

WOMEN'S SOCCER AT GRÊMIO WILL BE THE SUBJECT OF A VIRTUAL GALLERY AT THE eMUSEUM OF SPORT

Tricolor gaúcho has signed a contract with the eMuseum and will tell the victorious history of the "Gurias Gremistas" in 3D.

For a long time, women's soccer was considered a by-product of men's soccer. Its practice was even forbidden in Brazil by president Getúlio Vargas in the 1940s. Luckily, this reality has been progressively changing in Brazil and an increasing number of national clubs has been making room for women in the noble sport. What used to be a reason for discrimination is now an important activity in the sportive market.

Until this century's 20s, few clubs saw any value in the modality. One of them was Grêmio de Football Porto Alegre, a club that has bet on women's soccer since the beginning of the 1980s. It was to tell this story that the tricolor gaúcho signed a partnership with the eMuseum of Sport, an initiative that aims to celebrate the memory of sport and its legacy in an innovative and collaborative format. 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.

Beginning in September, the month of Grêmio's creation, fans who visit the eMuseum can learn more about the trajectory of the Gurias Gremistas (Grêmio Gals) through an immersive experience. Besides navigating the 3D gallery, which will include up to 55 items, among photos, documents, and videos, fans can create their own virtual spaces with individual collections.

"Giving a voice to women is also a mission of the eMuseum of Sport. We are aligned with 9 of the UN's Sustainable Development Goals and this Grêmio gallery fills us with pride as we deliver SDGs 4 and 10 with excellence, shining a spotlight on our athletes" states Bianca Gama.

The eMuseum of Sport

Thanks to the support of 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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