# REPORT SCENE CHANGE

Scene Change is a cultural skills exchange project that aims to foster creative learning between cultural institutions in the UK and Brazil via digital technology and international study visits.

It is a collaboration between the Cultural Skills Unit [British Council], the Royal Opera House, High House Production Park and Creative & Cultural Skills in the UK and Brazilian partners Theatro Municipal do Rio de Janeiro, Spectaculu and FUNARTE. Facilitated by People's Palace Projects and part of Transform Brazil programme, the project aims to connect students and teachers in Rio [Brazil] and Thurrock and London [England] with each other's work and practices to develop dialogue around technical skills practice and engender long term connections.

## Purpose

- To explore opportunities for policy and skills development linked to vocational education and apprenticeships, contributing to the priorities of each country, which includes increasing employment in the creative industries as a key part of local growth and regeneration.
- To build capacity within the cultural skills sector at three key levels – policy, professional development and young engagement in response to market insight and demand.
- For Brazilian partners to work in collaboration with UK teachers and trainers to train their teachers to deliver better.
- For all partners to collaborate on curriculum and qualification development for technical skills in theatre, through the use of live briefs.
- For all partners to deliver better cultural skills through exchange.

## Aims

- To achieve a strategic cultural skills programme between Brazil and the UK, which will strengthen cultural relations while returning economic and cultural benefit back to the UK, in particular Thurrock.

- To identify best-practice in development of 'live briefs' as a means of encouraging engagement in the cultural sector and to explore implications for policy makers and practitioners.

- To work with an existing successful live-brief project

- To develop an international model that can digitally reach and work with broader age groups

**First phase of the project: February-August 2014**

People's Palace Projects' main role in the project was relationship building and key facilitation. In the first 6 months of Scene Change, a number of meetings were set up to establish the partners of the project in Brazil: Spectaculu, Theatro Municipal do Rio de Janeiro and FUNARTE.

A visit was organized for 2 representatives of the UK Stakeholers (Will Hahn– Creative & Cultural Skills and Gabrielle Forster-Still– Royal Opera House)

to meet and speand time with members of FUNARTE (Marcelo, Erisvaldo, Zé Mauricio), Spectaculu (Gringo, Daniel and Rogério), Theatro Municipal (Carla Camurati, Ana Luisa and Heloisa) and Ministry of Culture (Bruno Mello - International relations adviser).

**Outcomes of the visit**

- Agreement in principle for strategic partnership between FUNARTE and British Council
- Methodologies on live briefs between UK and Brazil shared and some aspects have been taken to be incorporated in both countries, which will directly impact Brazilian and UK students and professors
- Development of shared digital content – films, videos
- Project planned from until March 2015
- Scope of how best to use Cultura Brasil fund (to bring Brazilians to UK)

* ANNEXE 1: Quotes, photographs and media about the August visit.




Last day of the visit: UK visitors and Spectaculu's students (image © Patricia Silva, 2014)

**Second phase of the project: September 2014 – September 2015**

**September 2014**

Evaluation and report of the August visit

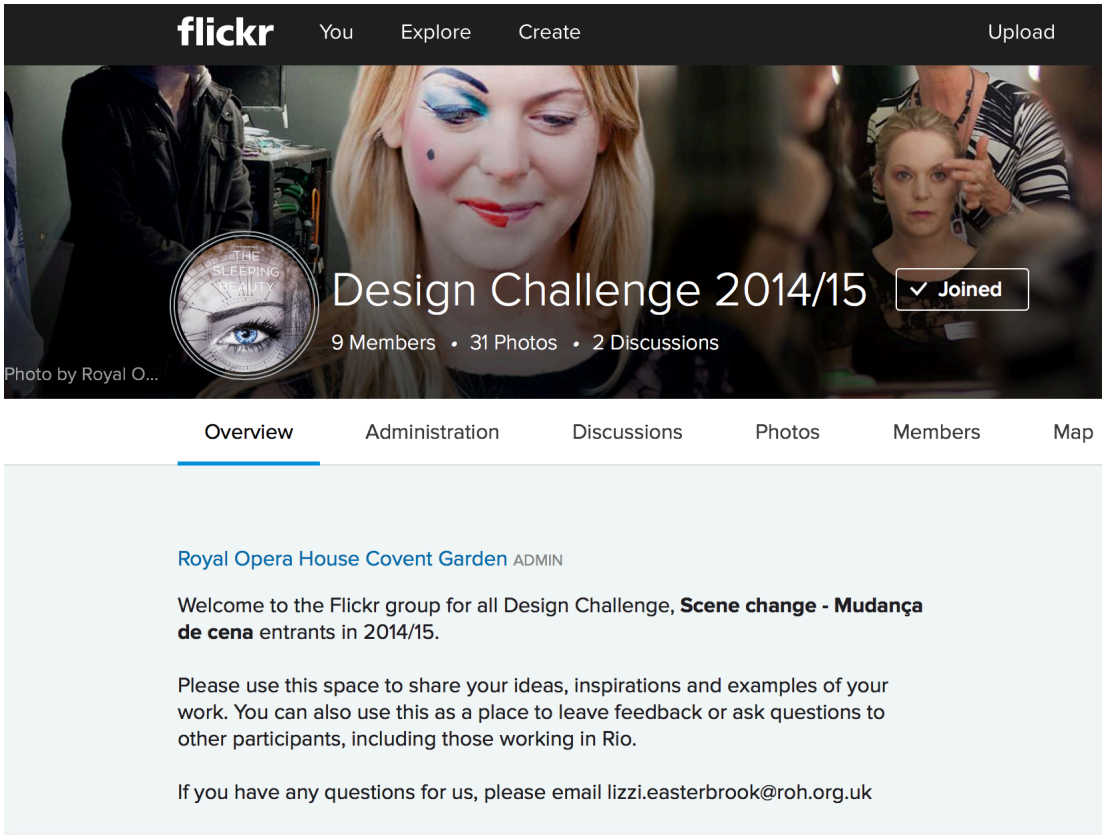
* ANNEXE 2: Report August Visit

Design Challenge is launched in Brazil and the UK.

Design briefs are set, allowing students four months to research *Madame Butterfly* and produce their competition entries.

Spectaculu 5 min Challenge is launched.

Flickr account is created by Royal Opera House:



**October 2014**

Maestro Silvio Viegas from Theatro Municipal visits Spectaculu.

Students produce their 5 min videos and posters, a rereading of *Madame Butterfly*.

**November 2014**

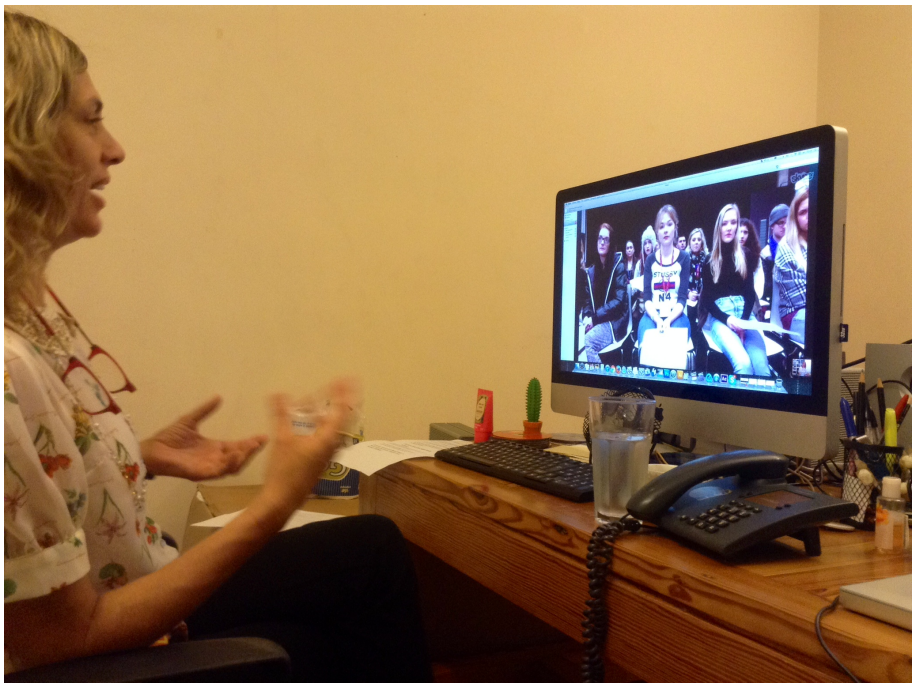
2 Skype sessions take place: one between David Stevenson and 5 students from Spectaculu; the other between Carla Camurati and a group of students from Thurrock.



Director David Stevenson and Costume designer Lesley Ford on Skype, talking to Spectaculu's students (image © Stacey Campkin, 2014)



Spectaculu's students: Gabriella Magarão (Prop making), Vitória Gama, Emily Caballero and Heide Caballero (Make up) and coordinators Rogério and Daniel – on Skype with the UK. (image © Raquel Dias, 2014)



President of Theatro Municipal RJ Carla Camurati, talking to the students in Thurrock (image © Raquel Dias, 2014)

The FLICKR exchange begins.

Brazil and UK students work on their portfolios.

Students from Spectaculu visit the dress rehearsal of *Madame Butterfly* on 26th November.



*Madame Butterfly* opens at Theatro Municipal on 30th November with an exhibition of the portfolios created by Spectaculu's students and the students themselves in the audience.



**Decembre 2014**

*Madame Butterfly* continues at Theatro Municipal with the exhibition of of the portfolios created by Spectaculu's students.

Spectaculu has its end of year show at Theatro Municipal thanks to Scene Change.






Spectaculu's End of year show at Theatro Municipal do Rio de Janeiro



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Operational alliance signed in the UK, December 2014 (image © Sarah MacShane, 2014)

Work on application for the MinC edital (Cultura Brasil Fund) to try and fund a Brazilian visit to the UK in 2015.

**January 2015**

Skype with stakeholders in the UK:

**Update from Brazil**

- This project has initiated a long term change in Spectaculu with the portfolio idea being imbedded within the curriculum, alongside the 5 min videos and the end of year performance.
- New Minister of Culture Juca Ferreira will be announcing the new president of Funarte.
- Carla Camurati is leaving Theatro Municipal at the end of January.
- Plan for UK visit in March: funding via Cultural Brasil?

**Update from UK**

- Digital learning materials for Design Challenge available for use in Brazil
- Will & Gabrielle are planning the March visit
- Will & Gabrielle will review Design Challenge methodology and see how it can be changed or improved for Y2 (April – December 2015 for Brazil / September – March 2016 for the UK)
- Potential to involve a technical college in Rio state and perhaps focus on train the trainer so that this methodology can be cascaded to further colleges and to other states in Y2 of project

**Policy**

- 2 policy dialogues / summits to be organised in 2015/16
  First – June 2015
  Second – End 2015 / beginning 2016?

**Creative Industries College**

- Need to embed international within it from the start: curriculum development / co-delivery of course content
- Open to students from September 2016
- Strategy for partnership should include how this college fits into Brazil and wider work

**February 2015**

Preparations for the UK visit: as the application to Cultura Brasil wasn't successful, the British Council has agreed to fund the visit of Rogério de Souza, coordinator of Spectaculu and Ipojucan Icaro Teixeira Pereira, student from the school in 2014.

As Spectaculu is going to take part in the exhibition at the Royal Opera House, they needed to bring with them:

- A poster to present the project
- The 5 videos created in 2014
- 2 costumes
- A selection of the best portfolios produced by the students (4)



The exhibition (image © Sarah MacShane, 2014)

**March 2015**

The visit: 18th-29th April

Aim:

Understand how UK academic and cultural institutions engage young people as creative thinkers
Learn how the UK link formal education with professional theatre and arts making
Learn how the UK use live briefs in partnership with arts organisations
Discuss projects that could be co-developed between Brazil and the UK
Learn how UK artists use social networks to access the sector

As part of the Scene Change project: UK/Brazil cultural skills collaboration, the British Council has invited two Brazilian delegates from Spectaculu: School for Arts and Technology in Rio de Janeiro. These delegates spent 10 days in London, exchanging knowledge with youth organisations, education institutions and cultural organisations to understand how the UK works with young people. They were particularly interested in the types of training and skills development opportunities that are offered to young people from more disadvantaged backgrounds and what kind of exciting employment opportunities are available to them, across the cultural sector.

Their visit culminated in the launch of the Design Challenge exhibition as well as the performance of Madama Butterfly, at the Royal Opera House on 27th March. Rogerio and Ipojucan brought work from other Spectaculu students to exhibit alongside the UK students and it gave them the opportunity to show the incredible work that goes on in Spectaculu.




Rogério and Ipojucan in London (image © Sarah MacShane, 2014)

They also visited and met with the following organisations:

- **Backstage Academy, Wakefield** (Backstage Academy is a state-of-the-art education centre in Wakefield. It provides the best possible training for technical and creative careers backstage.)
- **Youth Production Network** (YPN supports young people from all over the world with a passion for live event production)
- **The Backstage Centre / Creative & Cultural Skills** (The Backstage Centre is London's newest production rehearsal and training facility)
- **High House Production Park** (High House Production Park is the result long term collaboration between the Royal Opera House, Creative & Cultural Skills, Acme Studios ,Thurrock Council, Arts Council England, together with the departments of Business Innovation and Skills, Communities and Local Government and their agencies.)
- **Legacy List** (The Legacy List is the independent charity for Queen Elizabeth Olympic Park, set up in 2011 by the London Legacy Development Corporation and the Mayor of London to support the legacy of the London 2012 Olympic and Paralympic Games.)
- **Ideas Tap** (IdeasTap helps creative people like you get to where you want to be. It's a charity that works with leading arts organisations to create industry opportunities)
- **Young Vic**
- **Barking and Dagenham College** (At Barking & Dagenham College (BDC) and at the Technical Skills Academy in Barking Town Centre, you will benefit from the very best in education and skills training to make sure that you, or the young person in your family, are ready to take advantage of job opportunities.)
- **A New Direction** (A New Direction is London's leader in cultural education, connecting children, young people and education with the best of arts and culture.)
- **Royal Opera House**
- **Association of British Theatre Technicians** (An association that campaigns on behalf of the theatre industry to ensure legislation is appropriate to the industry's needs)
- **Roundhouse**

**Quotes from participants**

"The opportunity to get to know first-hand the methodologies used in London schools, to talk with other teachers, to share experiences about the creative process for students and teachers, and to see the project's implementation in schools will all thoroughly enrich my own school's work." Rogério de Souza, Pedagogical Coordinator, Spectaculu

"When I return to Brazil I will try to help and teach others, as well as the community I live in which is one of the largest favelas in Rio with many young people with dreams." Ipojucan Pereira, student, Spectaculu



Spectaculu's costume exhibited at the Royal Opera House



Jill Barker (Royal Opera House) admiring Spectaculu's portfolio's.



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- **Press release and articles about the visit: see annexes**

Meanwhile, in Rio:

**1- Meeting with the new president of Theatro Municipal Maestro Isaac Karabitchevsky, and his special adviser Emilio Kalil.**

Their focus for 2015 is on creating an artistic programme of international standing for the next few years but keen on taking our collaboration forward with Spectaculu, especially as the project now includes schools from the state system.

This project has given an important sense of continuum to the MOU with ROH.

Spectaculu will want to stage their very succesful end of year show there in December, based again on the Design Challenge. We will also want to find ways we can use the theatre more - as a way of introducing a larger number of young people to the possible careers and professions that are part of a producing classical house.

**2) Meeting with Gringo Cardia:**

Very happy about the impact of the pilot project on the school and their curriculum. Gringo considers it their most successful educational project so far.The visit to the UK and the chance to show their work and spread the word about the school is very important to them.

Spectaculu wants to run the programme again at the school and keen to extend the programme to local state schools: how we can set up a training project for teachers in schools that introduces the range of professions within contemporary performance industries - how to seduce and train young people from diverse backgrounds in these careers so they can get work. Gringo wants to focus just on a few schools this year to discover a way to scale-up next year.

**3) Research a contact inside Seeduc, State Secretary of Education.**

**April 2015**

Meetings to plan a UK visit in June/July.

Meetings to discuss the project's new phase: Spectaculu's tutors to train state school teachers.

Contacting Institutes Ayrton Senna and UNIBANCO with the hope they will join *Scene Change.*

Set up meetings with Brazilian partners: Funarte, Spectaculu, Theatro Municipal and Seeduc - State Secretary of Education.

**May 2015**

Working with Spectaculu to organize the Seminar to discuss the importance of skills development for young people - while Design Challenge is promoted to colleges in the UK.

*La Traviata* will be the theme for 2015/16 – director visions and briefs for different areas are available on ROH website.

Brief is also set for Spectaculu students.

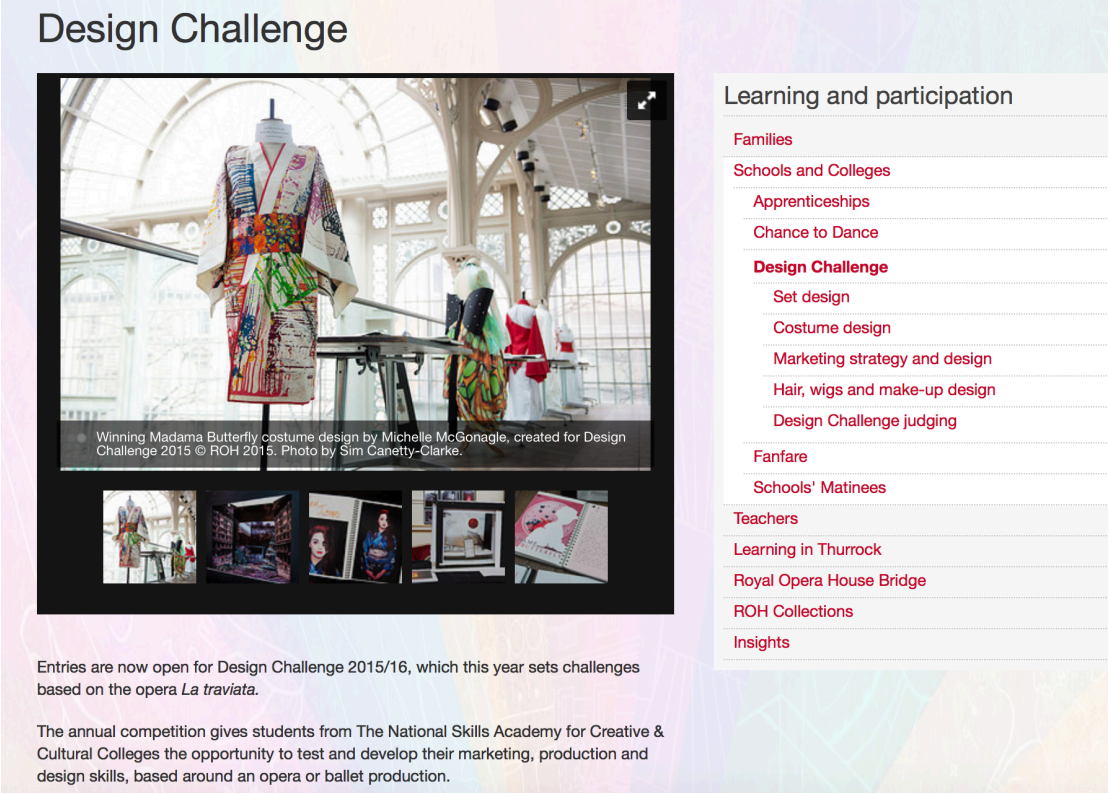
**June 2015**

Design Challenge 2015-16, featuring La Traviata was launched on June 3rd with David Stevenson's director's visions.

Front House exhibition featuring Design Challenge opened at the Royal Opera House.

UK colleges asked to register interest in collaboration with Brazil

Introduction of 5 min challenge to UK colleges who will participate in the project




Royal Opera House's site: Design Challenge 2015/16 is launched!

SKYPE MEETING UK/BR:

Align Challenge schedules across the UK and RIO, with shared elements
Plan moments for Skype and other live interactions between RIO and UK
Discuss use of Flickr and college involvement
Discuss visit to Brazil (Simon, Sarah and Andrea)

Organizing the UK visit and seminar with Spectaculu.

**THE VISIT: Andrea Stark, Simon Dancey and Sarah MacShane visit Rio de Janeiro.**

**29th June:** Meeting with President of FUNARTE Francisco Bosco.

**1st July:** Meeting with Carla Camurati @ **Comitê Olímpico Rio 2016** about plans for the Cultural Olympiad and with Spectaculu about seminar

## 2nd July: Seminar

This seminar was organised by Spectaculu, with support from People's Palace Projects to bring together stakeholders from cultural institutions, education institutions, government secretariats and young people in Rio to discuss the importance of skills development for young people.

- How do we train young people today for the creative industries of tomorrow?
- How do we increase and diversify the opportunities for young people to train within the technical and backstage areas of the creative industries?
- How do we close the gap between training and employment?




Francisco Bosco, Paul Heritage and Graham Sheffield (image © Camila Mariel, 2015)




Simon Dancey, Paul Heritage, Andrea Stark, Luiz Coradazzi and Marisa Orth (image © Camila Mariel, 2015)

**3rd July:** Meeting with Rita Jobim and other members of State Secretary of Education.

**4th July:** Meeting with João Guilherme Ripper, new president of TMRJ

**8th July:** Meeting with Cléber Ribeiro from Instituto Unibanco.

**Outcomes of the visit:**

Very positive meetings with Scene Change's partners and with Instituto Unibanco and the State Secretary of Education - who are also engaged with the project's mission of strengthening new pathways to the future for young people.

Instituto UniBanco is a very respected Trust with a focus on education, supporting and enabling head teachers and their teams to raise the standards of state education. They are particularly interested in how to create a more attractive educational offer that will keep young people in schools. By working in partnership with the Institute and the Secretariat, we will ensure that the British Council's investment is most effective at this stage, as well as developing new partners for the future.

**Also in July 2015**

Spectaculu worked on briefs and director visions.

Gringo sent his Director's vision.

With the help of Instituto Unibanco, 2 state schools were identified to join the project. Tutors from Spectaculu will spend 3 months training and advising the teachers of the school on how to work with the students on the 5 minute Challenge.

Spectaculu teaches students 4 key aspects of performance making, all connected to knowing and relating to the subject matter.

In broad terms, this is what they will teach the schools in 2015:

**Philosophy**: What do the themes of *La Traviata* make you think of around gender, healthy relationships, status; both when it was set and in a current society?

**Voice, Interpretation and body**: Our bodies are manipulated and shaped by pressures in society, and we learn how to use them to influence. How can the body and voice be used on film?

**The Word**: words can tell many stories, and in a film the script can give colour to the images. In *La Traviata* they sing their emotions, but how else can the characters communicate?

**The Look**: What images do you see of women in the media, and on the streets, and when you look carefully at the imagery of the story what does it say of relationships?

The students are being challenged to create a 5 minute film based on their own reading and reaction to *La Traviata* and the themes within in. These films will be shared with students at Spectaculu and in the UK.

Warner offered tracks of *La Traviata* to be used for the project and the 5 minute films. All the schools, in the UK and Brazil will be able to use them as part of their research and film making.

**August 2015**

Meeting with João Guilherme Ripper, president of Theatro Municipal who is very keen to maintain a good dialogue with Royal Opera House. Perhaps send some of their professionals to visit the UK?

Facilitaded the conversation between Spectaculu and *The Youth Production Network*, a worldwide organisation set up in 2010 to help young people interested in live event production gain valuable work experience and on site training. YPN provides the vital link between a training environment and live onsite event production and met Spectaculu during Rogerio and Ipojucan's visit to to UK. They would like to bring some young people who took part in their project during the World Cup in South Africa to Rio de Janeiro during the Olympic Games to share their experience and learn from Spectaculu.

Launch of the Design Challenge in 2 state secondary schools in Rio de Janeiro:

- Colégio Estadual Brigadeiro Schorcht in Jacarepaguá

- CIEP 358 Aberto Pasqualini in Nova Iguaçu.

Discussion of themes raised by *La Traviata* with the tutors of the schools.

Launch of *La Traviata 5 Minute Challenge*

- Duration & Nature of Use: The film project is aimed at inspiring students by the music of opera, and in turn asking them to create a response. Up to 5 minutes of the recording will be offered to students to create films inspired by the music. ( We have been granted the rights by Warner to use their recording of La Traviata (both in the UK and Brazil) for 11 months.The tracks are not being used in themselves, but a means to an end, and for this reason may not be used in their original state in the final film.

- Media: Internal music course assessments
- Territory: Schools in UK and Brazil
- Term: 12 months
- Start Date: 24 August 2015
- End Date: 29 July 2016

**September 2015**

- Training day for tutors in the UK, organised by ROH and CC Skills (CPD: 15th September)

- Spectaculu working on the 5minute challenge with their students and 2 state schools: producing the scripts, sets, costumes and props; and working on the lighting, hair and make up for the filming which will take place in October.

- Organize Skype sessions for November: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1- David and Gringo
2- David and Spectaculu's students
3- Gringo and UK students

**Next steps:**

Spectaculu will set up Facebook group

Discuss possible visit by UK student and tutor to Rio for 1 week?

- October, when they finish the videos (could be involved in the production or finalizing and award ceremony).

- Or a week before 13 December for them to be involved in Spectaculu's exhibition and end of year show

**October 2015**

- Students will upload photos on Facebook page
- Filming and editing of the 5minute challenge, in the state schools and at Spectaculu.

**November 2015**

- Skype between 2 directors about their visions
- Skype between Brazilian students and UK director
- Skype between UK students and Brazilian director

**December 2015**

Exhibition of work created by state schools.

Term ends and end of year show in Rio

**January 2016**

Organize screening of La Traviata: at Casa Rio?

Aim to have more schools involved in 2016.

Contact Seeduc and FUNARTE – more states??

**February 2016**

4 Feb – La Traviata screened live across the world, including Rio. Winners announced that day in the UK

**March 2016**

11 March – 5 Winners will come to Covent Garden, matinee performance and exhibit their work.

## RESEARCH

British Council, through its new Cultural Skills Unit, has invited Scene Change to become part of a broader research programme in South America and to be a pathfinder for its plans to internationalize vocational policy within the creative and cultural sector. CSU will be conducting research alongside this, in order to assess demand more widely and to scale activity.

We have begun making connections with MinC and FUNARTE and it is possible to link their strategic programmes with British Council's research.

We could also approach SEBRAE to discuss a potential partnership.

## CONCLUSION

Scene Change has engaged 110 students at Spectaculu in 2014 and ? students in Thurrock. In 2015, the project is involving 130 students at Spectaculu, 80 at the state schools and ? in the UK.

The 12 teachers employed by Spectaculu have all benefited from the experience and are now beginning to transfer that knowledge to state school tutors. Their teaching practice gained new dimensions by focussing on a particular theme early in the year. Producing the portfolios was a particularly inspiring exercise as it mixed research on the theme with students' creative exploration and culminated in an end product: an exhibition in such a prestigious setting as Theatro Municipal in Rio or even the Royal Opera House, Covent Garden. The curriculum itself was changed as it brought the 2 sides of the school closer together – technical and theoretical teaching (philosophy, voice/interpretation/body, the word and the look).

Through Scene Change, Theatro Municipal and Spectaculu started working together more closely. The students got a chance to follow all the steps involved in a big production, from talking to the Maestro and the Director of the Opera at an early stage, to watching the dress rehearsal and the opening of Madama Butterfly. To perform their own end of year show on the same stage must have been an unforgettable experience!

This year Scene Change is planting the seed inside secondary state schools in Rio de Janeiro with the hope to inspire more and more young people to want to

work in the technical areas of the arts and improve their life prospects.

And in Thurrock, the methodology used at Spectaculu is being incorporated in their curriculum. The courses offered by the Carioca organisation are not just based on technical skills, but also give the students a more holistic and humanist vision of the arts and their importance for society.

This programme is sharing transformative arts practices between the UK and Brazil and contributing to the vision and priorities of Thurrock and Rio. Raising the aspirations and attainment of young people; diversifying the local economy to create a wider range of employment opportunities; increasing self - confidence and promoting a distinctive profile for the cultural sector in Rio and Thurrock. The development outcomes and public creative outputs are exemplary and show how both institutions have grown by working together. Now that the project is growing in scale, it will contribute to a lasting legacy for technical skills training in the cultural sector.

It offers opportunities for policy sharing with municipal, state and federal governments who are focusing on innovation in cultural education, developing vocational skills programmes and creating new entry routes to employment in the creative and cultural sector, particularly for young people from non-graduate/ low-income backgrounds.