

Juventude is the country's third soccer club to get a gallery in the eMuseum of Sport

The club from Caxias do Sul will have an exclusive space with 3D navigation to show its trajectory filled with unforgettable idols and glory

The 1999 Brazil Cup Champion Esporte Clube Juventude, which has recently returned to the A Series Brazilian Championship in 2021, will have its 108-year history told on the eMuseum of Sport's website, becoming the third soccer team in Brazil to partner with the project – Vasco da Gama and Fortaleza are the other two. The Ju exhibit's inauguration, with 3D navigation and unique collections, will be this Friday (the 12th) at 10:00, in a live transmission that can be viewed on the eMuseum's social networks, with the presence of the club's administrative director, Edu Pesce, and ex-player Picoli.

The eMuseum's initiative aims to celebrate the memory of sport and its legacy in a novel and collaborative manner. Other clubs will have their galleries launched soon: Coritiba, Grêmio, and Chapecoense. The eMuseum of Sport is sponsored by Enel Distribuição Rio alongside Rio's Office of Sport, Leisure, and Youth, thanks to the state government's Sport Incentive Law.

With previously unpublished photographs, original documents, and videos, the Juventude gallery in the eMuseum will explore the club's first steps in depth, including the construction of Alfredo Jaconi Stadium, their main achievements inside and out of the field, as well as honoring the strong squads that are, to this day, fondly remembered by fans in Caxias do Sul.

"Juventude is honored to be a part of this partnership. The club understands it is vital to preserve its history so all the fans get to know the path they have walked on until now. Juventude is known nationally and internationally for its tradition and its representativity of the countryside. Thus, to be able to expose this 108-year trajectory, beginning with its noble founders and going on to talk about their national achievements, makes the entire Jaconera fan group proud", stated Juventude president Roberto Tonietto.

Bianca Gama, the eMuseum of Sport's manager, celebrated the launch of yet another soccer team gallery on the portal, which will soon have its navigation updated:

"We are very pleased to celebrate Juventude's arrival in our team. To promote accessibility to brands' sportive memories through technology while breaking physical

boundaries is one of the eMuseum's missions.”

Also noteworthy is the fact that besides visiting their team's virtual 3D gallery, Juventude fans will be able to explore yet another function of the eMuseum by creating their own collections of digital archives.

The eMuseum of Sport

With support from collectors, the eMuseum of Sport already has twelve 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), Vasco da Gama, and Fortaleza. 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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