

Brazilian Olympic Committee inaugurates its virtual gallery in the eMuseum of Sport

Olympic athletes narrate Olympic editions from 100 years of Brazilian participation

This Monday, the 14th, at 18:00, the Brazilian Olympic Committee launches the Olympic Centenary virtual exhibit at the eMuseum of Sport, with curation and collection by the agency's Culture and Olympic Values department. The exhibit is projected to be bilingual, including transmission in Brazilian sign language and is hosted on a 3D platform with galleries that touch upon all Olympic Editions in which Brazil participated. The exhibit also contains narration from Olympic athletes Fabi Alvim, Thiago Pereira, Isabel Swan, Yane Marques, Tiago Camilo, and Rogério Sampaio.

“To launch the Olympic Centenary gallery is yet another action that honors this year, which is so emblematic to the Brazilian Olympic movement. Considering this, we will extend the tributes our athletes so richly deserve into the next year. This partnership with the eMuseum of Sport happened at a very opportune moment, especially considering the pandemic, as it allows us to expand our reach, bringing this virtual exhibit that was so carefully prepared to the largest possible number of spectators.” states the general director and Olympic Judo champion Rogério Sampaio.

The virtual launch will be at 18:00 on the eMuseum of Sport and COB Facebook pages and will include the presence of COB general director and Olympic champion Rogério Sampaio; Professor Lamartine DaCosta, eMuseum of Sport curator; Bianca Gama, eMuseum of Sport manager; Marinilza Bruno de Carvalho, the director of UERJ's Department of Innovation; Leandro Alves, the state of Rio de Janeiro's Secretary of Sports, Leisure and Youth; and _____, from Enel. The live transmission will also include a chat with athletes Poliana Okimoto and Isabel Swan and the exhibition of a video showing a virtual tour of the gallery.

“To have the COB gallery in the eMuseum of Sport is a major landmark for the history of Brazilian Olympic sport, a true legacy of national memory and, especially of the construction of the Future of Sport. Through this partnership, we will be able to show the world the marking moments of the Olympic Games Centenary. This narrative chosen by the COB is emblematic.” states Bianca Gama, idealizer and manager of the eMuseum of Sport.

“This partnership between the eMuseum of Sport and the COB is generating progress for Olympic history since, besides preserving the memories, for the first time, thanks to technology, we will be able to share the Brazilian achievements throughout these 100 years of Olympic Experiences both nationally and internationally” adds Lamartine DaCosta, idealizer and Curator of the eMuseum of Sport.

OLYMPIC CENTENNARY EXHIBIT

The Olympic Centenary exhibit contains posters from 22 editions of the Games, eight videos (six of them narrated by Olympic athletes, one institutional video and one animation), as well as 70 photos of Brazil's participations in the Olympic Games.

The beginning of the pathway shows a presentation about the visit with a message from COB president Paulo Wanderley. The first panel of the exhibit shows the 1920 Antwerp Games and contains a video with cartoons drawn by Saulo Cruz telling the curious story of the Brazilian delegation's journey to the Games.

From Antwerp, the visitors will go to Paris 1924 and so on until they arrive in Barcelona, 1992, Always guided by a narrative with photos and short text passages.

From Atlanta 1996 to Rio 2016, Olympic athletes narrate videos about each edition of the Games. Fabi Alvim tells us about the Atlanta Olympic Games; Thiago Pereira talks about Sydney, 2000; Isabel Swan speaks about Athens, 2004; Yane Marques tells us about Beijing 2008; Tiago Camilo talks about London 2012; and Rogério Sampaio tells the story of the Rio 2016 Games.

Throughout the virtual tour, it is possible to see 15 pieces that are a part of the COB's historical collection, such as torches, medals, and mascots. In this same area, there is a room with an institutional video about the agency.

The last module, which ends the exhibit, is dedicated to our 13 two-time Olympic champions: Adhemar Ferreira da Silva; Torben Grael; Marcelo Ferreira; Robert Scheidt; Maurício Lima; Giovane Gavio; Fabi Alvim; Fabiana Claudino; Jaqueline Carvalho; Paula Pequeno; Sheilla Castro; Thaisa Menezes; and Sérgio Dutra Santos. In this space, visitors will learn about the efforts, dedication, and victories of these athletes who won the gold and led Brazil twice to the highest place on the podium.

Sponsored by Enel Distribuição Rio alongside Rio de Janeiro's Office of Sports, Leisure, and Youth, thanks to the state government's Sports Incentive Law, the eMuseum has already held eight temporary exhibitions and inaugurated eight permanent galleries: Brazilian Basketball Confederation, Brazilian Paralympic Committee, Brazilian Table Tennis Confederation, Brazilian Canoeing Confederation, Military Sport, Brazilian Master Sports Committee, International Sports Museum and Enel Distribuição Rio. The portal also has a collaborative 3D section where the public can create their own collections, posting photos and videos that tell their story in sport.

The eMuseum of Sport is an achievement of the Gama Assessoria startup alongside Rio de Janeiro State University (UERJ), thanks to the Technological Incubator for Social Enterprises and Social Cooperatives (ITECS). Follow and share our posts on social media, follow our Instagram profile @emuseudoesporte_oficial and like our Facebook page (@emuseu.esporte).