

## Maracanã 70 years: Sport, Culture, and Society

Today (June 16th) is the birthday of Brazil's most celebrated stadium and the giant is missed by its fans, no problem: the eMuseum of Sport is inaugurating a virtual exhibit about the stadium, which is a part of Brazilian sports history and a reference point around the world. In this case, the intent is to time travel without leaving home, because the eMuseum of Sport provides an unforgettable experience. All one has to do is click on the link [emuseudoesporte.com.br](http://emuseudoesporte.com.br) to be moved by the memories of our friend "Maraca".

The eMuseum of Sport aims to celebrate the memory of sport and its legacy in an innovative and collaborative way. The project is sponsored by Enel Distribuição Rio, alongside Rio de Janeiro's Sports, Leisure and Youth Office, thanks to the state government's Sports Incentive Law.

All navigation in the Maracanã exhibit happens with 3D technology, in a guided visit to the eMuseum of Sport. The initiative joins the tradition of a physical museum with technology's innovations. In this exhibit, visitors will be enchanted by images of the stadium's construction in the end of the 1940s; closely revisit the defeat at the end of the 1950 World Cup; celebrate the qualifications for the 1970 and 1994 World Cups; be drawn in by Pelé's thousandth goal; say goodbye to Garrincha's genius; and once again feel the brilliance of the 2016 Olympic Games.

Marking moments of the clubs at Maracanã are also immortalized in the exhibit, as well as shows by big stars of international and national music such as Frank Sinatra and Roberto Carlos, among others. This exhibit was curated by SUDERJ, alongside Professors Dr. Lamartine DaCosta (UERJ), Dr. Silvio Telles (UERJ and UFRJ), MS. Rodrigo Vilela and Caio Serpa. The last two are students of UERJ's Post-Graduate Program in Exercise and Sports Sciences.

### **eMuseum Launch**

With the collectors' support, the eMuseum of Sport will have eight permanent galleries, which will be launched in June and July of this year with 3D technology: Enel, Brazilian Basketball Confederation (CBB); Brazilian Canoeing Confederation (CBCa); Brazilian Table Tennis Confederation (CBTM); Brazilian Committee of Master Sports (CBEM); Brazilian Paralympic Committee (CPB); Olympic Gallery Museum; and Military Sports. These spaces will include a virtual tour with the exhibition of original digital collections, providing the participants with an immersive experience.

The initiative is a production 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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