



Worlds-Mundos-Welten-Mondes

c/o Silvana Baumann · Verein KulturWelten – Rehalpstrasse 105 · CH-8008 Zürich
w0rld5@hotmail.com

Building Bridges: An art boat cruises in Brazilian waters

Our beliefs

Our non-profit association CultureWorlds believes cultural diversity and fantasy to be enrichments of extraordinary value. In times of rapid economic globalization, it is crucial to generate understanding and contact among the people of this planet. We want to bring the worlds of different cultures in touch in order to create understanding and contact as a peaceful basis of a conjoint way to form the future.

Our mission:

Especially the poor regions of our planet lack the possibility facilitating direct contact to other parts of the world, outside their own reality and local community. In little developed areas, most children grow up without ever coming in touch with our world, which is rapidly growing together. As a consequence, they do not only lack of access, but we also lack of knowledge about their culture and do not understand its value.

Our project *Worlds* wants to challenge this isolation within our global village. With help of the sailing vessel Cataya, provided to the project by its captain M. Livingston, we want to build bridges while bringing part of a colored alien world to children and young people in Brazil, especially in the province of Bahia.

The sailing vessel is our mobile work-shop, which helps us to bring quantities of materials and tools along, as we are offering workshops of free creation to children and youth along the coasts of Bahia – material and participation will be free. Modern art is practically unknown outside of the South American metropolises and we want to invite children to enter in a colorful world where everything is possible as we are learning about their ways of expression and of life.

Different Swiss and South American artists will be volunteering to animate these workshops, as well as projects in the public space with the children. *Worlds* also offers a platform for contact and common creations of Swiss and South American artists.

For our projects, we will work with a large selection of art material, recycled and natural objects – and why not- bulky waste. Topics may include some of the big challenges our humanity is facing in the coming decades (climate change, overpopulation, scarcity of resources...).

Further, as bridges can be passed from two directions, the project wants to guarantee the public its insights in the South American cultural worlds. During the trip, as we pass in indigenous communities, metropolis and rural costal areas, we



Worlds-Mundos-Welten-Mondes

c/o Silvana Baumann · Verein KulturWelten – Rehalpstrasse 105 · CH-8008 Zürich
w0rld5@hotmail.com

aim on collecting local art and handcraft and will continuously exhibit it online and later in Switzerland, together with the best creations of our project.

A **blog** will accompany the journey of our sailing vessel with regular entries, illustrations and many photos. It will also be the basis to promote our project with local artists and supporters and be a platform for online exhibitions of our creations. Wolf Price of the independent media company WanderWolf will be filming and documenting the working of the project.

The start of the journey of the *Worlds*-boat is planned in the area of Santos near Sao Paulo. We will then continue going north, while holding stops at various locations on the way, in schools, cultural institutions and projects dedicated to children in need. The main part of our project will be held in Bahia, Brazil's biggest yet little developed province. The boat will travel to places that are little accessible by land and up rivers. The broad mobility of the boat and therefore of our project, allows us great efficiency: we can offer workshops and realize projects wherever we find real interest and support by locals and will create new impact at every stop. The goal is to work with a large number of Brazilian partners and organizations.

Our vision for the future:

The fully equipped art boat is a innovative concept of mobile project and we see *Worlds* as a pilot scheme: careful evaluation during and after this one-year bus trip will decide, whether the project really generates the expected impact and whether this mobile and direct way of doing a project is a true enrichment for both sides. If this is the case as we expect, then our Association CultureWorlds will continue this project with help of busses or boats on other continents and in new domains – music, libraries, theater and ecological awareness. In order to do so, the goal is to found an organization to promote culture and engagement of travelers on the one hand, and to generate attention to cultures outside of the Western World.

Now:

We now are planning this first journey of *Worlds* during six months along the Brazilian coasts, which starts in early November 2011. Our project is creative and innovative and has a direct impact and large potential. The project will be well documented and evaluated carefully. The goal is to develop a model to realize mutual beneficial projects by and for all different people of this planet.

Our association is looking for members, donors and partners who value the importance of culture, creativity and cultural exchange and who agree, that globalization is more than just a spinning economic process.



Worlds-Mundos-Welten-Mondes

c/o Silvana Baumann · Verein KulturWelten – Rehalpstrasse 105 · CH-8008 Zürich

w0rld5@hotmail.com

Worlds-Mundos-Welten-Mondes-Mudos : Who are we?

The project Worlds is the implementation of the work of the Swiss association CultureWorlds in Zurich and Geneva. Our non-profit organization is committed to the values of cultural diversity and of peaceful understanding among the people of our planet. In order to contribute to the realization of this goal, CultureWorlds organizes projects of direct cultural exchange, as well as events and publications in Switzerland. All donations made to our associations flow fully into projects.

The members of CultureWorlds who realize the project in Brazil:

Silvana Baumann: founder of the project and president of the association CultureWorlds, studied International Relations at the University of Geneva and the Sciences Po Paris. During nearly a year's time in Latin America, doing internships in organizations and working with children and traveling, the experience was always the same: Plastic arts are poorly popular among Latin American children, yet a great way to bring people together and inspire children. The belief that there is too little attention given to cultures different from the dominant Western one, the idea for *Worlds* developed.

José Maia: Cashier of the organization CultureWorlds, as well as the translator for official communication with Brazil. Graduated in Business Administration of Portuguese Catholic University. In 2010, José made a social internship in Bulgaria – AIESEC, in order to supporting the social integration of young people from Bulgaria. In 2011, he made an internship in SICPA – Switzerland Headquarters, where he was working in Business Analyst field. José was member and founder of some NGO's such as: "Being Young" and "AIESEC", where was developing leadership, environmental sustainability and social character projects.

Jessica Mayoraz: Vice-president of CultureWorlds brings the experience of working with street children in Central America. She has been living and working in Latin America for long periods.

Miguel Livingston: captain of the sailing vessel "Cataya", provides and sponsors the boat for our project.

Further, we are in contact with Swiss and German artists who are interested in participating in the implementation of the project. In order to get in touch with schools and local cultural institutions, we work with different organizations present in Brazil. A part of the project and its workshops will also be carried out by local artists. Concrete arrangements will be made once the project enters the phase of practical planning.