

THE IMPORTANCE OF BRAZILIAN SPORTS MEMORY IN LIGHT OF THE eMUSEUM OF SPORT'S INNOVATION

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In a pandemic, the digital and online format of cultural and sports activities is in high demand and has led to important advances in the dissemination and visibility of projects that use technology as their main form of interacting with the public. These technological means have helped to preserve memories in general, since museums and centers dealing with memory reinvented the manner in which they propose digital service delivery and consumption. Thus, the recording of memories underwent positive changes on one side, due to the need for digitalizing memorable collections, and, on the other, due to those who consume this content and increased their search for digital versions. In summation, this describes the case of the eMuseum of Sport, conceived in Brazil in 2018 and currently available on the World Wide Web in Portuguese, English, and Spanish.

NEW DIGITAL MUSEUMS

It is true that many traditional museums have, as part of the recent trend, developed initiatives towards creating online collections with more extensive participation from their management and from the public, both to fulfill the needs of researchers and dilettantes as well as to disseminate their collections, which have increased access to visitors. The eMuseum of Sport is currently a practical example of this new type of digital consumption and is a virtual collaborative platform for creating virtual museum-spaces, virtual galleries and exhibits. Furthermore, there is also a renewed possibility for visitors to have immersive and interactive experiences with equal access to collections created by the sponsoring companies and agencies, which invest in culture, education, sustainability and sport.

Operationally speaking, the eMuseum of Sport, as created in Brazil, aims to provide entertainment, culture, and education through technology and innovation, in order to engage all of its potential public in actively collaborating towards the creation of national, regional, and local memory, so that these can be reproduced and exhibited in virtual museum-spaces, virtual galleries and exhibits with ample access via the internet, affording the entire country and other participating or accessed nations a sense of belonging.

PROPRIETARY OPERATING MODEL

Basically, the eMuseum of Sport project surpasses the traditional reach of museum entities, aiming to multiply the value of collaboration and partnership through virtual solutions; by rescuing and preserving intangible assets through the construction of a system connecting society with the community, integrating people and brands; by promoting social inclusion and national/international engagement through digital means; by bringing the public multimedia content and content related to rare pieces, stimulating environmental preservation through the internet; by supporting professional qualification, since the project gives grants to university students, thus supporting innovation and social entrepreneurship; by incentivizing the democratization of access to cultural goods, developing a public for visual arts with the interactive exhibits; and, finally, by providing the public with the opportunity to dive into history through testimonials, captions, and fixed and moving images.

These propositions, exposed herein as experience reports, comprise the model of the eMuseum of Sport, incubated since its 2018 origin at Rio de Janeiro State University (UERJ) and currently the result of attempts and mistakes followed by evaluations in the search for autonomous solutions in conformity with the means that are available or reachable by local support. In this chain of experiments, there was the vital participation of sports agencies at a national management level, such as the Brazilian Basketball Confederation and the military sport direction agencies.

As for memory production, it was also important to partner in the beginning with Roberto Gesta de Melo, a collector and manager of the International Sports Museum in Manaus, in the state of Amazonas for the first steps taken by the eMuseum of Sport. Along with this notable person, there is Lamartine DaCosta, another organizer of sports memory collections. Both became mentors to the collective work the eMuseum of Sport became during its development.

RESULTS AND IMPACTS

Since 2018, the eMuseum of Sport obtained 121 distinct partnerships, thus revealing one of the reasons behind its entrepreneurial success. Currently, this innovative initiative reaches around 11 million people with its 11 galleries and 10 virtual exhibits available at <http://emuseudoesporte.com.br>

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