

PRESS RELEASE

RAINHAS DO SALGUEIRO - CIDADANIA RELATIVA **(SALGUEIRO QUEENS - RELATIVE CITIZENSHIP)**

A Documentary by
Silvia Santangelo Jura
Soundtrack: Célia Mara
(BR/A 2002)

CONTENT

1. FACT SHEET

2. GENERAL INFORMATION

- 2.1. ABSTRACT - WHAT ARE WE TALKING ABOUT
- 2.2. CONTENT - THE LANGUAGE OF DAILY LIFE
- 2.3. BENVINDAS, BENVINDOS! - RIO DE JANEIRO'S CALLING
- 2.4. CHANGE YOUR LIVES - THE CULTURAL APPROACH
- 2.5. THE SOUNDTRACK BY CÉLIA MARA

3. PROTAGONISTS OF CHANGE

- 3.1. OBJECTIVITY - WHAT DOES IT MEAN?
- 3.2. DONA IVETE DO SALGUEIRO
- 3.3. JANUÁRIO GARCIA
- 3.4. NIKA JAINA - THE AFRO-BEAUTY-SALON

4. DISCUSSIONS AND THEMES - "CULTURE IS OUR WEAPON"

THE PRESENTATION EVENT IN MAY 2002

HERTA PAMMER PREIS 2003 FOR INNOVATIVE SOCIAL EDUCATION

5. A DEBUT FULL OF EMOTIONS - THE TEAM

- 5.1. TEAMWORK
- 5.2. SILVIA SANTANGELO JURA / CV DIRECTOR

1. FACT SHEET

RAINHAS DO SALGUEIRO - CIDADANIA RELATIVA

(SALGUEIRO QUEENS - RELATIVE CITIZENSHIP)

A documentary by Silvia Santangelo Jura

Soundtrack by Célia Mara

(A/BR 2002 - 45 minutes)

Available in Brazilian Portuguese and German (synchronisation).

English or French version on demand.

On Focus: Dona Ivete do Salgueiro, Januário Garcia, Nika Jaina teachers and students and the residents from Morro do Salgueiro.

Idea and realization: Silvia Santangelo Jura

Script: Silvia Santangelo Jura, Christa Bechtloff-Franz

Camera: Judith Benedikt

Editing: Gönül Kaya

Graphic Arts: Tanja Ristovski Theuretzbacher

Soundtrack: Célia Mara

Original Sound-recording: Babsi Schärf

Sound-Editing: Lothar Scherpe, Andreas Wingert, Ko.Ka. Studio, Wien.

Production: Silvia Santangelo Jura, Christa Bechtloff-Franz - Connecting differences / Nika Jaina - Association for bordercrossing cultural work & research.

PROMOTION - PRESS-RELATIONS

Concept & copywriting: Silvia Santangelo Jura

Graphic design: Angelika Reichert

Photography: Marcelo Perocco

Video Spot: Tanja Ristovski-Theuretzbacher

WITH THE HELP OF THE TEAM AND FUNDS OF:

Österreichische Entwicklungszusammenarbeit (Austrian cooperation for development)

Wien Kultur (Vienna department of culture)

bm:bwk (ministry of education and science)

Verein Xperiment!

CONTACT:

SILVIA SANTANGELO JURA

Fleischmarkt 16/3/42 - A-1010 Wien

Phone: +43+699-100 88 700

Fax: + 43-1-587-41-68-99

E-mail: santangelo@gmx.at; nikainfo@chello.at

Website: www.silvias.net www.celia-mara.net

2. GENERAL INFORMATION

RAINHAS DO SALGUEIRO - CIDADANIA RELATIVA

(SALGUEIRO QUEENS - RELATIVE CITIZENSHIP)

A DOCUMENTARY BY SILVIA SANTANGELO JURA (BR/A 2002)

SOUNDTRACK: CÉLIA MARA

BEST VIDEO PRODUCTION AT BLACK INTERNATIONAL CINEMA 2003 /
BERLIN/DÜSSELDORF/LJUBJANA – IN COOPERATION WITH PANAFRICAN
FILMFESTIVAL SALVADOR/BRAZIL AND USA

"The considerable documentary about life in the "favelas", Rio de Janeiro's slums. A documentary, that doesn't show only suffering and poverty, but concentrates mostly on the power of life, the creativity and the self-esteem of the women in the "favelas". (treffpunkt kultur - ORF 2"

"Culture is everything... if you say culture, you talk about self-esteem, education, appearance, health, yes culture is everything!" (Dona Ivete)

"I understand this documentary as a kind of mission - I try to synthesize information about a culture - foreign to me - and to make it understandable to others. As the treated topics are universally valid, this is a contribution to mutual understanding between people." (Silvia Santangelo Jura, director)

2.1. ABSTRACT - WHAT ARE WE TALKING ABOUT

With the help of the gods and goddesses and counting on her intelligence, Dona Ivete fights for a better future on the Morro do Salgueiro, one of the Favelas in the centre of Rio de Janeiro. But not just Dona Ivete, many other Salgueiro residents as well participate with courage and consciousness in the struggle against exclusion, racism and poverty. Their common weapon is the Afro-Brazilian culture.

"Culture is - first of all - a weapon for liberation. Culture forms life-attitude, it gives people the possibility for self-reflection. It enables the resumption of dignity. Through culture, the development of self-esteem is advanced. Through culture, ones citizenship can be built." (Januário Garcia)

Culture, religion and social networking, which allow survival in a racist society, are shown by means of a youth targeted educational project, Nika Jaina - trainee courses as afro-hairdressers. In "white thinking" Brazil, where Afro-Brazilian culture and dark skin are reason enough for discrimination, the educational project Nika Jaina symbolizes active change in society.

2.2. CONTENT - THE LANGUAGE OF DAILY LIFE

The documentary brings a snap-shot of the daily Favela life, one that shows the "normal" people, children, women, families. Without romanticizing or shocking with pictures of poverty, the documentary gives a view of reality - and this includes carnival, processions, Afro-Brazilian cult acting's as well as discussions, work and

family life. The conditions of survival of the mostly Afro-Brazilian residents of the Morro do Salgueiro are shared.

The drums call Exú - the Orixá of communication - to open the film. The documentary journey starts with Samba in the streets of Rio de Janeiro, bringing us up in the Favela Morro do Salgueiro, where the Sambistas come from.

The Afro-Brazilian Umbanda-Priestess Dona Ivete do Salgueiro presents her project - the Afro-Beauty Salon Nika Jaina; she introduces us in her Umbanda based philosophy, explains the backgrounds of social and cultural work on Salgueiro. Like a guide, she accompanies us to religious processions, to her Umbanda cult-place, invites the team in various private houses and helps to make interviews with the residents. The work in the Afro-Beauty Salon Nika Jaina is shown, the young trainees of the course present what they've learned - and try to explain why they can't find regular work with their skills.

The commentator Januário Garcia reflects upon social structure in Brazil, explains how the abolition of slavery and the growing of Favelas are connected, how social exclusion afflicts the Afro-Brazilian population. He is commenting what Dona Ivete's work means in a racist society, how important her acting is for the community.

Januário Garcia is director of the Afro-Brazilian Museum centro José Bonifacio in Rio de Janeiro.

Thanks to Dona Ivete and Januário Garcia, daily life on Salgueiro - an example for life conditions of 4 millions people in Rio de Janeiro - is made understandable to an international audience. The portraited personalities are impressing - Célia Mara's Soundtrack is an additional tool for easy and emotional understanding.

2.3. BENVINDAS, BENVINDOS! RIO DE JANEIRO'S CALLING

Rio de Janeiro - a modern, western, high-tech oriented mega city. Samba, carnival and the black population's joie-de-vivre attract a hundred thousand tourists every year. But Rio de Janeiro knows, at least since the official abolition of slavery in 1888, the problem of uncontrolled urbanisation and the social tensions, which arise from racial and social discrimination.

The Neue Zürcher Zeitung journalist Charles Ritterbrand affirms that, in 2001, 40% of the 10 millions citizens of Rio de Janeiro lived in ca. 750 Favelas - with an average monthly income around 50 US \$. These slums, called Favelas, are considered agglomerations of violence, criminality and drug traffic. Anyone who comes from a Favela is automatically seen as an out-cast: feared and excluded. The stigma of Favelado affects mostly dark skinned people. Only in Rio de Janeiro, the access to education, work, health- and transport services is restricted for about 4 Million people living in Favelas - most of them being dark skinned .

But doesn't Samba and carnival come out of the Favelas?

2.4. CHANGE YOUR LIVES - THE CULTURAL APPROACH

"Culture is everything... if you say culture, you talk about self-esteem, education, appearance, health, yes culture is everything!" (Dona Ivete)

Living with the consciousness of Afro-Brazilian cultural values in the context of a dominant, Europeanised culture - and using them to free oneself, as a way of resolving social problems - this is the message of Dona Ivete.

The documentary shows that cultural work opens perspectives that bring one out of the spiral of illiteracy, poverty, violence and drugs. In a fictive dialog, the main

protagonists Dona Ivete do Salgueiro and black movement intellectual Januário Garcia show the connection between local and global acting.

The result is an emotionally and intellectually understandable view of the hopes, desires and daily life of the Afro-Brazilian Favela-population. The rhythm of the documentary accompanies us step by step in this foreign world - and leaves us with a positive feeling: hope.

"This documentary will go around the world, it will not stay in Rio de Janeiro, but go far away, so that people will learn something about our Umbanda, our religion here in Rio and in Brazil. And they will get to know that Umbanda has no borders, that we are all brothers and sisters." (Dona Ivete do Salgueiro - Umbanda-Priestess and Project Manager Nika Jaina)

2.5. THE SOUNDTRACK BY CÉLIA MARA

Célia Mara, Brazilian singer and composer, resident in Austria, accompanied the documentary from the start.

The soundtrack for the documentary is her personal involvement for a better world. Her compositions - emotionally intensive with explosive contents - accompany images and words on its own path.

S/Brazil-Brasil!, the song which arises in the Favela, reflects the Americanisation of Brazilian society and recalls the roots of Brazilian culture - the famous Samba - coming out of the Favelas.

Nana Burukê is a prayer to the oldest of the Orixás - the one who created men from clay.

Hey Mama attacks the globalisation of poverty... and accompanies the family life on the Salgueiro.

Brigada Rosa is dedicated to black Brazilian women: be seen and build up self-esteem - this is the message from the Afro-hairdressers Salon, the Afro-Beauty-Salon Nika Jaina, symbol for a better life on the Salgueiro.

The big Finale is **Olhos** - an emotional oration against racisms.

3. PROTAGONISTS OF CHANGE

OBJECTIVITY - WHAT DOES IT MEAN?

The documentary "Rainhas do Salgueiro - cidadania relativa" was realized in cooperation with the "documented". In a place, that usually allows no visitors, where people defend themselves from strangers and a hostile state, it gives an intimate view on desires and hopes of the Salgueiro residents.

Our mission as moviemakers is to show the other, the unknown reality of the Favela-residents - the one that doesn't fit with the usual Favela-Cliché of violence.

DONA IVETE DO SALGUEIRO

Dona Ivete, the sixty-year old Favela-resident, who accompanies us through the documentary, is an Umbanda Mãe-de-Santo, a priest of the most popular Afro-

Brazilian religion. This function makes her unassailable inside the social Favela-structure.

She is the grandchild and spiritual successor of one of the first Salgueiro Residents, Dona Euzébia, who celebrated her 100th. Birthday in 1985 together with the 100th. Jubilee of Morro do Salgueiro.

Dona Ivete's spiritual mission is to improve the conditions of life for the youth of Salgueiro. And she does it with a very practical approach: she organizes social projects, such as the afro-hairdresser trainee course Nika Jaina. Her next project will be an English- and informatics course (but the necessary money is still missing). In her work, she unifies her religious, ritual and cultural knowledge, the transmission of African and Afro-Brazilian traditions, with concrete, cultural and political basics. Thus she has been - and still is - cultural director of the residents association, cultural president of the carnivals group and an active member in the political movement "Rio mulheres".

She is a fascinating personality, who surmounts, with the help of her faith, social borders and replaces missing formal education with spiritual values and visions.

JANUÁRIO GARCIA

In 2001, during the filming, he was the director of the only Afro-Brazilian museum in Rio de Janeiro, the Centro José Bonifácio. For many years, he was Rio de Janeiro's city-secretary for Afro-Brazilian affairs, working to improve the condition of the Afro-Brazilian population.

He is one of the representatives of the Afro-Brazilian movement and has documented, during the last 40 years, the "black" history of Brazil. His photographic archive includes over 10.000 images.

His biography is impressive: he came as a street-child to Rio de Janeiro, learned reading and writing in the streets, and was admitted in the Movie-Academy, where he was always confronted with the existing racial prejudices. Persecuted and tortured during the military regime, his life is a symbol of unbroken resistance and the fight for human rights.

In the documentary "Rainhas do Salgueiro - cidadania relativa", Janúario Garcia introduces us Europeans into the mystical thinking of the Afro-Brazilian and shows the cultural and social connections. He explicates the background of poverty and discrimination of the Afro-Brazilian population. He is an explaining commentator, translating Afro-Brazilian thinking into a western concept.

NIKA JAINA - THE AFRO-BEAUTY-SALON

Nika Jaina is a Goddess, says Dona Ivete. She is not one of the commonly venerated Brazilian Orixás, but she can be identified as being one. She is, as all Orixás are, a glorified ancestor. The legend says that she came from Mozambique; she was a warrior, who fought for the interests of women and children. She was stronger and more powerfull then all other warriors!

Dona Ivete chose Nika Jaina to protect the Afro-Beauty-Salon. The trainees, mostly girls, learn the professions of afro-hair-dressers, manicur's and pedicur's. But most important of all, they discover their own identities and their rights.

Nika Jaina is a grass-root project in benefit of the youth, organized by Dona Ivete and run by local women. Dona Ivete offered her own house to enable the project. The Afro-Beauty-Salon became a symbol for possible change in the Favela - it is now a cultural, social and educational centre.

Act globally - donations for help4favelas

The trainee-course Nika Jaina is financed by the "Capacitação solidaria" (São Paulo). But this fund does not provide for working materials or the improvement of the infrastructure, nor does it guaranty the continuity of the project.

In Austria, help4favelas, together with Caritas International / Austria provides extra-funds to guaranty continuous courses, material costs and to help in the improvement of the infra structure.

DONATION-ACCOUNT OF CARITAS AUSTRIA:

1.260.007 PSK 60000 - KEYWORD: HELP4FAVELAS/BRAZIL

5. DISCUSSIONS AND THEMES - "CULTURE IS OUR WEAPON"

The Presentation-Event in Vienna - May 2nd. 2002
project space / Kunsthalle Wien am Karlsplatz

"The presentation under the motto „ culture is our weapon" was extremely well attended. It wasn't meant to transmit a dividing or folcloric culturalism, but to show the emancipating possibilities of cultural communication - as Dona Ivete says in the documentary: "Culture is everything... if you say culture, you talk about self-esteem, education, appearance, health, yes culture is everything!" (Petra Hübl, www.ceiberweiber.at)

Some comments on the documentary, registered in the discussion moderated by **Mirjam Jessa** (Radio Ö1 & ORF) and **Julieta Rudich** (El Pais Correspondent)

"Silvia has shown to us Brazilians something of our culture that is important and that we usually don't think about - like for instance the history of the slaves..." (Claudia Lima, Choreographer)

" The documentary moves one, because it shows positive images of women living in Favelas and creates a counter image to the, in the main stream medias, usually shown images of poverty, hunger, tristesse and catastrophes. The moviemakers demonstrate, that there are people- especially women, who, even under worst circumstances, take initiative on their lives and change it - under the motto: "another world is possible - and we can organize it!" - and that even with humour!"(Ulrike Lunacek, national deputy on external affairs, Green party)

„The well done atmosphere of the documentary is due not only to the impressive personalities of the portrayed women and men from Rio de Janeiro, but also to the involving soundtrack of Célia Mara" (Petra Hübl, www.ceiberweiber.at)

"This documentary shows that volunteer work in development is not a One-way-project. That, what Silvia Santangelo Jura and Célia Mara brought back from Brazil

with this documentary is an example for courage and positive change - and in the same time a personal enrichment for all those who want to help.”(Franz Prüller, General Secretary of Caritas International / Austria)

“And talking about racism: this is important. This documentary is an exotic one - for us - in a strange context. But if you transpose the questions on the Austrian situation, then we find here exactly the same, maybe even a more evil racism.” (Volker Kier, Business Consultant)

„Culture - this doesn't mean only to be able to live your values and traditions in this society. Culture - that means also education. And education is extremely important in this society. Education means access.”(Elke, Echo, NGO for youth integration)

5. A DÉBUT FULL OF EMOTIONS - THE TEAM

5.1. TEAMWORK

The documentary is just a chapter in a long story. Silvia Santangelo Jura's and Célia Mara's first intention was just to document the grass-roots project Nika Jaina, an afro-hairdresser trainee course, with the goal of supporting the fund-raising activities of help4favelas in Austria. They joined a small team - Judith Benedikt, camera and Babsi Schärf, sound assistance.

But during the filming, Dona Ivete, the project manager of Nika Jaina, opened a mystical and foreign universe to them. Silvia Santangelo Jura, student of social and cultural anthropology, accepted the challenge. She interviewed representatives of the black movement, went deeper into Afro-Brazilian cultural studies, brought together information wherever she could find it. Still during the filmings, the intention of the documentary changed: to communicate the self-view of the Salgueiro residents - the so-called Favelados - and to show the difficulties with which they are confronted.

Silvia Santangelo Jura, communication consultant and social sponsoring volunteer (she is one of the founding members of help4favelas), today social and cultural anthropologist specialised in Brazilian culture, made her debut-documentary with Rainhas do Salgueiro - Cidadania relativa. The idea and concept for the documentary grew step-by-step, together with intense studies of Afro-Brazilian culture and Brazilian society as well as a profound analysis of Januário Garcia's and Dona Ivete's interviews. She used her communication know-how, acquired in advertising and business communications, to develop a consistent concept.

“This documentary is driven by its protagonists, Dona Ivete, Januário Garcia, the Salgueiro people. My intention was to create public space for the aims of the Afro-Brazilian population. We show their worlds, their thoughts, their perspectives, their universe. I feel like an emotionally involved translating-interface, I'm the stranger who wants to understand and communicate. What I was invited to live and participate in during the filming on Morro do Salgueiro impressed me deeply. To change life by ones own means is the message I brought back with me. And I believe that this message is important as well for us in Europe as for Brazil. The documentary is our return-gift to the residents of the Salgueiro and to all the other millions of Afro-Brazilians, living in the Favelas of Rio, São Paulo, Salvador, Recife..., still waiting for human rights and dignity.” (Silvia Santangelo Jura)

Célia Mara, Brazilian singer and composer, resident in Austria, accompanied the documentary from the start. With the understanding of a social sponsoring volunteer - being one of the founding members of help4favelas, she knew all about the project Nika Jaina - she built the "cultural connections", helped in the translation and understanding of Brazilian codex in behaviour and language.

She created the soundtrack for the documentary - her personal involvement for a better world. Her compositions - emotionally intensive with explosive contents - accompany images and words on its own path.

Six month after the filming in Brazil, Silvia Santangelo Jura - together with **Christa Bechtloff-Franz**, student of social and cultural anthropology (it is also her script-debut) - realized the script for the documentary. During long discussions, the comprehension of the complex messages, the strange and the familiar were analysed and the story put together. They brought the postproduction team together.

Judith Benedikt, student at the Austrian academy of movie-arts, was already an experienced camerawoman.

Brazil was her Début, where she discovered a new world. Equipped only with a hand-camera, which allowed absolute nearness to the documented, she brought impressions together, with details of humanity and a poetical view of the hard daily life.

Editing was in the hands of **Gönül Kaya**, professional movie-editor and multimedia Designer. As soon as she saw the material, she felt personally involved in the documentary - and decided to make her first documentary editing! The Salgueiro people became her family, Dona Ivete was always present - her editing-concept was based on the respect of the privacy of the "documented".

Tanja Ristovski Theuretzbacher put her creativity into the graphic-animations. Born in Belgrade, the academic new-media artist with international experience (for example Biennale Venezia) found in the documentary universal themes - testaments of life-conditions that are found in Africa as well as in Serbia, her former home.

Last but not least, **Peter Elster**, Professor for visual anthropology at the Vienna University, helped with his specific know how regarding script making and editing. We thank him.

5.2. CURRICULUM VITAE: SILVIA SANTANGELO JURA / DIRECTOR

Silvia Santangelo Jura, master of philosophy, cultural and social anthropologist, is, since 1992, creative consultant and member of the directors board of SJBS! Communication Consultants (www.sjbs.at).

In the field of communications, she worked at international level, doing creative direction, conception, consulting and/or copywriting on national and international campaigning for Levi's, Kodak, Lancia or the University of Vienna, the Ministries of social and ambiental affairs and many others.

In 1996, with SèSà MusicManagement, she specialised in innovative cultural press relations and the conception of special events. She acts as personal manager of the Brazilian artist - singer and songwriter - Célia Mara (www.celia-mara.net).

Besides her activities in business and cultural communication, she works as a communication-volunteer in social affairs. Since 1999 she accompanies an educational project in a favela in Rio de Janeiro - together with Caritas Austria.

In the field of social and cultural anthropology, she choose Brazil as her main interest region and specialised in the studies of Afro-Brazilian culture, concentrating in questions of racism, gender, globalisation and development.

Her first documentary "Salgueiro Queens - relative citizenship" (2002), supported by the funds of the Austrian Development Co-operation, Vienna's Culture Office and the Austrian Ministry of Education, has already been broadcasted in TV, got the award "best video production" at the international black cinema festival 2003 and is used as a tool for antiracist education in Austrian schools.

Silvias involvement in intercultural communication finds also an expression in educational projects in Austria, where she is giving intercultural workshops in secondary schools as well as at university level. She won the "Herta Pammer" award 2003 for Austrias most innovative educational project in development cooperation. In 2003 she has been working in the name of UNESCO and IMZ in Salvador/Bahia/Brazil, where she organized a "creative industries workshop for south american musicians" and trained the artists in the field of intercultural communications.