

eMuseum of Sport: ORIGINS AND FUTURE PATHS

Everything began in 2017 after the Rio 2016 Olympic Games when the great master Lamartine DaCosta and I asked ourselves what sort of legacy we were going to leave after such a large sports mega event. It was then that, stemming from an ambitious idea – and with him ideas may seem big, but they become even bigger – the eMuseum of Sport was born. At the time, I was returning from Germany, after a six-month research period at the Technological University of Munich (TUM). I was halfway through my doctorate at UERJ and really wanted to implement the experiences I underwent while going to some of the Olympic parks, museums, and memory centers around the world. In this context of looking for a legacy from the 2016 Olympic Games, the idea of creating a museum came to light.

There was, in fact, an opportunity, a physical possibility of creating a museum inside the velodrome at the Olympic Park in the city of Rio de Janeiro. The project's mission was to record history and preserve national sport memory in a collective and collaborative manner. Thus, stemming from an auspicious proposal, we began to look for partners, such as the second largest collector of sports memory pieces in the world, Roberto Gesta, as well as the Army, the Navy, and the Air Force, as well as some collectors, athletes, sports entities, and government powers, which are agencies that are potentially engaged in a possible Olympic inheritance for the nation.

After a year of negotiations, Lamartine DaCosta and I realized that there were numerous bureaucratic barriers hindering the creation of our planned museum, even with simplified conditions. It became obvious that the cost of investing would be high and there would be a need to find an administrator who could manage the place. Difficulties appeared regarding the obtention of resources through incentive laws and high-risk administrative matters, which would impact the collection's logistics, as well as its insurance and preservation. We did not give up, but instead changed the path we were taking, keeping the original idea alive. That was when a large shift happened: from a physical museum to a Virtual Museum, from an analogical logic to a digital one. In 2018, upon finishing my doctorate about the management of Olympic legacies from the triple helix perspective (Etzkowitz, 2000), the two of us realized we would need to use this theory for practical matters and applied it to the museum project. This administrative theory considers the need for the involvement of three vital actors that must work together: the university, the government, and private initiative. The project from 2018 became reality in 2019 when I opened a startup, which I created at Rio de Janeiro State University (UERJ) and we began to implement the pilot project for the eMuseum of Sport.

The physical part of the museum became a traveling project with the idea of creating an exhibit inside a truck and going through cities in the state of Rio de Janeiro with content from the virtual exhibit. With essentially traveling activities, the idea was to take the platform's content to people in their cities of residence, thus building a close and affectionate relationship with the population and promoting sensorial experiences and real people, propagating the values of sport and sport for all.

With each launch, we were confronted with new challenges. One of them was the need to create a fully accessible version of the platform for people with visual impairments. That was when, in a partnership with the Brazilian Paralympic Committee, helped by a blind consultant,

we validated our new version. Currently, the platform is a hub of technologies that are accessible to people with visual and hearing impairments and available in English.

The Gama Assessoria startup is a creator of the eMuseum of Sport, along with UERJ and ITECS (incubator). The benefit of being a part of the eMuseum's network is that the Gama Startup offers the collectors an opportunity to create their galleries free of cost, also providing:

Curator – Historian – Museologist – Technological Platform – Project that has already been approved as per the Incentive Law – Investor - Publisher.

Being a publisher as well also allows the eMuseum to deepen its exploration of the contents displayed in the exhibits.

Book: eMuseu do Esporte 2020.