

Ema Klabin
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XVI Brazilian Meeting on Palaces and Historic House Museums
The power of memory and the strength of oblivion
June 28 - 29, 2023

Report

Ema Klabin House Museum
São Paulo, Brazil
2023

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Summary of the project

The production of the **XVI Brazilian Meeting on Palaces and Historic House Museums** was coordinated by Paulo Costa and Fernanda Guimarães, respectively curator and superintendent of the Ema Klabin House Museum.

Karin Magnavita was an important consultant during the programme definition and Adriana Miyatake was hired especially for the event organisation. Marcelo Tápia, Angelica Fabbri and Ivanei Silva were also active in the meeting definition and Casa Guilherme de Almeida was responsible for the organisation of the third roundtable.

The Ema Klabin House Museum team participated actively in the production: Henrique Godinho, Camila Leite, Dárkon Vr, Luiza Lorenzetti, Cristina Aguilera (communications), Thiago Guarnieri (technical coordination), Maria Paula Cruvinel, Fabricio Souza Chaves (museology), Cristiane Alves, Rafael Peppe, Bruno Hartman, João Victor Casadei Amabile, Larissa Damaceno, Luiz Henrique Otto de Santana Filho (education), Haroldo Martins da Silva, Tatiana Gentil, Taína Luz (management), Bruna Ferreira Frazão, Fabiana Gomes Ferreira, Luana Gomes da Silva, Arlene Bittencourt Saboia, Carlos José Santana, Jenice Pires de Azevedo Figueira, Maria do Carmo Bottino, Maurício Damberg (reception desk), Ana Cristina Moutela Costa, Dinah Feldman (cultural production support), Alexandro Souza Pina, David Domingues, Ivonete de Souza Pina Nascimento (support services), Maria de Lourdes da Silva Sales (housekeeping), Edmundo Sousa Pina, Rogério Ferreira de Jesus, Ronaldo Oliveira Teixeira, Valmir Pereira Alves (security).

The event was broadcasted by Estúdio Loop and Bola de Meia Filmes, responsible for sound and live transmission respectively; Keithy Alves and Gustavo Henrique were still photographers and Santa Torra food bike provided food and beverage (the house museum offered free coffee and water).

All participants were offered a symbolic payment for their participation, according to their role in the meeting: speaker, roundtable participant, or moderator. Only Marcelo Sá de Sousa, who had his travel expenses paid for by the Brazilian Chamber of Deputies, refused this payment.

Completed schedule (milestones and highlights)

Mar 15 Meeting between Ana Cristina Carvalho, Paulo Costa and Fernanda Guimarães	Apr 10 Project proposal concluded 13 Submission to DEMHIST	May 22 - 31 Production starts (specific e-mail account created) Schedule and speakers definition, invitations sent List of authorities and strategic institutions to seek sponsorship or institutional support, official letters sent Registration form created Design and communications strategy
June 1 - 16 Production of video in honor of Ana Cristina Carvalho Production of symposium promotional materials (bag, folder, notepad, pen and banner) Registration period starts (June 7) Roundtables organisation (liaison with speakers) Technical teams start production of live transmission	June 17 - 27 Final adjustments on video in honor of Ana Cristina Carvalho Organisation of symposium promotional materials, attendance list, badges etc. Liasion with technical teams (sound and video), food and beverage etc. Liasion with speakers and public Final adjustments for the beggining of the event	June 28 - 29 XVI Brazilian Meeting on Palaces and Historic House Museums takes place at the Ema Klabin House Museum

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Programme

"Our life's memories are preserved in different passages, each with its own sign and sentiment, some I'd say don't even go with others. To tell one after another, stitched together, only things of shallow importance. In every true bit of living I've ever done, of powerful joy or sorrow, each of those times I see now that it was as if I was a different person. Higgledy-piggledy happenstance. That's what I reckon, that's how I tell it. [...] There are yester hours that stay closer to us than other, more recent ones."

João Guimarães Rosa. *Great Sertão: Meanderings*. Translation in progress by Alison Entrekin.

Taking the new definition of museum established by the ICOM as a starting point, the **XVI Brazilian Meeting on Palaces and Historic House Museums** proposed a broad discussion on memory and the tangible and intangible heritage preserved by the various types of house museums. For the first time, the meeting was organised by the Ema Klabin House Museum. The main purpose of the event was to reassess the narratives and forms of communication with the public, as well as the memories and forgetfulness that are in the very definition of heritage.

The meeting was held in June 28 and 29, consisting of three lectures (two opening and one closing) and five roundtables with the participation of professionals from several Brazilian museums.

Although it focused on specific issues of the situation of Brazilian museums, the meeting was also in line with DEMHIST's conference "Remembrances of Things Lost", which will take place in October in Belgrade, Serbia.

Wednesday, June 28, 2023

10 am (online only)

Museums current challenges: between preservation, sustainability and the communication of cultural heritage

António Ponte, ICOM Portugal, DEMHIST

Paulo Costa, Casa Museu Ema Klabin

2 pm

Opening Ceremony & Tribute to Ana Cristina Carvalho

Opening Lecture: A New Definition for House Museums?

Bruno Brulon, St Andrews University, ICOM Define

Renata Motta, IDBrasil

moderator Paulo Costa, Casa Museu Ema Klabin

3:30 pm

Roundtable 1: The Role of Archives and Libraries in the Construction of Memory

Eugenia Gorini Esmeraldo, Instituto Bardi, Casa de Vidro

Marcelo Tápia, Casa das Rosas, Casa Guilherme de Almeida e Casa Mário de Andrade

Linda Derviche Blaj, Museu Judaico de São Paulo

moderator Marília Bonas, Museu do Futebol e Museu da Língua Portuguesa

5:30 pm

Roundtable 2: All Ways of Dwelling

Carla Zulu, Museu das Favelas

Clarice Pankararu, Museu das Culturas Indígenas

Luciana de Carvalho, ICOM Brasil, Rede Museologia Kilombola

Mariana Rolim, UPPH, Secretaria de Cultura e Economia Criativa do Estado de São Paulo

moderator Angelica Fabbri, ACAM Portinari/ Museu Casa de Portinari

Thursday, June 29, 2023

10 am (online only)

Roundtable 3: Writers' houses: memory and oblivion

Lecture by Clóvis Carvalho Britto, Curso de Museologia da Faculdade de Ciência da Informação – UnB

Conversation with

Ana Cláudia Rôla, Museu Casa de Alphonsus de Guimaraens

Maria João Amado, Casa do Rio Vermelho – Jorge Amado e Zélia Gattai

moderator Ivanei da Silva, Poiesis

2 pm

Roundtable 4: Conservation and Museology Activities

Manon Salles, Dra. ECA USP/ Mestranda PPGMUS UNIRIO

Aline Bougleux, Casa da Hera

Francis Melvin Lee, Coleção Ivani e Jorge Yunes

moderator Pollyane Santana, museologist

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3:30 pm

Roundtable 5: The Narrative of Material and Immaterial Museum Objects

Mario Chagas, Museu da República

Aparecida Marina de Souza Rangel, Museu Casa de Rui Barbosa

Paulo Garcez, Museu Paulista

moderator Maria Cristina Oliveira Bruno, Museu de Arqueologia e Etnologia – USP

5:30 pm

Closing Lecture: Brazilian National Heritage and the 8th of January

Thiago Perpétuo, Superintendente do Iphan no Distrito Federal

Marcelo Sá de Sousa, Museu da Câmara dos Deputados

moderator Ruth Levy, Casa Museu Eva Klabin

Participants

In total, 25 people participated of the 3 lectures and 5 roundtables carried out during the two-day event. 31 people from the Ema Klabin House Museum team or hired specifically for the event participated of the production.

As for public attendances, the symposium received 335 registrations, 212 for online and 123 for in-person participations.

According to the attendance list, 99 people attended the event in person throughout the entire event. 325 certificates were delivered by e-mail (266 for online or in-person attendees, 28 for programme participants and 31 for the team involved) on July 14 and 15.

All videos are available at the Ema Klabin House Museum YouTube Channel in Portuguese with Brazilian Sign Language (Libras) translation.

Total views by July 27 per roundtable:

Online opening lecture | Os desafios dos museus na atualidade

<https://www.youtube.com/watch?v=6xvsw-SHvgw&list=PLizxXxtVpaMsfdhdhREzkkiXE5CM-aiuwL>

510 views

Opening ceremony and lecture | Uma nova definição para as casas museus?

<https://www.youtube.com/watch?v=D6q6w70osMo&list=PLizxXxtVpaMsfdhdhREzkkiXE5CM-aiuwL&index=2>

418 views

Roundtable 1 | O papel de arquivos e bibliotecas na construção da memória

<https://www.youtube.com/watch?v=tvQ4wigF-io&list=PLizxXxtVpaMsfdhdhREzkkiXE5CM-aiuwL&index=3>

343 views

Roundtable 2 | Todas as formas de morar

<https://www.youtube.com/watch?v=FeKpBYIDago&list=PLizxXxtVpaMsfdhdhREzkkiXE5CM-aiuwL&index=4>

212 views

Roundtable 3 | Casas de escritores: memória e esquecimento

<https://www.youtube.com/watch?v=vNtVqUCglgg&list=PLizxXxtVpaMsfdhdhREzkkiXE5CM-aiuwL&index=5>

287 views

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Roundtable 4 | Ações de museologia e conservação

<https://www.youtube.com/watch?v=8ytFio7dbhw&list=PLizxXxtVpaMsfdhREzkkixE5CM-aiuWL&index=6>

216 views

Roundtable 5 | A narrativa das coleções museológicas: entre a materialidade e a imaterialidade

<https://www.youtube.com/watch?v=ROKiRIASQPQ&list=PLizxXxtVpaMsfdhREzkkixE5CM-aiuWL&index=7>

193 views

Closing lecture | Patrimônio nacional e o 8 de janeiro

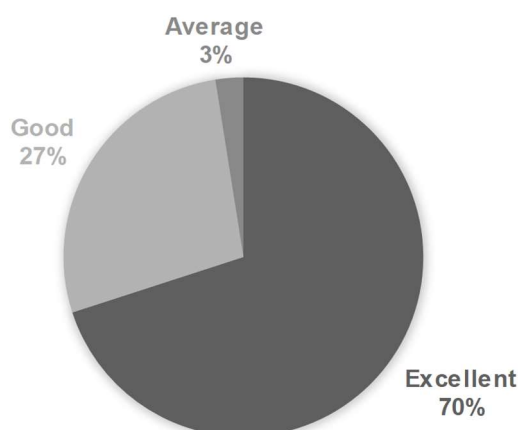
<https://www.youtube.com/watch?v=CfyZMXKGCvA&list=PLizxXxtVpaMsfdhREzkkixE5CM-aiuWL&index=8>

182 views

Quality survey

A survey was sent along with the certificates; given the low number of responses, a reminder was sent a week later. In total, 40 people responded to questions regarding the meeting in general, the programme (participants, schedule, hybrid format) and the experience at the house museum (location, ease of access, reception team, event kit, roundtables structure, toilets, coffee). The survey summarised report (in Portuguese only) is available at Appendix I.

In general, what did you think of the XVI Brazilian Meeting on Palaces and Historic House Museums?



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Communication materials

The **XVI Brazilian Meeting on Palaces and Historic House Museums** was made possible with the support of DEMHIST, as well as Poiesis - Casa Guilherme de Almeida, linked to the Secretary of Creative Culture, Economy and Industry of the São Paulo State Government, and with the institutional support from ACAM Portinari - Museu Casa de Portinari, also linked to the Secretary of Creative Culture, Economy and Industry of the São Paulo State Government, as well as ICOM Brasil and Condephaat, the Council for the Defense of Historical, Archaeological, Artistic and Tourist Heritage of the State of São Paulo. All liaisons were acknowledged in the communication materials.



Instagram post announcing the meeting was open for registrations.



YouTube background image.

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The Ema Klabin House Museum disclosed three newsletters about the event:



May 15: save the date



June 7: programme and link for registration

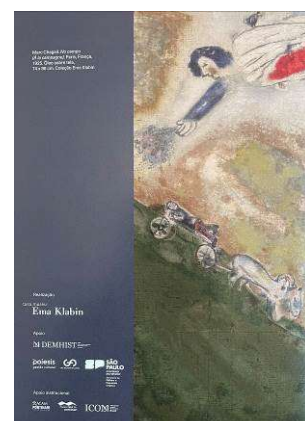
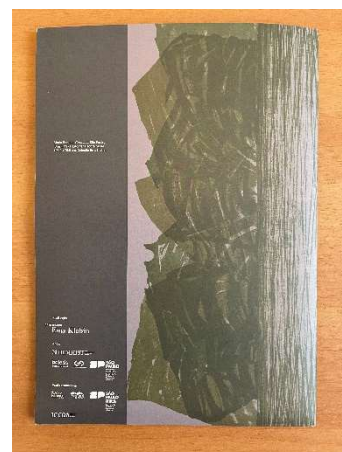
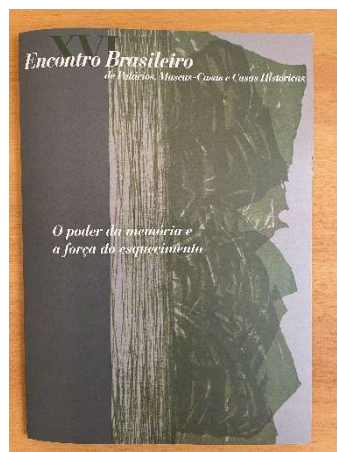
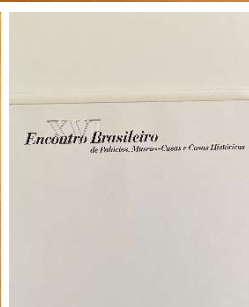


June 23: programme and link for registration

Webpage <https://emaklabin.org.br/ebpmcch/xvi-encontro-brasileiro-de-palacios-museus-casas-e-casas-historicas> concentrated materials about the programme and participants of the symposium, as well as links for all YouTube broadcasts.

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Meeting materials: folder, programme, notepad, pen.

XVI
Encontro Brasileiro
de Palácios, Museus-Casas e Casas Históricas

*O poder da memória e
a força do esquecimento*

*28 e 29 jun 2023
das 10h às 19h*

Realização
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Apoio
M DEMHIST

Apoio institucional
ACAM PORTINARI
MUSEU CASA DE PORTINARI
ICOM

SÃO PAULO
GOVERNO DO ESTADO
Secretaria de
Cultura e
Esportes
Criativa

Marc Chagall. *No Campo (À la campagne)*. Paris, França, 1925.
Óleo sobre tela, 74 x 86 cm. Coleção Ema Klabin

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Banner announcing the meeting placed at the entrance of the house museum.

Goals and objectives achieved

The **XVI Brazilian Meeting on Palaces and Historic House Museums** has successfully delivered:

- The continuity of Brazil's central event for the palaces and historic house museums network;
- The participation of renowned and diverse professionals in the programme of lectures and roundtables;
- The participation of museum researchers, students and professionals from various museums of Brazil and abroad;
- A contribution to the key debates in the museums environment, from the perspective of palaces and house museums;
- A contribution for future research on the field, through recordings available at YouTube and Annals to be published in digital format by December 2023.

Impact and Sustainable Development Goals



The Ema Klabin House Museum is a non-profit cultural institution, based in the city of São Paulo, declared of public utility, created to conserve, research and publicize the house, the art collection and the memory of collector Ema Klabin, as well as to foster and promote cultural, artistic and scientific activities.

Open to the public since 2007, the House Museum is responsible for a growing number of activities including regular visits, conservation and research, educational visits, courses, lectures, performances, exhibitions, publications and meetings. All these actions have brought a diverse public to the House Museum, which has been growing significantly each year, establishing it as an important centre for reflection and for the dissemination of culture in São Paulo and Brazil.

The XVI Brazilian Meeting on Palaces and Historic House Museums, held entirely at the house museum for the first time, was an opportunity to reinforce the institution's commitment to SDG 3, 4, 5 and 16.

Financial report

XVI Brazilian Meeting of Palaces, House Museums and Historic Houses

Budget (Exchange rate 1 Real = 0,18 Euro)

#	Item	Amt.	Unit	Am x Un	Value		Total	
1.1	Producer	1	month	1	EUR	630	EUR	630
1.2	Brazilian Sign Language translator	1	verba	1	EUR	879	EUR	879
1. Team Total							EUR	879
2.1	Recording and live streaming	1	day	2	EUR	1.782	EUR	3.564
2.2	Speakers	1	amt.	4	EUR	90	EUR	360
2.3	Participants	1	amt.	17	EUR	54	EUR	918
2.4	Moderators	1	amt.	4	EUR	36	EUR	144
2.5	Consumables	1	amt.	1	EUR	51	EUR	51
2.6	Furniture rental	1	verba	1	EUR	488	EUR	488
2.7	Meeting and communication materials	1	verba	1	EUR	1.281	EUR	1.281
2.8	Coffee-break	1	amt.	2	EUR	-	EUR	-
2. Production Total							EUR	6.807
3.1	Press office; clipping	1	amt.	1	EUR	-	EUR	-
3.2	Digital publication of the Annals	1	amt.	1	EUR	540	EUR	540
3.3	Sponsored posts	1	amt.	1	EUR	126	EUR	126
3. Promotion Total							EUR	666
Meeting Total Budget							EUR	8.352

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The Ema Klabin House Museum was responsible for 86% of the meeting budget; DEMHIST's grant will cover 12% of the expenses and Poiesis - Casa Guilherme de Almeida was responsible for 2% of the budget.

Proof of funds expended

The following invoices and receipts are gathered in Appendix II, named according to the budget item:

- 1.1_Produção_R\$ 3.500,00
- 1.2_Intérprete de Libras_R\$ 4.885,20
- 2.1_Gravação e transmissão ao vivo_R\$ 19.800,00
- 2.2_Antônio Ponte_R\$ 500,00
- 2.2_Bruno Brulon_R\$ 500,00
- 2.2_Renata Motta_R\$ 500,00
- 2.2_Thiago Perpétuo_R\$ 500,00
- 2.3_Aline_Bougleux_R\$ 300,00
- 2.3_Aparecida Rangel_R\$ 300,00
- 2.3_Carla Zulu_R\$ 300,00
- 2.3_Clarice Pankararu_R\$ 300,00
- 2.3_Eugenia Gorini_R\$ 300,00
- 2.3_Francis Lee_R\$ 300,00
- 2.3_Linda Blaj_R\$ 300,00
- 2.3_Luciana Menezes de Carvalho_R\$ 300,00
- 2.3_Manon Salles_R\$ 300,00
- 2.3_Marcelo Tápia_R\$ 300,00
- 2.3_Maria Cristina Oliveira Bruno_R\$ 300,00
- 2.3_Mariana Rolim_R\$ 300,00
- 2.3_Mario Chagas_R\$ 300,00
- 2.3_Paulo Garcez_R\$ 300,00
- 2.4_Angelica Fabbri_R\$ 200,00
- 2.4_Marília Bonas_R\$ 200,00
- 2.4_Pollynne Santana_R\$ 200,00
- 2.4_Ruth Levy_R\$ 200,00
- 2.5_Material de consumo_R\$ 68,58
- 2.5_Material de consumo_R\$ 161,42
- 2.6_Mobiliário_R\$ 2.712,00
- 2.7_Material gráfico_R\$ 7.117,80

Appendix

- I. Survey report
- II. Proof of funds expended
- III. High quality photographs

Ema Klabin House Museum

Board of Trustees

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Chairperson
Maria Eugênia Lafer Galvão
Israel Klabin
Marcelo Mattos Araujo

Board of Directors

Celso Lafer
Chairperson and Director
Carlos Baucia
Inês Mindlin Lafer
Roberto Faldini
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Curator

Paulo de Freitas Costa

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Accountant
Taína Luz
Administrative Analyst

Museology

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Museologist
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Intern

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Coordinator
Camila Leite
Intern
Dárkon Vr
Graphic Designer
Ateliê Manam
Digital media and audiovisual

Cristina Aguilera, Mídia Brazil
Comunicação Integrada
Press relations

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Coordinator
Felipe Azevêdo
Educator
Rafael Peppe
Educator
Bruno Hartman
Intern
João Victor Casadei Amabile
Intern
Larissa Damaceno
Intern
Luiz Henrique Otto de Santana Filho
Intern

Reception Desk

Bruna Ferreira Frazão
Receptionist and Secretary
Fabiana Gomes Ferreira
Administrative Assistant
Luana Gomes da Silva
Access Control

Labora 50+ Service

Arlene Bittencourt Saboia
Carlos José Santana
Elenice Ferrari
Jenice Pires de Azevedo Figueira
Maria do Carmo Bottino
Maurício Damberg

Courses and Workshops

Ana Cristina Moutela Costa
Coordinator
Dinah Feldman
Course Assistant

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Performances

Thiago Guarnieri
Coordinator

Support Services

Alexandro Souza Pina
Maintenance Assistant
David Domingues
General Services Assistant
Ivonete Souza Pina Nascimento
General Services Assistant
Nelson Medrado
General Services Assistant

Security and Housekeeping

Grupo Plan
Edmundo Sousa Pina
Lead Security Officer
Rogério Ferreira de Jesus
Security Officer
Ronaldo Oliveira Teixeira
Security Officer
Maria de Lourdes da Silva Sales
Housekeeping Assistant
Valmir Pereira Alves
Security Officer

House and garden maintenance

Biopet Lagos Ornamentais
Lake Maintenance
Colinset
Pest Control and Sustainable
Waterproofing
Samuel Oliveira
Roof Maintenance
S&P Gramados
Lawn Maintenance Consulting

Technology and networks

Jorge Martinez
IT Consulting
Ivan Naxara
IT
Nilson Cruz
Telecommunications

Cultural project management support

Tatu Cult

Legal Counseling

Pannunzio Trezza Donnini Advogados
Montenegro Castelo Advogados
Associados
Müller Mazzonetto / MommaLaw