

**XVI Brazilian Meeting on Palaces and Historic House Museums**  
**The power of memory and the strength of oblivion**  
June 28 - 29, 2023

**Report**

Ema Klabin House Museum  
São Paulo, Brazil  
2023

# Ema Klabin

casa museu

## Index

Summary of the project .....	3
Participants .....	8
Communication materials .....	10
Goals and objectives achieved .....	14
Financial report .....	15
Appendix .....	17

## Summary of the project

The production of the **XVI Brazilian Meeting on Palaces and Historic House Museums** was coordinated by Paulo Costa and Fernanda Guimarães, respectively curator and superintendent of the Ema Klabin House Museum.

Karin Magnavita was an important consultant during the programme definition and Adriana Miyatake was hired especially for the event organisation. Marcelo Tápia, Angelica Fabbri and Ivanei Silva were also active in the meeting definition and Casa Guilherme de Almeida was responsible for the organisation of the third roundtable.

The Ema Klabin House Museum team participated actively in the production: Henrique Godinho, Camila Leite, Dárkon Vr, Luiza Lorenzetti, Cristina Aguilera (communications), Thiago Guarnieri (technical coordination), Maria Paula Cruvinel, Fabricio Souza Chaves (museology), Cristiane Alves, Rafael Peppe, Bruno Hartman, João Victor Casadei Amabile, Larissa Damaceno, Luiz Henrique Otto de Santana Filho (education), Haroldo Martins da Silva, Tatiana Gentil, Taína Luz (management), Bruna Ferreira Frazão, Fabiana Gomes Ferreira, Luana Gomes da Silva, Arlene Bittencourt Saboia, Carlos José Santana, Jenice Pires de Azevedo Figueira, Maria do Carmo Bottino, Maurício Damberg (reception desk), Ana Cristina Moutela Costa, Dinah Feldman (cultural production support), Alexandro Souza Pina, David Domingues, Ivonete de Souza Pina Nascimento (support services), Maria de Lourdes da Silva Sales (housekeeping), Edmundo Sousa Pina, Rogério Ferreira de Jesus, Ronaldo Oliveira Teixeira, Valmir Pereira Alves (security).

The event was broadcasted by Estúdio Loop and Bola de Meia Filmes, responsible for sound and live transmission respectively; Keithy Alves and Gustavo Henrique were still photographers and Santa Terra food bike provided food and beverage (the house museum offered free coffee and water).

All participants were offered a symbolic payment for their participation, according to their role in the meeting: speaker, roundtable participant, or moderator. Only Marcelo Sá de Sousa, who had his travel expenses paid for by the Brazilian Chamber of Deputies, refused this payment.

**Completed schedule (milestones and highlights)**

Mar  
15  
Meeting between Ana  
Cristina Carvalho, Paulo  
Costa and Fernanda  
Guimarães

Apr  
10  
Project proposal concluded  
  
13  
Submission to DEMHIST

May  
22 - 31  
Production starts (specific e-  
mail account created)  
  
Schedule and speakers  
definition, invitations sent  
  
List of authorities and  
strategic institutions to seek  
sponsorship or institutional  
support, official letters sent  
  
Registration form created  
  
Design and communications  
strategy

June  
1 - 16  
Production of video in  
honor of Ana Cristina  
Carvalho  
  
Production of  
symposium  
promotional materials  
(bag, folder, notepad,  
pen and banner)  
  
Registration period  
starts (June 7)  
  
Roundtables  
organisation (liasion  
with speakers)  
  
Technical teams start  
production of live  
transmission

June  
17 - 27  
Final adjustments on video in  
honor of Ana Cristina Carvalho  
  
Organisation of symposium  
promotional materials,  
attendance list, badges etc.  
  
Liasion with technical teams  
(sound and video), food and  
beverage etc.  
  
Liasion with speakers and public  
  
Final adjustments for the  
beggining of the event

**June  
28 - 29  
XVI Brazilian Meeting on  
Palaces and Historic  
House Museums** takes  
place at the Ema Klabin  
House Museum

## Programme

*"Our life's memories are preserved in different passages, each with its own sign and sentiment, some I'd say don't even go with others. To tell one after another, stitched together, only things of shallow importance. In every true bit of living I've ever done, of powerful joy or sorrow, each of those times I see now that it was as if I was a different person. Higgledy-piggledy happenstance. That's what I reckon, that's how I tell it. [...] There are yester hours that stay closer to us than other, more recent ones."*

João Guimarães Rosa. *Great Sertão: Meanderings*. Translation in progress by Alison Entrekin.

Taking the new definition of museum established by the ICOM as a starting point, the **XVI Brazilian Meeting on Palaces and Historic House Museums** proposed a broad discussion on memory and the tangible and intangible heritage preserved by the various types of house museums. For the first time, the meeting was organised by the Ema Klabin House Museum. The main purpose of the event was to reassess the narratives and forms of communication with the public, as well as the memories and forgetfulness that are in the very definition of heritage.

The meeting was held in June 28 and 29, consisting of three lectures (two opening and one closing) and five roundtables with the participation of professionals from several Brazilian museums.

Although it focused on specific issues of the situation of Brazilian museums, the meeting was also in line with DEMHIST's conference "Remembrances of Things Lost", which will take place in October in Belgrade, Serbia.

### **Wednesday, June 28, 2023**

10 am (online only)

#### **Museums current challenges: between preservation, sustainability and the communication of cultural heritage**

António Ponte, ICOM Portugal, DEMHIST

Paulo Costa, Casa Museu Ema Klabin

2 pm

Opening Ceremony & Tribute to Ana Cristina Carvalho

**Opening Lecture: A New Definition for House Museums?**

Bruno Brulon, St Andrews University, ICOM Define

Renata Motta, IDBrasil

moderator Paulo Costa, Casa Museu Ema Klabin

3:30 pm

**Roundtable 1: The Role of Archives and Libraries in the Construction of Memory**

Eugenia Gorini Esmeraldo, Instituto Bardi, Casa de Vidro

Marcelo Tápia, Casa das Rosas, Casa Guilherme de Almeida e Casa Mário de Andrade

Linda Derviche Blaj, Museu Judaico de São Paulo

moderator Marília Bonas, Museu do Futebol e Museu da Língua Portuguesa

5:30 pm

**Roundtable 2: All Ways of Dwelling**

Carla Zulu, Museu das Favelas

Clarice Pankararu, Museu das Culturas Indígenas

Luciana de Carvalho, ICOM Brasil, Rede Museologia Kilombola

Mariana Rolim, UPPH, Secretaria de Cultura e Economia Criativa do Estado de São Paulo

moderator Angelica Fabbri, ACAM Portinari/ Museu Casa de Portinari

**Thursday, June 29, 2023**

10 am (online only)

**Roundtable 3: Writers' houses: memory and oblivion**

Lecture by Clóvis Carvalho Britto, Curso de Museologia da Faculdade de Ciência da Informação – UnB

Conversation with

Ana Cláudia Rôla, Museu Casa de Alphonsus de Guimaraens

Maria João Amado, Casa do Rio Vermelho – Jorge Amado e Zélia Gattai

moderator Ivanei da Silva, Poiesis

2 pm

**Roundtable 4: Conservation and Museology Activities**

Manon Salles, Dra. ECA USP/ Mestranda PPGMUS UNIRIO

Aline Bougleux, Casa da Hera

Francis Melvin Lee, Coleção Ivani e Jorge Yunes

moderator Pollyane Santana, museologist

3:30 pm

**Roundtable 5: The Narrative of Material and Immaterial Museum Objects**

Mario Chagas, Museu da República

Aparecida Marina de Souza Rangel, Museu Casa de Rui Barbosa

Paulo Garcez, Museu Paulista

moderator Maria Cristina Oliveira Bruno, Museu de Arqueologia e Etnologia – USP

5:30 pm

**Closing Lecture: Brazilian National Heritage and the 8th of January**

Thiago Perpétuo, Superintendente do Iphan no Distrito Federal

Marcelo Sá de Sousa, Museu da Câmara dos Deputados

moderator Ruth Levy, Casa Museu Eva Klabin

## Participants

In total, 25 people participated of the 3 lectures and 5 roundtables carried out during the two-day event. 31 people from the Ema Klabin House Museum team or hired specifically for the event participated of the production.

As for public attendances, the symposium received 335 registrations, 212 for online and 123 for in-person participations.

According to the attendance list, 99 people attended the event in person throughout the entire event. 325 certificates were delivered by e-mail (266 for online or in-person attendees, 28 for programme participants and 31 for the team involved) on July 14 and 15.

All videos are available at the Ema Klabin House Museum YouTube Channel in Portuguese with Brazilian Sign Language (Libras) translation.

Total views by July 27 per roundtable:

### **Online opening lecture** | Os desafios dos museus na atualidade

<https://www.youtube.com/watch?v=6xvsw-SHvgw&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL>

510 views

### **Opening ceremony and lecture** | Uma nova definição para as casas museus?

<https://www.youtube.com/watch?v=D6q6w70osMo&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=2>

418 views

### **Roundtable 1** | O papel de arquivos e bibliotecas na construção da memória

<https://www.youtube.com/watch?v=tvQ4wigF-io&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=3>

343 views

### **Roundtable 2** | Todas as formas de morar

<https://www.youtube.com/watch?v=FeKpBYIDago&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=4>

212 views

### **Roundtable 3** | Casas de escritores: memória e esquecimento

<https://www.youtube.com/watch?v=vNtVqUCgIgg&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=5>

287 views



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## Roundtable 4 | Ações de museologia e conservação

<https://www.youtube.com/watch?v=8ytFio7dbhw&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=6>

216 views

## Roundtable 5 | A narrativa das coleções museológicas: entre a materialidade e a imaterialidade

<https://www.youtube.com/watch?v=ROKiRIASQPQ&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=7>

193 views

## Closing lecture | Patrimônio nacional e o 8 de janeiro

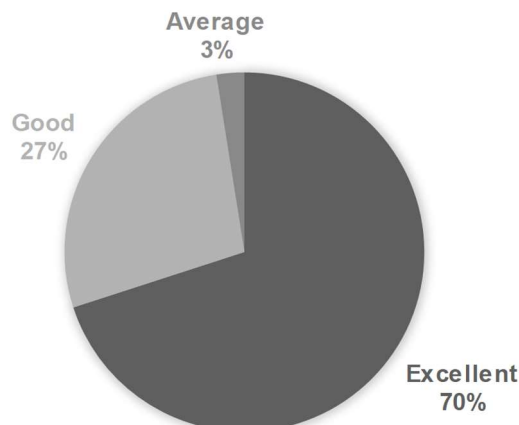
<https://www.youtube.com/watch?v=CfyZMXKGCvA&list=PLizxXxtVpaMsfddhREzkkiXE5CM-aiuWL&index=8>

182 views

## Quality survey

A survey was sent along with the certificates; given the low number of responses, a reminder was sent a week later. In total, 40 people responded to questions regarding the meeting in general, the programme (participants, schedule, hybrid format) and the experience at the house museum (location, ease of access, reception team, event kit, roundtables structure, toilets, coffee). The survey summarised report (in Portuguese only) is available at Appendix I.

*In general, what did you think of the XVI Brazilian Meeting on Palaces and Historic House Museums?*



### Communication materials

The **XVI Brazilian Meeting on Palaces and Historic House Museums** was made possible with the support of DEMHIST, as well as Poiesis - Casa Guilherme de Almeida, linked to the Secretary of Creative Culture, Economy and Industry of the São Paulo State Government, and with the institutional support from ACAM Portinari - Museu Casa de Portinari, also linked to the Secretary of Creative Culture, Economy and Industry of the São Paulo State Government, as well as ICOM Brasil and Condephaat, the Council for the Defense of Historical, Archaeological, Artistic and Tourist Heritage of the State of São Paulo. All liaisons were acknowledged in the communication materials.



Instagram post announcing the meeting was open for registrations.



YouTube background image.

The Ema Klabin House Museum disclosed three newsletters about the event:



May 15: save the date



June 7: programme and link for registration

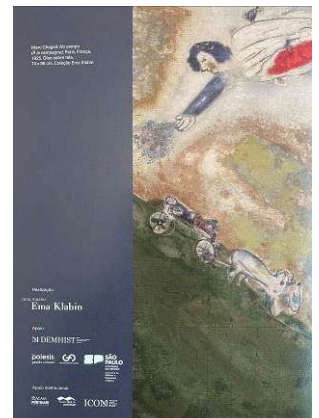
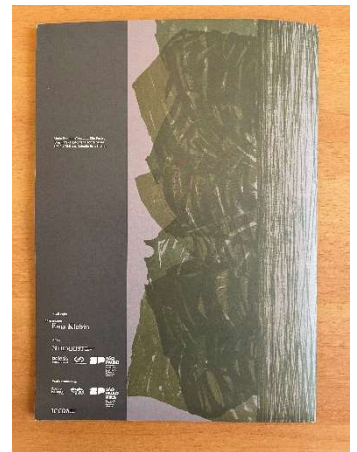
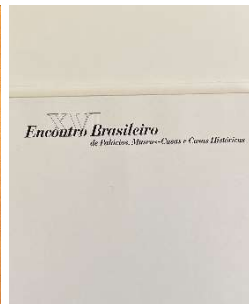
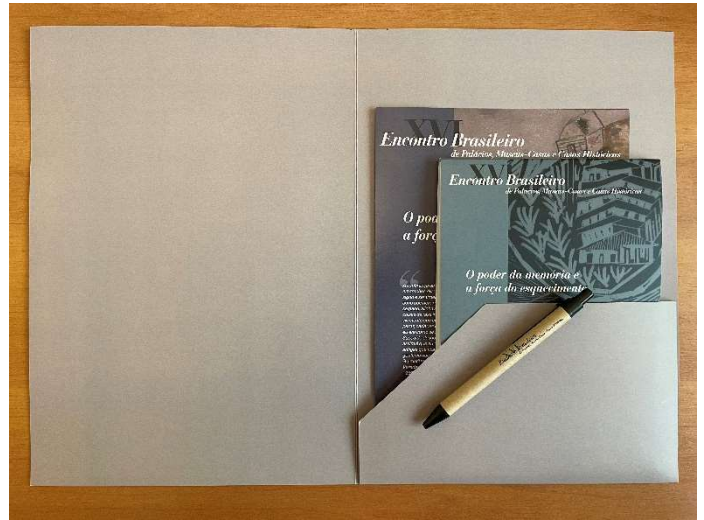


June 23: programme and link for registration

Webpage <https://emaklabin.org.br/ebpmcch/xvi-encontro-brasileiro-de-palacios-museus-casas-e-casas-historicas> concentrated materials about the programme and participants of the symposium, as well as links for all YouTube broadcasts.

# Ema Klabin

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Meeting materials: folder, programme, notepad, pen.



**XVI**  
*Encontro Brasileiro*  
*de Palácios, Museus-Casas e Casas Históricas*

*O poder da memória e  
a força do esquecimento*

*28 e 29 jun 2023*  
*das 10h às 19h*

Realização  
casa museu  
**Ema Klabin**

Apoio

DEMIST 2023  
CONSELHO CULTURAL DO ESTADO DE SÃO PAULO

poesis gestão cultural   **SÃO PAULO**  
GOVERNO DO ESTADO  
Secretaria de Cultura e Esporte Criativo

Apoio institucional

  **ICOM** International Council of Museums  
Brasil

saiba mais em 

Marc Chagall. *No Campo (À la campagne)*. Paris, França, 1925.  
Óleo sobre tela, 74 x 86 cm. Coleção Ema Klabin

Banner announcing the meeting placed at the entrance of the house museum.

## Goals and objectives achieved

The **XVI Brazilian Meeting on Palaces and Historic House Museums** has successfully delivered:

- The continuity of Brazil's central event for the palaces and historic house museums network;
- The participation of renowned and diverse professionals in the programme of lectures and roundtables;
- The participation of museum researchers, students and professionals from various museums of Brazil and abroad;
- A contribution to the key debates in the museums environment, from the perspective of palaces and house museums;
- A contribution for future research on the field, through recordings available at YouTube and Annals to be published in digital format by December 2023.

## Impact and Sustainable Development Goals



The Ema Klabin House Museum is a non-profit cultural institution, based in the city of São Paulo, declared of public utility, created to conserve, research and publicize the house, the art collection and the memory of collector Ema Klabin, as well as to foster and promote cultural, artistic and scientific activities.

Open to the public since 2007, the House Museum is responsible for a growing number of activities including regular visits, conservation and research, educational visits, courses, lectures, performances, exhibitions, publications and meetings. All these actions have brought a diverse public to the House Museum, which has been growing significantly each year, establishing it as an important centre for reflection and for the dissemination of culture in São Paulo and Brazil.

The XVI Brazilian Meeting on Palaces and Historic House Museums, held entirely at the house museum for the first time, was an opportunity to reinforce the institution's commitment to SDG 3, 4, 5 and 16.

## **Ema Klabin House Museum**

### **Board of Trustees**

Tércio Sampaio Ferraz Junior

*Chairperson*

Maria Eugênia Lafer Galvão

Israel Klabin

Marcelo Mattos Araujo

### **Board of Directors**

Celso Lafer

*Chairperson and Director*

Carlos Baucia

Inês Mindlin Lafer

Roberto Faldini

Rubens Monteoliva Peinado

### **Curator**

Paulo de Freitas Costa

### **Management**

Fernanda Paiva Guimarães

*Superintendent*

Haroldo Martins da Silva

*Accountant*

Taína Luz

*Administrative Analyst*

### **Museology**

Maria Paula Cruvinel

*Museologist*

Fabricio Souza Chaves

*Intern*

### **Communication**

Henrique Godinho

*Coordinator*

Camila Leite

*Intern*

Dárkon Vr

*Graphic Designer*

Ateliê Manam

*Digital media and audiovisual*

Cristina Aguilera, Mídia Brazil

Comunicação Integrada

*Press relations*

### **Education**

Cristiane Alves

*Coordinator*

Felipe Azevêdo

*Educator*

Rafael Peppe

*Educator*

Bruno Hartman

*Intern*

João Victor Casadei Amabile

*Intern*

Larissa Damaceno

*Intern*

Luiz Henrique Otto de Santana Filho

*Intern*

### **Reception Desk**

Bruna Ferreira Frazão

*Receptionist and Secretary*

Fabiana Gomes Ferreira

*Administrative Assistant*

Luana Gomes da Silva

*Access Control*

### **Labora 50+ Service**

Arlene Bittencourt Saboia

Carlos José Santana

Elenice Ferrari

Jenice Pires de Azevedo Figueira

Maria do Carmo Bottino

Maurício Damberg

### **Courses and Workshops**

Ana Cristina Moutela Costa

*Coordinator*

Dinah Feldman

*Course Assistant*

# Ema Klabin

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## **Performances**

Thiago Guarnieri  
*Coordinator*

## **Support Services**

Alexandro Souza Pina  
*Maintenance Assistant*  
David Domingues  
*General Services Assistant*  
Ivonete Souza Pina Nascimento  
*General Services Assistant*  
Nelson Medrado  
*General Services Assistant*

## **Security and Housekeeping**

Grupo Plan  
Edmundo Sousa Pina  
*Lead Security Officer*  
Rogério Ferreira de Jesus  
*Security Officer*  
Ronaldo Oliveira Teixeira  
*Security Officer*  
Maria de Lourdes da Silva Sales  
*Housekeeping Assistant*  
Valmir Pereira Alves  
*Security Officer*

## **House and garden maintenance**

Biopet Lagos Ornamentais  
*Lake Maintenance*  
Colinset  
*Pest Control and Sustainable*  
*Waterproofing*  
Samuel Oliveira  
*Roof Maintenance*  
S&P Gramados  
*Lawn Maintenance Consulting*

## **Technology and networks**

Jorge Martinez  
*IT Consulting*  
Ivan Naxara  
*IT*  
Nilson Cruz  
*Telecommunications*

## **Cultural project management support**

Tatu Cult

## **Legal Counseling**

Pannunzio Trezza Donnini Advogados  
Montenegro Castelo Advogados  
Associados  
Müller Mazzonetto / MommaLaw