

Public Transport Theatres of Culture

The whole concept and implementation of São Paulo Metro shows a concern in choosing state-of-the-art technology appropriate for a high capacity transportation system, providing integration with other modes of transportation and supplying a high standard of the service. This distinction and respect to the user has resulted in a safe, fast, reliable and comfortable means of transportation.

Art and culture in its broader sense has always served to bring in a strong human element, and has constantly been one of Metro's best channel of relationships its customers/users, with the city and with visitors.

The Cultural Action Program began in the seventies and was officially authorised in 1986, and is characterised by temporary artistic and cultural actions whose purpose is to add quality to the Metro's relationship with its users and with the cultural agenda of the city.

As Metro stations are a gathering place of a significant part of the city's population, they also offer a proper stage for many cultural activities, from thematic and art exhibitions to musical and theatre performances. The monthly agenda is now considered part of the city's cultural life.

Cultural Action Action areas		
Plastic and Visual Arts	Music	Acting Arts
+ Exhibitions	+ Musical Metrô	+ Dance
+ Photography	+ Samba schools	+ Theatre
+ Installations	+ Artists	+ Poetry
+ Collections	+ Orchestras	+ Performances
+ Movies	+ Choral groups	+ Others
+ Video	+ Others	
+ Others		

Cultural Action Action areas	
Citizenship	Memory
+ Social inclusion	+ Institutional
+ Education	+ The district, city, state, country, community segments, and other institutions
+ Health	
+ Environment	
+ Community	
+ Peace	
+ Others	+ Other

*This fact sheet has been prepared by the UITP Design and Culture Platform and with the kind assistance of Sao Paulo Metro, Brazil*

## Citizen Metrô

Social and civic issues continue to be an ever growing aspect of São Paulo Metrô's cultural agenda, confirming its importance for society.

Themes such as social inclusion, environment, education, health, peace, communities, and ethnic groups are focused at the stations, providing a greater visibility to the work of public and private institutions. This was the case of the 100 Walls Project (in Portuguese a pun, meaning 'without walls'), which was created within the Apprentice Project by the journalist Gilberto Dimenstein and can be traced back to the idea of recreating spaces in the city through the involvement of young people in an educational, cultural and collective work. Metrô received a mosaic made by Febem teenagers, which was installed in May 2000 at the external area of the Vila Madalena station. Another case among others was the Partners of the Future Project, by the Educational Secretariat of the São Paulo State, opening schools on weekends for sport, cultural and civic activities of the community.



## The Subways of the World in São Paulo Metrô

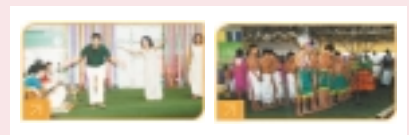
Can-Can dancers



This project was initiated on the 8th of November 2000 and had the objective of establishing thematic spaces for the exhibition of other subway systems, in order to provide information about these systems and access to the culture of the origin countries for the user. The subway chosen was the Parisian subway in honour of its centennial. The exhibition was sponsored by Alstom and Banco do Brasil (Brazilian Bank), and remained at the Paraíso station until the 11/13/2001. The space imitated a Parisian square with a typical French boulangerie. More than 60 artistic features referring to French culture were presented, such as Can-Can dancers, burlesques, mime shows, marionette shows, and singers, among others, averaging four features per month. There also was an exhibition room of approximately 120 m<sup>2</sup>, reproducing the entrance of the Métropolitain station, where the Parisian subway with scale models, network maps, consumption goods with the trade mark RATP, objects used at the stations, etc. was represented. The exhibition was visited by more than 200 thousand people, and in one single show some 2,700 spectators were registered.

## Story tellers

This project was accomplished in partnership with the V Centennial Association of Brazil, in São Paulo, and sponsored by Eletropaulo for Brazil's 500 year discovery celebration. During nearly one year an extensive artistic and educational program was offered in the stations and the theme was the discovery of Brazil and its cultural roots. Within this program it was possible to attend a presentation of Guarani songs and dances named Nândé Baraeté that were presented in several stations of the system; recitals of the guitar group Camerata de Violões of the Tom Jobim Free University of Music; as well as listening to story tellers, and the visit of São Paulo on the Tracks of Time exhibition, which told the story of the Brás, Liberdade and Itaquera city districts, transmitted through the oral traditions of the residents and carefully researched by the Person Museum.



One cannot speak about the Cultural Action Program without mentioning the already traditional Christmas Carol Choir, whose presentations are part of the city's culture. Every year, during the month of December, the population has the opportunity to hear several choirs singing Christmas music in different stations, transmitting Christmas cheer and best wishes on behalf of the São Paulo Metrô.

