

COMMUNICATION, DESIGN, AND LIVING HERITAGE

THE “EXPERIÊNCIA
BRUMADINHO” CASE
AT INHOTIM INSTITUTE

20/11

PROPOSAL TYPE



COMMUNICATION, DESIGN, AND LIVING HERITAGE

The “Experiência Brumadinho” Case
at Inhotim Institute

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01



INTRO



TO BEGIN, WHERE DO WE SPEAK FROM? INHOTIM INSTITUTE AND BRUMADINHO

INHOTIM INSTITUTE

Inhotim Institute is an open-air museum set within a botanical garden, located in Brumadinho, Minas Gerais, in southeastern Brazil.

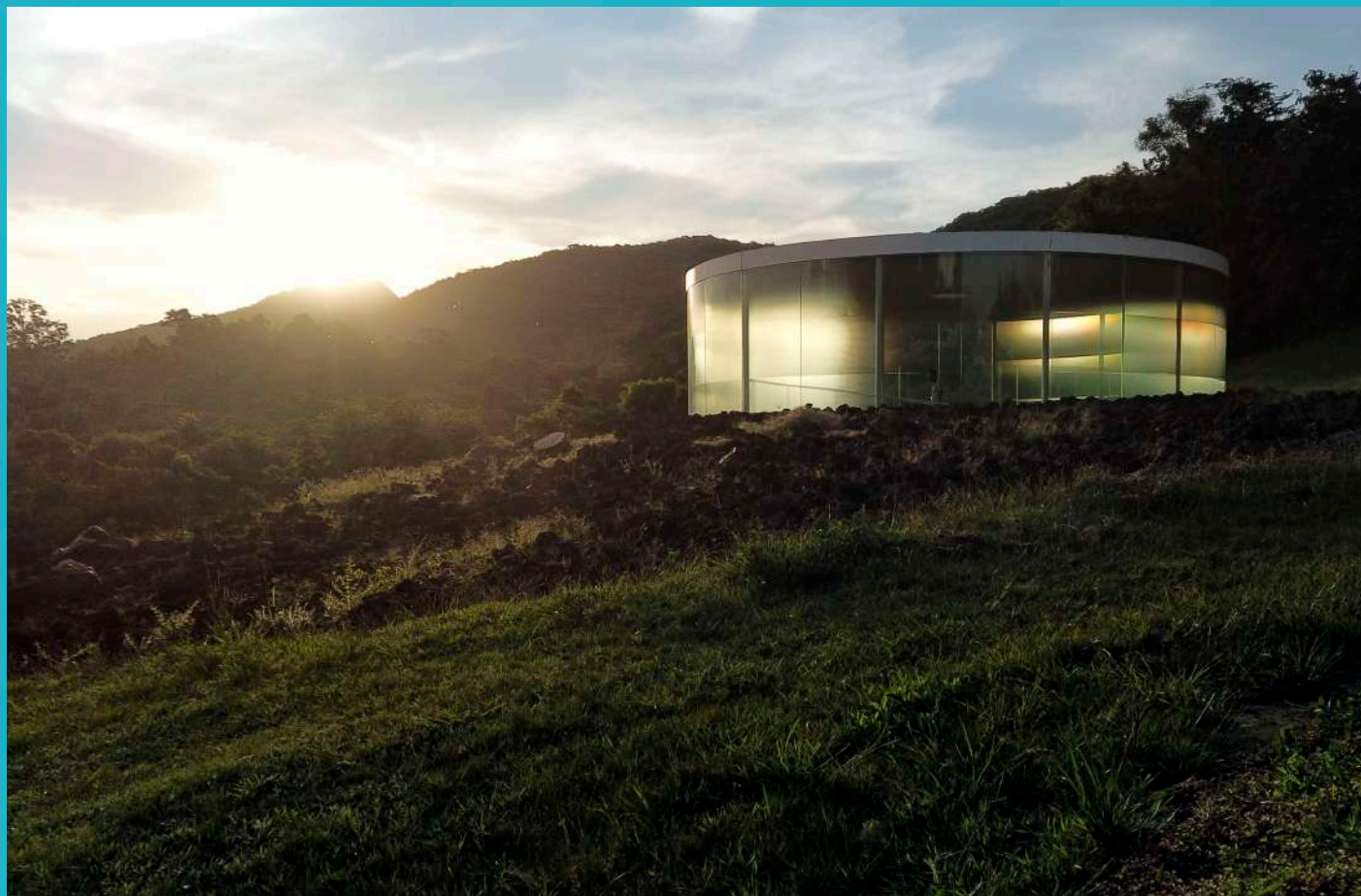
Located at the meeting point of two important biomes — the Atlantic Forest and the Cerrado — the landscape is a key element in the experience that Inhotim offers: this union of Art and Nature allows the museum to create unique projects connected to the territory it occupies.



INHOTIM INSTITUTE

It is the place from which we speak and which defines the very existence of Inhotim as what it is.

Inhotim is currently an economic and cultural hub for the city, generating jobs, boosting the tourism sector, and promoting the city to the world.



BRUMADINHO IS HOME TO INHOTIM.

Brumadinho is a city of about 41,000 inhabitants, located in the Rio Paraopeba basin, within the Iron Quadrangle – a region long shaped by extensive mining operations that continue to play a key role in Brazil's economy.

The city is also home to quilombola communities originally founded by escaped enslaved people, Afro-Brazilian Congado traditions, popular festivals, centuries-old churches, and remarkable natural beauty.



BRUMADINHO IS HOME TO INHOTIM.

In Portuguese, *Brumadinho* means “light mist,” which often settles over the region in the early morning.

Inhotim is an economic and cultural reference for the city, generating jobs, promoting the tourism sector, and showcasing the city to the world.



02

» THE
“BRUMADINHO
EXPERIENCE”
FAIR



THE “BRUMADINHO EXPERIENCE” FAIR

Since 2023, Inhotim has hosted a series of **listening forums** with all sectors of the municipality of Brumadinho.

The goal was to gather the perspectives, proposals, and ideas of residents, organizations, collectives, and social and cultural groups from the city, for use in supporting, guiding, and coordinating the Institution’s next steps of engagement with the community.

One of the ideas suggested by residents was **to strengthen local entrepreneurship** by using Inhotim’s space as a **platform for visibility and sales**.





THE “BRUMADINHO EXPERIENCE” FAIR

This is how the “Brumadinho Experience” Fair was born – a project that brings together local producers, artists, and cultural leaders at a place designed for the sale and promotion of products, for the exchange of knowledge, and for training opportunities.



THE “BRUMADINHO EXPERIENCE” FAIR

Launched in 2025, the project consists of six editions, always held on weekends and aligned with the institution’s calendar of events.

Each edition features fifteen local producers, along with a cultural attraction and a workshop on entrepreneurship.



03

» COMMUNICATION, DESIGN, AND LIVING HERITAGE



HOW CAN COMMUNICATION AND DESIGN STRENGTHEN DIALOGUE WITH THE COMMUNITY AND HELP PROMOTE LOCAL ENTREPRENEURS?

Based on this question, a communication and design plan was developed for deploying actions that give local entrepreneurs greater visibility among Inhotim's audience, while also highlighting the community's living heritage – its knowledge, desires, and intentions as revealed in the listening forums.

ACTIONS WITHIN THE PROJECT

Visual identity and signage

Co-participatory photo essay

Outreach plan in Brumadinho



VISUAL IDENTITY

DESIGN AS A BRIDGE FOR THE CONSTRUCTION AND REPRESENTATION OF COLLECTIVITY

The project's visual identity was designed based on recognition and vocation of the project itself, marking a new chapter in Inhotim's relationship with its territories – its ongoing mission to connect and expand the relationship between museum visitors and the cultures, histories, people, and traditions present in Brumadinho.

Since the project is about encounters – about the intertwining of cultures, traditions, and people – its visual identity needs to reflect that. So it had to be built collectively, as part of the same process of exchange that defines the project itself. In this way, design became a bridge for creating and expressing shared meaning.



VISUAL IDENTITY

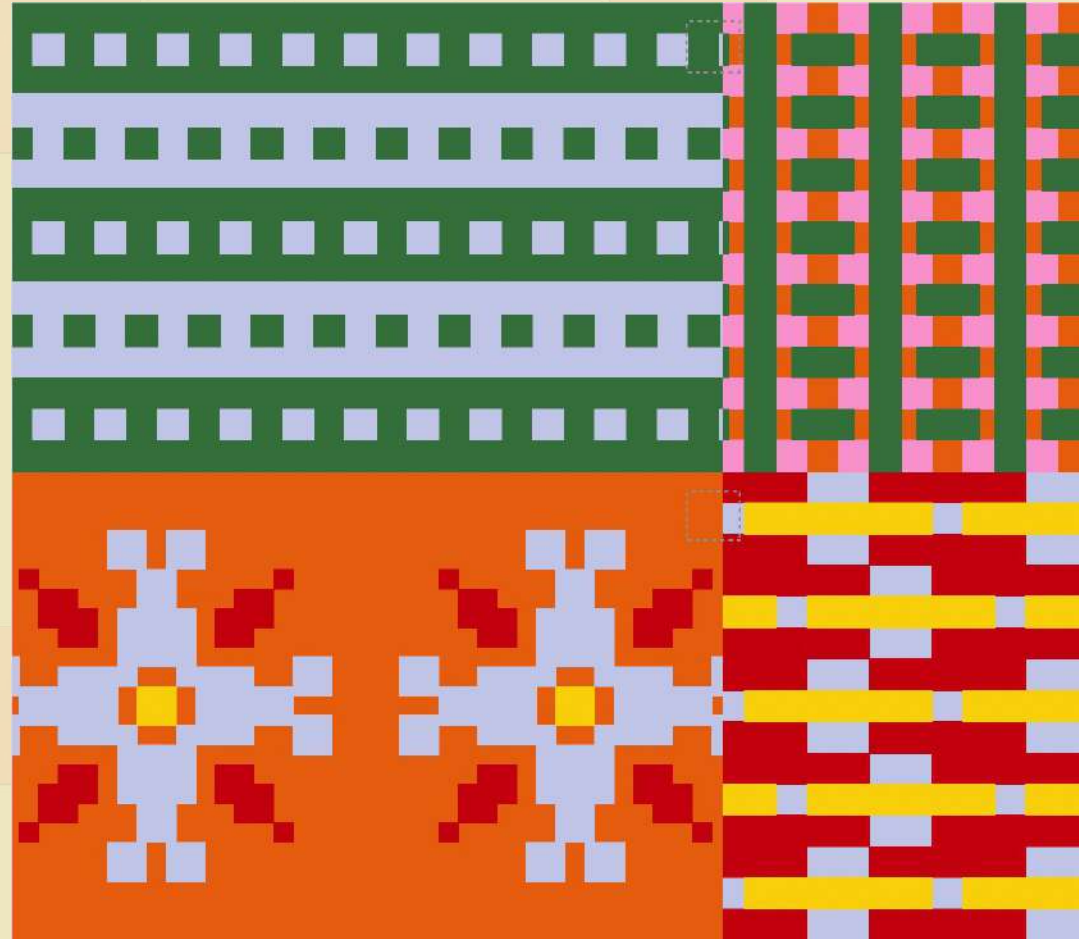
DESIGN AS A BRIDGE FOR THE CONSTRUCTION AND REPRESENTATION OF COLLECTIVITY

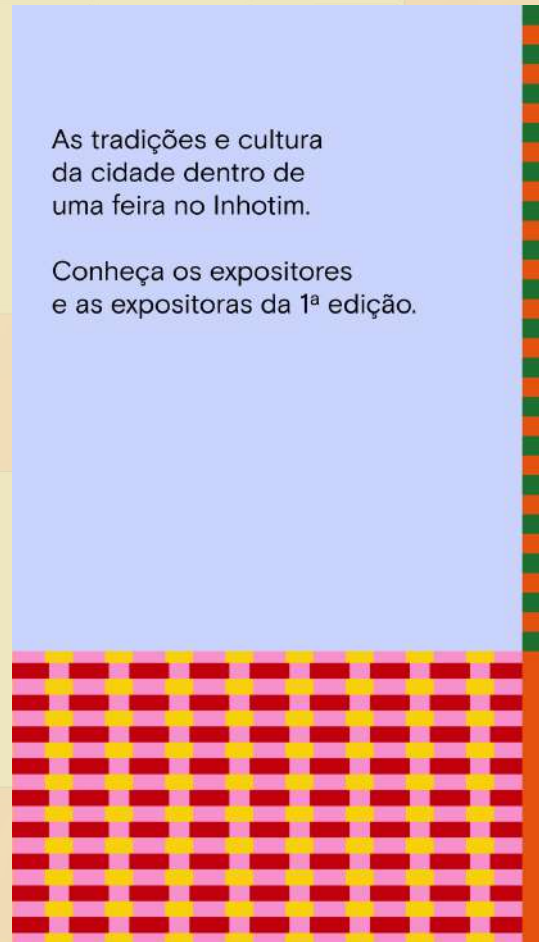
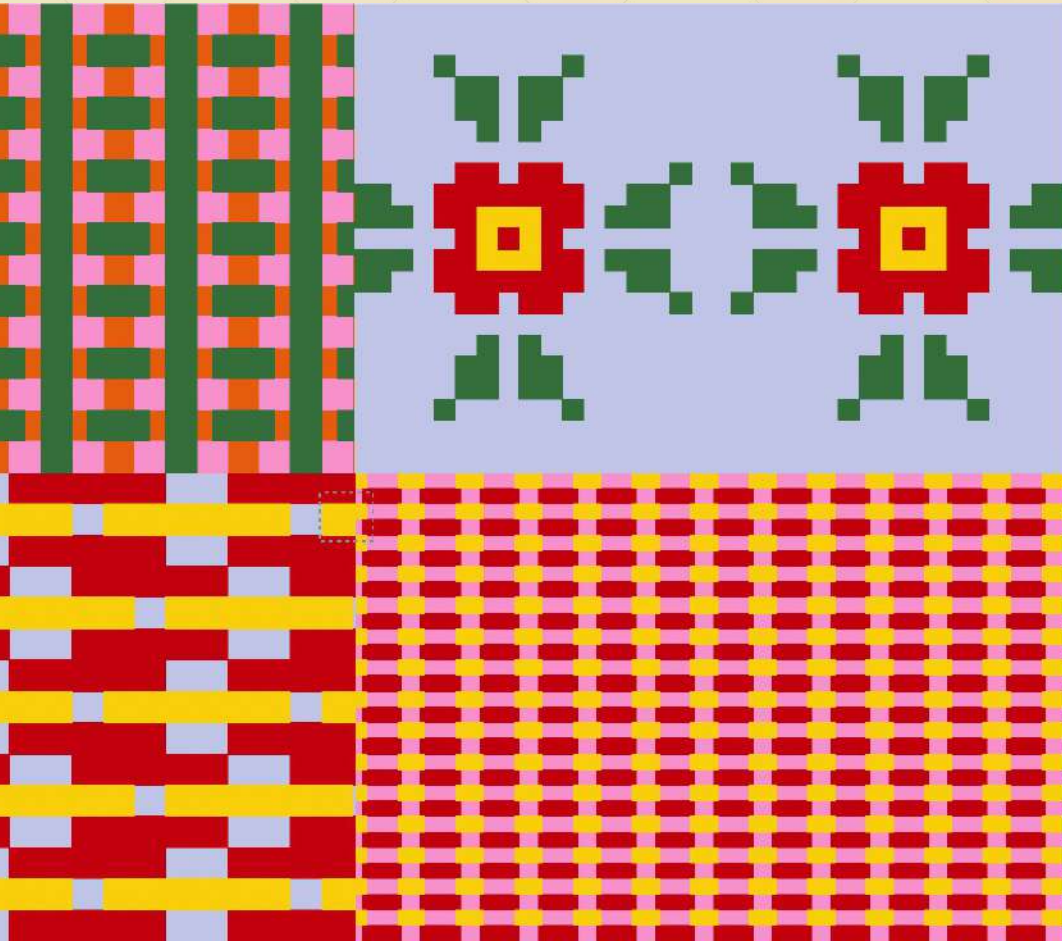
Based on research into local craft practices and techniques, a series of graphic patterns and textures were created through workshops with participants, together with Inhotim's Education and Design teams.

These patterns compose a dynamic and powerful visual system that is constantly evolving with each new edition. The brand incorporates the word *Feira* [Fair] in its visual signature, valorizing a practice deeply rooted in Brazilian culture.

The graphic patterns also support the project's communication actions, serving as a connecting thread linking the various histories and individuals who take part in it.









**FEIRA EXPERIÊNCIA
BRUMADINHO**

Lorena
Mascarenhas

1ª EDIÇÃO

26.04.25



Ehl Fanini

**FEIRA EXPERIÊNCIA
BRUMADINHO**

28.04.25

1ª EDIÇÃO



**FEIRA EXPERIÊNCIA
BRUMADINHO**

Aldeia Naô
Xohã Arakuã

2ª EDIÇÃO

25.05.25



**FEIRA EXPERIÊNCIA
BRUMADINHO**

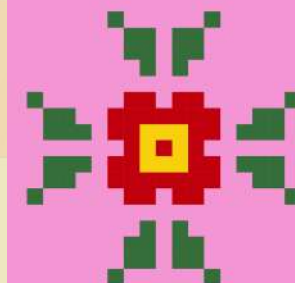
Café
com Arte

2ª EDIÇÃO

25.05.25

As tradições e cultura
da cidade dentro de
uma feira no Inhotim.

Conheça os expositores
e as expositoras da 2ª edição



VISUAL IDENTITY

DESIGN AS A BRIDGE FOR THE CONSTRUCTION AND REPRESENTATION OF COLLECTIVITY

The event's setting features patterns woven into pieces of fabric suspended throughout the space, combining seamlessly with the museum's landscape. Along the museum there is a system of visual signage announcing to visitors that today is a day of encounter and connection with the traditions and cultures of Brumadinho.

In the stands of the participants, the signage conveys the backgrounds of those who arrive to share and present their work.











CO-PARTICIPATORY VISUAL ESSAY

PHOTOGRAPHY AS A RESOURCE FOR SMALL ENTREPRENEURS

A key challenge faced by small entrepreneurs is the lack of marketing and photographic material to promote their work.

As a solution, Inhotim invited local entrepreneurs to take part in a co-participatory visual essay, carried out in collaboration with professional photographers and enhanced by an artistic direction process.

The resulting professional photographs were made available to the entrepreneurs as marketing and publicity assets, and were also used to promote the fair institutionally.







COMMUNICATION FOR AND WITH THE COMMUNITY

MAKING USE OF THE CITY'S COMMUNICATION CHANNELS

In addition to social media, the project's communication strategy also made use of other channels widely used in Brumadinho.

The goal was to raise public awareness, spotlight local talents emerging from the community, and encourage residents to participate in the fair.



COMMUNICATION FOR AND WITH THE COMMUNITY

MAKING USE OF THE CITY'S COMMUNICATION CHANNELS

To this end, the Communication strategy used:

- Posters;
- Cars with loudspeakers;
- Local radio stations;





04

» RESULTS



RESULTS

DATA AND KEY FINDINGS

Sense of appreciation among the participants, expressed on social media and during the meetings.

Recognition of the project and sense of connection to it.



RESULTS DATA AND KEY FINDINGS

Presence in the community.

Sales results.





THANK YOU

Proposal Title

20-11

Proposal Type