Arts School Program
Located in the State of SP, we are 20 minutes from Campinas.

Jaguariúna is part of the Metropolitan Region of Campinas - RMC - one of the richest and most developed in Brazil.

Mayor – Gustavo Reis
President of the Thematic Chamber of Youth of the National Front of Mayors;
Vice President of the Development Council of the Metropolitan Region of Campinas

Maria das Graças Hansen Albaran dos Santos
Secretary of Tourism and Culture
Sustainable Systems of Governance for Culture

The public policies of government in Jaguariúna have as innovative point the use of the indicators of the 12 axes of the Sustainable Cities Program, in synergy with the 17 Sustainable Development Objectives - ODS - of the Agenda 2030 Proposed by the United Nations.

The School of Arts Program is part of it and serves several objectives such as:
Purpose

Culture as an instrument of citizenship

- Reducing Inequalities
- Inclusion, Generation of Income and Cultural Accessibility
- Cooperation and encouragement of collective actions
- Art as a Transformation Tool
- Freedom of Expression and Criticism
Goals

Provide all interested citizens, children, young people, the elderly and people with disabilities, access to quality socio-cultural education free of charge so that they feel welcomed and hopeful about life and society;

Provide activities to develop in students the interest in the Arts of Scene, Music, Visual Arts, Health and Quality of Life, Foreign Languages, Manifestations of Popular Culture and traditionalities;

With use of Art as a Tool, work skills, creativity, cognition, hygiene, motor vocabulary, ethics, socializing, well-being, experiences, experiences, communication, inclusion, intergenerationality and knowledge

To provide tools for the construction of an empowered citizen, contributing to the construction of moral values, gender identity, gender equality, plurality, collective consciousness and cultural diversity;

To promote the principle of opportunity, carrying out the publicity of the acts such as: Registration for students and the contracting of office workers through accreditation formalized by public call notice in a transparent and effective manner;

Promote the generation of income and the promotion of the Creative Economy, offering a future job opportunity, respecting their learning and stimulating cultural entrepreneurship through art and seeking partnerships for implementation;
The Program currently serves more than 3,600 people weekly, resulting in an additional 5,800 weekly visits.
Operation Timeline
FROM AN INNOVATIVE PROJECT TO AN INNOVATIVE PROGRAM
Areas of expertise

The School of Arts, within its educational and sociocultural principles, has its workshops subdivided into 5 (five) major areas of activity:

- **Arts of the Scene**: Theater, Circus, Musical Theater, Ballet, Jazz, Pattaya, Ballroom Dancing, Belly Dance, Contemporary Dance and Street Dance
- **Visual arts**: Paintings, Sculptures and Scenographies, Digital Arts, Cinema, Photography and Crafts
- **Music**: Keyboard, Piano, Guitar, Guitar, Electric Double Bass, Drums, Percussion, Strings, Winds, Woods, Music, Viola Caipira, Vocal Technique, Young and Adult Choir and Concertina
- **Health and Quality of Life**: Pilates, Yoga, Capoeira and Gastronomy
- **Languages**: English, Italian, Spanish and Locution
The School of Arts Program maintains a partnership to attend to:

- Autistic
- Down’s syndrome
- Developmental Disorder
- People with Disabilities
- Williams syndrome
- Cerebral Palsy
- Physical Disability and Reduced Mobility

~55 thousand Inhabitant

3,631 People Served

5,800 Attendance per week

79 People with some type of disability

70% Seniors 268

30% Men

Investment:

R$ 2 Mi BRL
R$ 2,000,000,00 Y/Y

Municipal Resource

SECRETARY OF TOURISM AND CULTURE
Evaluation Methodology

EVALUATION OF PARTICIPANTS

- **Daily Note**
  - Conducted by Teachers and attendance by attendance list

- **Intern Evaluation**
  - Through theoretical and practical evaluations during class

- **External Evaluation**
  - Through the participation of Events of the Secretariat of Tourism and Culture in various places of the city

EVALUATION OF THE PROGRAM

- **Satisfaction survey**
  - Questionnaire distributed to students, parents, teachers and population

- **Satisfaction Survey Events**
  - Questionnaire distributed in the sociocultural events and in the cultural equipment of the municipality

- **Institutional Evaluation**
  - Satisfaction survey carried out in the municipality by Recognized Research Institution and evaluation of the government projects directorate, linked to the Mayor’s Office, together with the UN-SDGs.
Secretary of Tourism and Culture:
Maria das Graças Hansen Albaran dos Santos

Pedagogical, Artistic Coordination and Program Development:
Fábio Vitor Miranda
João Paulo Nascimento
Maria das Graças Hansen Albaran dos Santos
Maria Samara Chaib de Moraes
Carolina Freire

INSTITUTIONAL:
Gustavo Reis
Mayor