

rotas  
afro XR







# What is Rotas Afro?

“Rotas Afro” is an initiative of social museology and Afro-Brazilian memory preservation, which holds the cities’ Black histories through touristic, cultural, and technological promenades. The Instituto Brasileiro de Museus (IBRAM) recognized the project as a Place of Memory, and IPHAN awarded Rotas Afro with the Rodrigo Melo Franco de Andrade Award. Some of the program’s goals are to contribute to creating positive images of Black people in Brazil and to promote places of discovery of a whole new city.

## ACTIONS

**PROMENADES:** Touristic and cultural walks in Piracicaba, Campinas, Vinhedo, and Rio Claro. The promenades go through places of Black histories and memories in these cities.

**ROTAS NAS ESCOLAS:** This project contributes to multiculturalistic teaching, supporting teachers to comply with law number 10.639/03, which refers to teaching Afro-Brazilian History and Cultures in public and private schools in the country. The cultural and pedagogical promenades invite the school community to meet the Black Histories that are part of the cities.

**ROTAS AFRO XR:** Afrofuturistic collection, which consists of Virtual and expanded realities. The collection rescues and values memories, places, and the history of some prominent Black people through immersive technologies.





Immersive and Afro-futuristic collection, which consists of Virtual and Expanded Reality. The project values, preserves, and rescues Black people's history through technology.

### Immersive works from the collection

#### TREZE DE MAIO CLUB AND THE BATUQUE DE UMBIGADA

A 360° visit to the Brazilian third oldest Black social club. When visiting the Treze de Maio Club, the viewer will meet the traditional Batuque de Umbigada, in the ancient celebration that uses the "tambú." (7min)



#### "CASA HIP HOP" AND THE "BATALHA CENTRAL"

An involving encounter among different generations of Hip Hop. The meeting takes place inside the historical "Casa do Hip Hop" from Piracicaba. The piece presents rhymes from rappers who integrated the "Batalha Central," one of the oldest rhyme duels from São Paulo state. (7min)



#### QUILOMBO CORUMBATAÍ AND THE ESCOLA PIRACICABANA DE CAPOEIRA ANGOLA

A "roda de capoeira" inside the historical "Quilombo Corumbataí" that combines protest, rebellion, and fight towards black memory and resistance. (7min)



#### THE ROSÁRIO CHURCH IN CAMPINAS THROUGHOUT DECADES (1817 - 1956)

A visit through the history of the Rosário Church from Campinas. The Church was demolished in the 20th century and was known as a crucial place for black people's organization and resistance. (1 min)



#### THE ROSÁRIO CHURCH IN CAMPINAS (1956)

This work is a visit through the history of the Rosário Church from Campinas. The Church was demolished in the 20th century and was known as a crucial place for black people's organization and resistance. (1 min)



#### ANTÔNIO REBOUÇAS AND THE REBOUÇAS BRIDGE IN PIRACICABA

By using the expanded reality technology, this work provides a meeting with Antônio Rebouças, one of the greatest engineers in Brazilian history. In this work, the viewer will meet the first bridge made of reinforced concrete, designed by the black engineer Rebouças. (1min)



AR





## Technical features

**Works VR360°:** Movies 4K 3D, Color, ambisonics sound

**Work VR 3D:** 3D/VR Immersive experience, 6 degrees of freedom/ 6Dof, developed in Unreal Engine for Quest 02

**Works AR:** Tridimensional models built using Maya software and Artificial Intelligence (AI) tools due to the lack of photographic registers from that time. The Meta SparkAR was used for coding, and the works were released on Instagram to improve the reach and fluidity of the practical experience.

**Rotas Afro App:** APK for Quest 02 developed by Unity

## Staff/Credits

**Produced by:** Rotas Afro, Olhar Através e Grão Filmes

**Realization by:** Secretaria da Cultura, Economia and Indústria Criativas from the State of São Paulo Government, ProAc Callings

**Julia Madeira** - Content Director

**Bruna Epiphania** - Executive Producer

**Bruno Lottelli** - Technical director

**Robson PeqnoH** - Making of director

**Renan Vasconcellos** - Sound Desing 360o

**Rangel Egídio (Crioula Design)** - Visual Communication

**Raphael Paes** - Executive production assistant

### VR 360 WORKS:

**Communication:** Andressa dos Santos

**Press:** Daiana Amaral Costa

**Set Production:** Beatriz Ferraz

**Photography:** Danilo do Carmo

**Sound Engineering:** Isadora Maria Torres

**Coding:** Eduardo Liron

**Footage :** Rober Sidoli

### AR WORKS:

**UX Designer:** Jorge Groove

**AR Developer:** Thiago Toshio

**Historical Consultant:** Guilherme Oliveira

**Narrators:** Julia Madeira, Guilherme Oliveira e Fernanda Rodrigues

**Music:** Firma o Ponto

**Production Assistant:** Beatriz Ferraz

**Rotas Afro Counselor:** Odara Fernandes, Guilherme Oliveira e Malu Santana

**Communication:** Julia Madeira e Malu Santana

**Translation:** Jéssica Rosa

### IMAGES:

MIS Campinas Collection

MIS Campinas Collections

IHGP - Instituto Histórico e Geográfico de Piracicaba

### ACKNOWLEDGES:

MIS - Museu da Imagem e do Som de Campinas

Cine Preto, Cena Preta

Casa do Hip Hop de Piracicaba





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