

Brazilian athletics will have a permanent gallery at the eMuseum of Sport

Shortly before another edition of the Olympic Games, the sport's heroes will receive a well-deserved tribute in the form of a 3D gallery

Brazilian athletics will have a permanent gallery at the eMuseum of Sport, beginning this August. The Brazilian Confederation of Athletics (CBAt) and the eMuseum have begun a partnership to create the gallery, which will include the main personalities from the #1 sport in the Olympic program, which has existed since Antiquity, and the first edition of the Modern Era Games, in 1896.

This will be the tenth permanent gallery in the eMuseum, which has the objective of celebrating the memory of sport and its legacy in an innovative and collaborative format. The project is sponsored by Enel Distribuição Rio alongside Rio's Office of Sport, Leisure, and Youth, thanks to the state government's Sport Incentive Law.

The athletics exhibit will be curated by Martinho Nobre dos Santos. It will contain collections pertaining to the major victories achieved in Brazilian athletics, its history, and the trajectories of its major athletes, which include Olympic champions Adhemar Ferreira da Silva, Joaquim Cruz, Maurren Higa Maggi, and Thiago Braz da Silva, as well as world champions Fabiana Murer, and Mauro Vinícius da Silva (Duda).

Brazilian athletics has won 17 medals (5 gold, 3 silver, and 9 bronze) in the Olympics. Brazil has won a total of 34 medals in the Olympics and in open-air and indoor adult World Championships.

Those who love the sport will find out how Brazil's hegemony in South America was built through achievements in championships and also through the performance of Brazilian athletes in editions of the Pan-American Games.

"The Brazilian Athletics Confederation gallery marks the beginning of eMuseum launches in 2021. For us, it is a great honor to count on the partnership and collection of such a renowned confederation. We are very proud to have CBAt next to the other entities who have galleries in the eMuseum" states Prof. Dr. Bianca Gama Pena, who idealized the eMuseum of Sport along with Prof. Dr. Lamartine DaCosta (UERJ).

"For the CBAt, it is an honor, a huge joy for us to be in the eMuseum. The history of Brazilian athletics is a victorious one, accounting for more than 20% of the country's Olympic medals. To be able to bring some of this history to the screens of computers, tablets, smartphones, is simply fantastic. This interactivity and the use of technology for preserving history, memories, is a marvelous tool. The history of national athletics is a compass that guides us to the future", adds Wlamir Motta Campos, president of the CBAt's Administrative Council.

The eMuseum of Sport

With help from collectors, the eMuseum of Sport already has nine permanent virtual 3D galleries: Enel; Brazilian Basketball Confederation (CBB); Brazilian Canoeing Confederation (CBCa); Brazilian Table Tennis Confederation (CBTM); Brazilian Master Sports Committee (CBEM); Brazilian Paralympic Committee (CPB); Olympic Gallery Museum; Military Sport; and Brazilian Olympic Committee. These spaces offer virtual tours with the exhibition of novel digital collections, providing the participants with an immersive experience.

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).

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