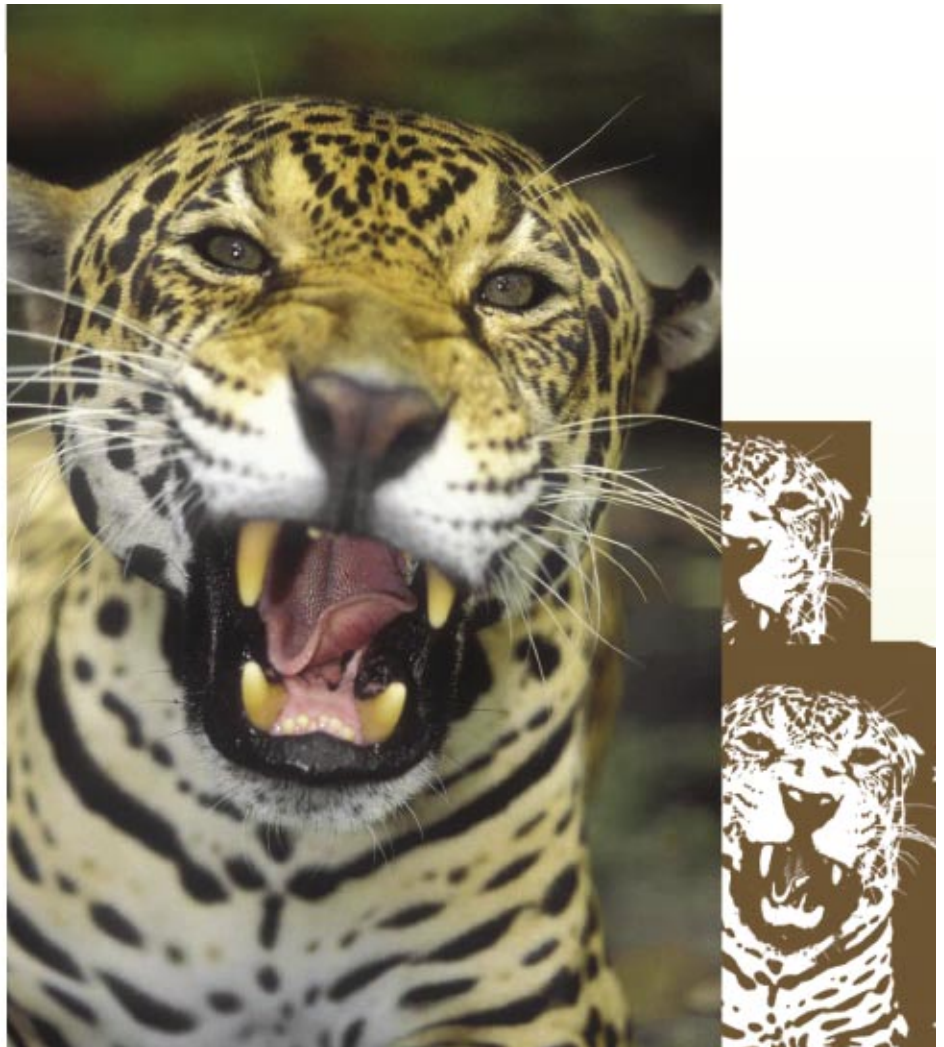
"...I am a son of the ancient Yanomami,
I dwell in the forest where my kin have lived
since I was born, and I do not say to all palefaces
that it was I who discovered it!
It has always been there, long before me.

'I do not say: I have discovered this Earth
because my gaze fell upon it,
and therefore I possess it!'
It was always there, long before me.

I do not say: 'I discovered the skies!'
Nor do I call out: 'I discovered the fish,
the hunt!'
They were always there, since the
beginning of time.

I simply say that I, too, gain my nourishment
from them, that is all."

Davi Kopenawa Yanomami



Amazônia Brasil

Amazônia Brasil is an exhibition guiding the visitor through the fascinating diversity of the Brazilian rainforest. It provides an **authentic insight** into this unique heritage of humankind.

This project by Saúde e Alegria and Grupo de Trabalho Amazônico gives voice to more than 600 communities from throughout the Amazon region - an exhibition not *on*, but truly *from* Amazonia.

The exhibition presents scientific findings in stimulating and exciting ways, **addressing all senses**. Its unusual format has made it a magnet which has attracted **more than 250,000** visitors in São Paulo and Paris alone.



The exhibition

- creates awareness among a wider public of the **global importance** of Amazonia
- provides an **authentic inside perspective** on the world of the Brazilian rainforest and its people
- presents **innovative solutions** and **best practice** in **international cooperation**
- strengthens **local communities** and their initiatives for **sustainable development**
- promotes the marketing of **sustainable local products**



Amazônia Brasil went on show for the first time in 2002 in **São Paulo**. Within just five weeks it attracted 170,000 visitors. It then moved on to **Rio de Janeiro** and Campos do Jordão.

In 2005 the exhibition was a huge success in **Paris**, running for a full 18 weeks.

The four elements of *Amazônia Brasil* are

- The Amazon in three dimensions
- Amazonia today and tomorrow
- Sustainable products, design and fashion
- Arts and cultural programme





The Amazonas in three dimensions



Here visitors experience Amazonia with all their senses: Walking through a map, we are taken to the key geographical points - going past original Indian huts and fishing boats, rainforest animals and plants. Latex is smoked, herbs are processed to medicine, and fascinating craftsmanship is on display.

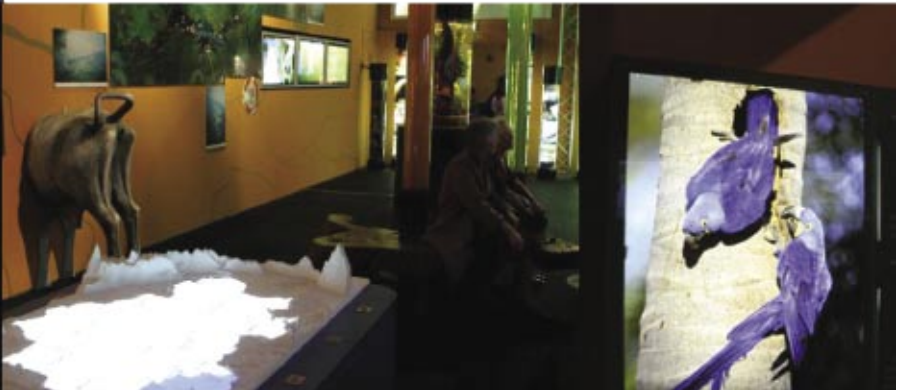


Amazonia today and tomorrow

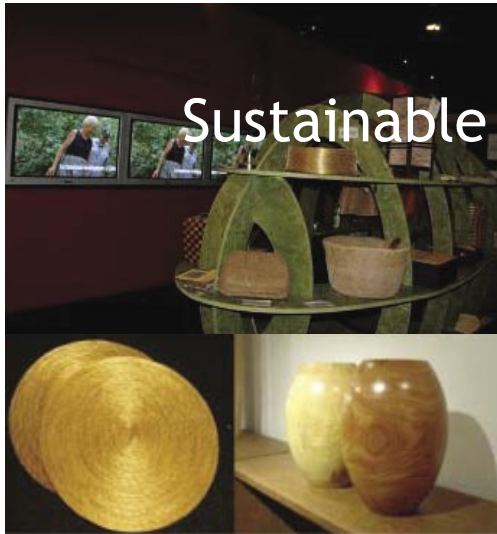


Here the hot topics of the Amazon region take centre stage: the **ecosystems** with their **species diversity** and plentiful **waters**. The way people lead their lives and strive to secure their livelihoods **sustainably**. Problem issues such as slash-and-burn and biopiracy are also addressed here.

Innovative solutions and **best practice** are made clear and comprehensible to the visitor.



Sustainable products, design and fashion



Modern designers and businesses from the region demonstrate their skills. This is about processing resources and fair trade, about sustainable development and social responsibility.

In the Youth of the Forest section, visitors can contact Amazonia's people in telecentres in the forest directly through the web.

Arts and cultural programme

Amazonia's cultural diversity beckons: in seminars and art workshops, through film, music, dance, theatre and literature.

This is also the place for cultural exchange between artists from Amazonia and all around the world



Amazonia in the world



Amazonia is the world's last great unbroken area of tropical virgin forest. Covering 7.9 million km², the area makes up 5 percent of the earth's surface. More than 60 percent of the world's remaining rainforest is in Amazonia.

With more than 7,000 tributaries, the Amazon accounts for one fifth of all river water feeding into the world's oceans. Amazonia has 25,000 km of navigable waterways.

One hectare hosts more plant species than the whole of Europe. 1,400 known species of fish live in the Amazon basin - these are 25 percent of all the known species in the world.

The Amazon region is in great danger. Every year, an area equivalent to the size of Belgium is **destroyed**.

Every year, **10 million trees** are logged, **90 percent** of them **illegally**.

Cattle ranching is responsible for a great part of the devastation



The forest inhabitants are the **true guardians** of Amazonia.

They work together in **hundreds** of best-practice initiatives that deserve our **support**.

Support for local communities and projects is the **best strategy** to safeguard the region's **future**.

"Amazonia is inhabited. Indigenous people and rubber tappers live everywhere. Everywhere there is a **struggle to preserve nature**. As long as indigenous people and rubber tappers live in the Amazon forest, there is still hope that it will be saved."

Chico Mendes

Management

Overall coordination: Eugênio Scannavino Netto

Operational management: Fare Arte

Stage set design

The Amazon in three dimensions: Gringo Cardia

Amazonia today and tomorrow: Ary Perez

Sustainable products, design and fashion: Débora Laruccia

Information

www.amazoniabrasil.org.br

Contact

Anna Claudia Agazzi

Fare Arte

Rua Bernardo Sanches, 231

São Paulo - SP - 05684-040 Brasilien

Phone São Paulo +55 11 3771 5881

Phone Berlin +49 30 72614 111

amazoniabr@farearte.com.br

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www.saudeealegria.org.br

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