

FORTALEZA CELEBRATES 103 YEARS OF HISTORY WITH THE INAUGURATION OF ITS VIRTUAL GALLERY IN THE EMUSEUM OF SPORT

In a partnership with the eMuseum, the Steel Tricolor will have an exclusive space with 3D navigation, to show its trajectory filled with unforgettable idols and glory.

One of the most traditional clubs from the country's North-Northeast axis, which is living one of its best sportive moments (placing among the five first teams in the Brazilian Championship and in the semifinals of the Brazil Cup), Fortaleza Esportes Clube will have its glorious history exposed in an innovative manner. In a partnership with the eMuseum of Sport, the Steel Tricolor will receive an exclusive virtual space with 3D navigation, beginning on October 18th, on the club's 103rd anniversary. This space will serve to showcase its trajectory, which is filled with unforgettable idols and memorable achievements.

The eMuseum's initiative aims to celebrate the memory of sport and its legacy in a novel and collaborative manner. Last month, Club de Regatas Vasco da Gama was the first soccer team to get a virtual gallery in the portal. Other teams will also have their galleries launched soon: Coritiba, Grêmio, Juventude, and Chapecoense. The eMuseum of Sport 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.

Though pictures, original documents (such as match summaries), and videos, the Fortaleza gallery in the eMuseum will explore the Lion's main achievements in depth, and honor the great squads that are, even now, fondly remembered by the fans. The historic goals and memorable victories over arch-rival team Ceará further enrich a collection that promises to captivate the tricolor fans.

"In an increasingly virtual world, it is very important for us to showcase the collection of our history, our museum, in this format. With this partnership with the eMuseum, Fortaleza takes one more step on the way to innovation, an opportunity for the club to promote its brand and show the whole world, through this space, the achievements and everything else related to the Steel Tricolor", says Fortaleza president Marcelo Paz.

The eMuseum of Sport's manager, Bianca Gama, emphasized that partnerships with soccer clubs strengthen the platform even more:

“We launched Vasco’s gallery in September, and now we have the pleasure of providing Fortaleza and its faithful fans, who are in ecstasy with the club’s current phase, with a vast, interactive collection, which will be exposed in an innovative manner.”

It is also important to remember that, besides visiting Fortaleza’s 3D gallery, fans of the Lion will be able to explore another exclusive function of the eMuseum: creating their own collections of digital archives.

The eMuseum of Sport

With support from collectors, the eMuseum of Sport already has eleven permanent virtual 3D galleries: Enel; Brazilian Basketball Confederation (CBB); Brazilian Canoeing Confederation (CBCa); Brazilian Table Tennis Confederation (CBTM); Brazilian Athletics Confederation (CBAT); Brazilian Master Sports Committee (CBEM); Brazilian Paralympic Committee (CPB); International Sports Museum; Military Sport; Brazilian Olympic Committee (COB), and Vasco da Gama. These spaces offer virtual tours with the exhibition of unique digital collections, providing immersive experiences to the participants.

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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