



## ELEONORA SANTA ROSA

Eleonora Santa Rosa's career is highlighted by her performance in institutions that play an important role in the cultural scenery of the State of Minas Gerais, notably the João Pinheiro Foundation, the Secretariat of Culture of Belo Horizonte and Secretariat of Culture of the State of Minas Gerais, a position she held between February, 2005 and August, 2008.

### **FUNDAÇÃO JOÃO PINHEIRO (JOÃO PINHEIRO FOUNDATION)**

Eleonora Santa Rosa began her works in this institution in 1983 in charge of many functions, such as Director of the Historical and Cultural Studies Center from 1994 to 1998. In this area, she was also acting manager (1988-1989); coordinator of Cultural Videos (1988); manager of the Cultural Productions and Studies (1987); coordinator of Programs and Projects (1986), as well as Planning and Research technician (1984-1990).

Along the years, she developed several actions among which the coordination of the following projects may be mentioned:

- . Diagnosis of the Cultural Investments in Brazil – from 1985 to 1997 (1997-1998).
- . Diagnosis of the Cultural Industries – the Brazilian movies – Phase 1 (1989)
- . BDMG's Pathway – images of a project for Minas (1997)
- . First Cultural Census of Belo Horizonte (1995-1997)

Also coordinated coordinated the Centenary and Mineiriana collections that have recognized importance in reflection and dissemination of the history of Belo Horizonte and Minas Gerais.

### **SECRETARIA MUNICIPAL DE CULTURA DE BELO HORIZONTE (BELO HORIZONTE CITY SECRETARIAT OF CULTURE)**

In the Belo Horizonte City Secretariat of Culture, Eleonora Santa Rosa was director of the Cultural Coordination and Planning Office (1990-1994), and the acting director of the Art Museum of Belo Horizonte in 1993.

In this institution, she participated in the project of discussion, creation and implementation of the Audiovisual Reference Center of the City of Belo Horizonte (CRAV), coordinating uncountable initiatives of cultural relevance in the Capital of Minas Gerais, such as:

- Forum BHZ Video.
- 30 Years of the National Week for Avant-Garde Poetry.
- Metropolis – Research, book, video and exhibition.
- Lygia Clark's Exhibition (MAP).

She was responsible for the draft of the City Foundation of Culture, and for the draft of the Law for Cultural Incentive within the city of Belo Horizonte, both elaborated in 1993. Besides, while in charge of the planning direction, she was responsible for the implementation of the Public Children and Youth's Library of Belo Horizonte.

### **SECRETARIA DE ESTADO DE CULTURA DE MINAS GERAIS (MINAS GERAIS STATE SECRETARIAT OF CULTURE)**

Between 1998 and 1999, Eleonora Santa Rosa was the fundraising and marketing advisor of the Clóvis Salgado Foundation, ranking as director. She was also the institution's special advisor elaborating organizational restructuring projects.

She helped draft the decree on the state funds articulation in the cultural area, and the regulation of the Cinema Fund of the State of Minas Gerais; she also drafted the State Law for Cultural Incentive and its regulation (1997/1998).

Between February, 2005 and August, 2008, Eleonora Santa Rosa was the Minas Gerais State Secretary of Culture, where she implemented an unprecedented restructuring and resizing process of the Office that greatly influenced the whole State Cultural System in the regions of Minas Gerais.

Her main achievements are specially:

- Creation of the Philharmonic Orchestra of Minas Gerais, considered one of the two best in the country.
- Creation of the State Cultural Fund, a historic demand of the cultural class of Minas Gerais for more than 15 years.
- Reformulation of the State Law for Cultural Incentive of Minas Gerais, with the creation of technical criteria of evaluation, broadening the deductible percentile basis of the Tax on the Circulation of Goods and Services (ICMS), and incorporation of the legislation actions to inland cities.
- Establishment of more than a hundred libraries in the State, practically eradicating the existent deficit in Minas Gerais, besides a large archive acquisition program, reading promotion, equipment and furniture, integrating actions of the program "Building a Reading Minas Gerais" (Construindo uma Minas Leitora).
- Complete reformulation and broadening both of the categories and values of the State Incentive to the Audiovisual Program, entitled "Film in Minas" (Filme em Minas).
- Creation of the programs Cena Minas (Minas' Scene), supporting the State Performing Arts, including the Circus, and Minas Music (Música Minas), aiming at the promotion, circulation and production of many segments of the music made in Minas Gerais.
- Creation of the Literature Award of the State Government, nationally praised in terms of resources and structure.
- Complete renovation and modernization (equipment) and recomposition of the archive of the Public Library Luiz de Bessa, the State main library.

- Restoration and recomposition of the historical headquarter of the Ouro Preto Art Foundation (FAOP), including the modernization of equipment, collection and furniture.
- Proposal and conception of the Youth Center of Minas Gerais program, Plug Minas, cutting-edge space aiming at the digital culture and new media, with the consulting of the C.E.S.A.R, from Recife..
- Conceptual proposal and establishment, first phase, of the Museu das Minas e do Metal (Mining and Metal Museum), architectural design by Paulo Mendes da Rocha, Pritzker Award of Architecture, and curatorship by Marcelo Dantas, in the Circuito Cultural da Praça da Liberdade (Cultural Circuit of the Liberty Square), invited by Eleonora Santa Rosa.
- Proposition and establishment, first phase, of the Minas Gerais Memorial, with curatorship, scenography and arts direction by Gringo Cardia, invited by Eleonora Santa Rosa, within the Cultural Circuit of the Liberty Square.
- Participation in the Handicraft Center of Minas Gerais' creation process, a project by Janete Costa, to her invitation, in the scope of the Cultural Circuit of the Liberty Square.
- Complete reformulation of the Clóvis Salgado Foundation /Palácio das Artes (Arts Palace Theater) managing and programming
- Uplifting of the Inconfidência Radio through renovation, equipment modernization, with public service exam and the recovery of the radio and its technical staff.
- Recovery and modernization of Rede Minas, regional and national ABERJE (Brazilian Association for Business Communication) Award for Communication in 2007 and 2008, for the excellence and audacity in the programming and managing of the educational and cultural broadcasting station.
- Restructuring of the Suplemento Literário Minas Gerais (Literary Supplement Minas Gerais): new graphic project, contemporaneous design and daring editorial line, considered as one of the main specialized publications in Brazil in the last three years.
- Reedition of the new Revista do Arquivo Público Mineiro (State Public Archive Magazine), one of the oldest and most respected in the country, unpublished since 1996. Daring graphic project, excellent content, considered the national model magazine in the field.
- Creation of two public-interest nongovernmental organizations: The Philharmonic Orchestra Institute and ADTV (a Rede Minas Television production branch), besides the effective establishment of the Cultural Institute Sérgio Magnani
- Municipalities' incorporation of the featuring home artists circulation - The Symphonic Orchestra, The Dance and Chorus Company (both entirely restructured) - of the Clóvis Salgado Foundation (Arts Palace Theater), reaching more than three hundred and fifty state municipalities
- Establishment of an editorial program with the publication of inedited and rare books, besides essays.
- Creation and implementation of the incentive programs Cemig Cultural and Copasa Cultural that furthered hundreds of projects in the whole State, in Brazil and abroad, by means of the Federal Law of Cultural Incentive.
- Equipment reformation and modernization of the Museu Mineiro (Minas Gerais Museum).
- Creation Project of the Museu de Percursos para o Jequitinhonha (On the Track to the Jequitinhonha Valley Museum), priority region of management.
- Creation of the Cachaça Museum in Salinas, inaugurated in 2012.
- Complete restoration of the Chapada do Norte's Our Lady of the Rosary Church of the Black Men, which had been requested by the community for more than 30 years.
- Complete restoration and retrofitting of the historical buildings of the State Secretariat of Culture head office at the Praça da Liberdade (Dantas and Naborna Small Palace)

- Accomplishment of special exhibitions and displays, nationally famous, aiming at the celebration of Guimarães Rosa; of the Concrete Poetry 50th Anniversary, and of the Jequitinhonha Valley (Valley, Voices and Visions – The Universal Art of Jequitinhonha), among others.
- Organization and accomplishment of the Minas Gerais exhibition, within the program of Brazil's celebration year in France, with the participation of over 150 state artists.
- Restructuring and amplification of the Attendance Program to the Civil Bands of Minas Gerais, with musical instruments donation, maintenance kits, training courses and regional meetings in touristic cities.
- Creation of the Municipalities' Incorporation Superintendence within the State Secretariat of Culture.
- Restructuring of the budgetary base of the State Secretariat of Culture, public service exam accomplishment, and execution of income or loss agreements with Seplag/MG (Secretariat of Planning and Management of the State of Minas Gerais)
- Restructuring of the State Institute of Historical and Artistic Patrimony of Minas Gerais, with retrofitting, institutional renovation and accomplishment of public service exam.
- Creation of Conep - State Council of Cultural Heritage of Minas Gerais.
- Ratification of Serra da Piedade (Piedade Mountain Range) as a State cultural, religious and environmental heritage.
- Provisional declaration of Serra da Calçada (Serra da Calçada Mountain Range) as national heritage .
- Acted as vice-president of the National Forum of the State Secretaries of Culture.
- Representative of the National Forum of the State Secretaries of Culture in the National Council of Cultural Politics (Ministry of Culture)
- Participation as the State Secretary of Culture in countless lectures, forums, seminars, congresses and events in the State, in Brazil and abroad.

## **VIDEOGRAPHIC PRODUCTION**

Eleonora Santa Rosa participated in a series of videographic productions along her career. According to the nature of the videos, she was in charge of certain functions, as can be followed below:

### **General Coordination**

- Trem Azul da Vale (Vale Blue Train) – videos on heritage education, project inauguration, documentary and community mobilization) – Vale do Rio Doce Foundation/SRBC, 2003-2013.
- Acervo da Música de Mariana (Mariana's Music Archive) – FUNDARq.
- Metrópole (Metropolis) (6) – Belo Horizonte City Secretariat of Culture/Belo Horizonte Local Government, 1993.
- Abrigo Repórter (Reporter Shelter) (20) – CEC (State Council of Culture) /João Pinheiro Foundation/ State Secretariat of Culture , 1989.
- Arturos - preservação de uma cultura (Arturos – the preservation of a culture) (13) - CEC/ João Pinheiro Foundation, 1988.

### **Production Coordination and Direction**

- Novas Tecnologias, Cultura e Educação(New Technologies, Culture and Education) (14)- CEC/ João Pinheiro Foundation /IBM, 1987.

- Dandara - mulher negra (Dandara – black woman) (20) – aired by TV Minas Cultural e Educativa - CEC/João Pinheiro Foundation/ICCO, 1987.
- Série Cultura em Debate (Culture Debated Series) (aired by TV Minas Cultural e Educativa) - 10 of 54 programs - CEC/João Pinheiro Foundation/Ministry of Culture, 1986.
- Cenários do Futuro e o Meio Ambiente (Sceneries of the Future and the Environment) - João Pinheiro Foundation/Petrobras (20), 1986.
- Comunicação: tecnotransformações e sociedade - uma leitura semiótica (Communication: technotransformations and society – a semiotic reading) (13) – aired by TV Minas Cultural e Educativa – Awarded Honors at the VIII Salão Nello Nuno de Artes Visuais (Nello Nuno Visual Arts Exhibition) (Minas Gerais) - CEC/João Pinheiro Foundation/Finep, 1986.
- Sociedade, Cultura e Tecnologia (Society, Culture and Technolgy) (32) - DAPE/João Pinheiro Foundation, 1985.
- A Arte da Prata (The Silver Art) Video Production Direction (11) - DAPE/João Pinheiro Foundation/Ministry of Culture, 1985.

### Script Coordination and Advisory

- A Liberdade é Amável (Freedom is Friendly) (16) – presented by Funtevê/RJ - CEC/João Pinheiro Foundation /Ministry of Culture, 1989.
- Roteiro de Minas I (Minas' Guide I) (18) – presented by TV Minas Cultural e Educativa - João Pinheiro Foundation /IEPHA-MG(State Institute of the Historical and Artistic Heritage), 1988.

## Consulting

Eleonora Santa Rosa rendered consulting services to agencies, institutions and several events, such as:

- Reflecting on Continental Cultural Politics Circle of the First International Forum of Cultural Integration – Arts Without Borders, as the sole representative in Minas Gerais, invited by the Arts Without Borders organization – São Paulo, 1998.
- Technical Commission of Cultural Projects Analysis – CTAP/ State Secretariat of Culture of Minas Gerais, invited by the Board Chairmann 1998.
- Estadão Multicultural Award 's Selection Commission, invited by the newspaper O Estado de S.Paulo, 1998.
- Temporary Commission of the Serraria Souza Pinto Administration, invited by the State Secretariat of Culture of Minas Gerais, 1995 to 1998.
- Videos Selection Commission submitted to the Contest Exhibition of FORUMBHZVIDEO 93 – Video Festival of Belo Horizonte, invited by the event's coordination, 1993 and 1995.
- Videos Selection Commission submitted to the Contest Exhibition of FORUMBHZVIDEO 95, invited by the event's coordination, 1995.
- Commission appointed by the City Secretariat of Culture to evaluate the work proposals for the Arts Museum of Belo Horizonte, 1993.
- Commission appointed by the Major of Belo Horizonte aiming at the feasibility of the half-price ticket

for students enrolled in the education system of Belo Horizonte, 1993.

- Technical Forum entitled Financing Mechanisms for Culture, furthered by the State Secretariat of Culture /State Legislature of Minas Gerais, 1992.
- Commission appointed by the Mayor of Belo Horizonte to elaborate the cultural centers' creation and implementation plan in the regions of Belo Horizonte, 1990.
- Task staff appointed by the Extension Courses Vice-Presidency, to evaluate the Cultural Center of the Federal University of Minas Gerais, 1990.

## Events Coordination

### Coordination of the exhibitions:

- Ludocarta da Pampulha e Outras Cartas (Pampulha's Playing Cards and Other Cards) Belo Horizonte: City Secretariat of Culture/Museu de Arte da Pampulha (Pampulha Arts Museum)- PBH (Belo Horizonte Local Government), 1993.
- Lygia Clark, Belo Horizonte: City Secretariat of Culture /Museu de Arte da Pampulha - PBH, 1993.
- Coordination of the Ouver multimedia show . Belo Horizonte: City Secretariat of Culture - PBH, 1993.
- Coordination of the Cultural Marketing course - Belo Horizonte: City Secretariat of Culture - PBH, 1990.
- Coordination of the Video Festival of Belo Horizonte, within the City Secretariat of Culture – FORUMBHZVIDEO 91.

### Coordination of seminars:

- Museological Training for the Implementation of the Arts and Trades Museum (four events), 2002.
- The Cultural Sector in the Brazilian Economy, 1998.
- Cultural Marketing (within the City Secretariat of Culture). Belo Horizonte, 1992.
- Cultural Animation. Belo Horizonte: City Secretariat of Culture, 1990.
- The Minas Gerais' Insurgence and the French Revolution. Bicentenary – 1789/1989. Belo Horizonte: João Pinheiro Foundation, 1989.
- Republic – 1889/1989. Belo Horizonte: João Pinheiro Foundation, 1989.
- Microelectronics and Society – the impacts of emerging technologies. Belo Horizonte: João Pinheiro Foundation, 1987.
- IV Regional Seminar of Cultural Information Research Reformulation. Belo Horizonte: João Pinheiro Foundation, 1986.

## Lectures

Among the several participations and accomplishments of lectures and courses, are to be highlighted:

- Exposing the article "Museu da Liturgia: historical building and museography" in the 4th Seminar Museography and Museums Architecture: Museology and Heritage promoted by UFRJ. Rio de Janeiro, 2014.



- Exposing the article “Trem da Vale and local communities” in the 6th Forum Teachers and counselors - Multipliers heritage agents “The challenges of heritage education”. Belo Horizonte, 2014.
- Special Lecture in the Public Managers Specialization Program of the João Pinheiro Foundation. Belo Horizonte, 2005.
- Debater of the seminar entitled The Cultural Incentive State Law in Debate – outcomes and impacts, promoted by Belgo-Mineira, Telemig Celular and João Pinheiro Foundation. Belo Horizonte, 2003.
- Debater of the topic “Market for the Brazilian cultural production” during the regional seminar World Cultural Forum, promoted by Sebrae/Pernambuco, Ministry of Culture, Joaquim Nabuco Foundation, and City Secretariat of Culture. Recife, 2003.
- Invited guest and coordinator at the roundtable of the seminar Statistical Bases for the Cultural Area, promoted by Unesco in partnership with Ipea. Recife, 2002.
- Lecture entitled “Contextualization of the cultural incentive laws in Brazil. Case Study – the Municipal Law of Belo Horizonte”, promoted by the Local Government of Recife, in partnership with the Municipal Secretariat of Culture. Recife, 2002.
- Teaching the Cultural Agents’ Education Course in the module Cultural Sponsorship Project, Marketing and Fundraising Strategies, promoted by the Joaquim Nabuco Foundation/Sebrae. Recife, 2001.
- Lecture entitled “The cultural incentive laws: good opportunities for the companies” in the seminar Cultural Marketing – strategic investment, promoted by the Brazilian Association of Marketing/Minas Gerais. Belo Horizonte, 2000.
- Lecture “Fiscal Incentives: raising resources for the social investment” during the III National Seminar on Citizenship and Social Responsibility, promoted by CDL Pró-Criança Foundation. Belo Horizonte, 2001.
- Teaching the Cultural Agents Education and the Constitution of Cultural Small Business Course, in the module Cultural Sponsorship and Fundraising Strategies Project, promoted by the Joaquim Nabuco Foundation/Sebrae, in Recife, summing 30 class-hours, in November 2000.
- Debater of the roundtable dedicated to the topic “Documental Public Heritage: potential sources of financing”, promoted by the Public Archive of Minas Gerais. Belo Horizonte, 2000.
- Lecture “Cultural marketing and incentive laws” in the seminar Culture – the enterprise of the future, promoted by Sebrae/Minas Gerais. Belo Horizonte, 1999.
- Lecture “Using the benefits from the cultural incentive laws” in the seminar How to have Profit Investing in Culture, promoted by Sebrae/Minas Gerais and Volkswagen. Tiradentes, 1999.
- Teaching the Cultural Production of the Experienced Actors Workshop Course, in the module Incentive Laws, promoted by Grupo Galpão, in Belo Horizonte, summing 4 class-hours in June, 7th., 1999.
- Teaching the Cultural Producers Education Course, in the module Cultural Laws, promoted by Comuna S/A, in Belo Horizonte, summing 10 class-hours, from September 22 to October 20, 1999.
- Teaching the Cultural Production Course, promoted by Grupo Galpão, in Belo Horizonte, summing 6 class-hours, July 3, 10 and 24 , 1998.
- Exposing the topic “Cultural Incentive State Law” in the seminar The Cultural Sector in the Brazilian Economy, promoted by the João Pinheiro Foundation/Fiemg/Clóvis Salgado Foundation. Belo Horizonte, 1998.
- Teaching the Cultural Specialization Course, promoted by IEC/PUC-MG, in the module Cultural Incentive Laws, in Belo Horizonte, summing 8 class-hours, from April 16 to 17, 1998.
- Teaching the Cultural Management II Course, module Cultural Planning and Cultural Project Elaboration, promoted by the State Secretariat of Culture/Ministry of Labor. Belo Horizonte, 1997.

- Teaching the Cultural Administration Course, module Cultural Projects Elaboration and Cultural Incentive Laws, promoted by the Ministry of Labor/Municipal Affairs Secretariat, 1997.
- Teaching the Culture Workshop Program – Cultural Management Course, module Cultural Incentive Laws, Cultural Marketing and Elaboration of Editorial Projects, promoted by the State Secretariat of Culture/Ministry of Labor, in Belo Horizonte, summing 12 class-hours, from November 17 to 19, 1997.
- Debater in the technical forum Financing Instruments for Culture, promoted by the State Legislature of Minas Gerais and State Secretariat of Culture. Belo Horizonte, 1992.
- Lecture in the seminar Cultural Hunger: guidelines to a cultural politics in Belo Horizonte, promoted by Frente Belo Horizonte Popular. Belo Horizonte, 1992.
- Participation in several television shows discussing topics related to the cultural production, fundraising, cultural marketing, planning and management of cultural projects and cultural incentive laws.

## OTHER ACTIVITIES

- Member of the Curator Council of the Benjamin Guimarães Foundation.
- Member of the Scientific Committee of the Transdisciplinary Studies Institute of the Federal University of Minas Gerais – IEAT.
- Member of the Editorial Council of the Mineiriana Collectoin of the João Pinheiro Foundation.
- Member of the Consulting Council of the Artistic Education Foundation.
- Was a member of the National Council of Cultural Politics as Representative of the National Forum of the State Secretaries of Culture.
- Former Vice-President of the National Forum of the State Secretaries of Culture representing the Southeastern region.
- Former director of the Patrons Association of the Palácio das Artes (Arts Palace Theater).
- Former Vice-President of the Minas Gerais Public Archive Friends Association.

## Awards

- Honorary Citizen of Chapada do Norte – Minas Gerais, 2008.
- João Guimarães Rosa Medal, granted by the City of Cordisburgo and its House of Representatives, 2006.
- Cabangú Meritorious Award due to the 1st. Solo Flight in the aviation history, and the 133rd. Anniversary of Santos Dumont's birth, 2006.
- Maria Elvira Salles Ferreira Trophy – Remarkable Women Minas Gerais/2006 – Culture Segment
- Influential Woman Medal – Commercial Association, 2006.
- IX Influential Woman Trophy, 2005.
- Juscelino Kubitschek Medal, 2005.
- The Insurgence Great Medal – Minas Gerais Government, 2005.
- **Medal of Merit UFMG (Federal University of Minas Gerais) – Former Outstanding Student, 2005.**
- Cordisburgo Medal, 2005.
- Minas' Day Medal – Mariana, 2005.



- Legislative Merit Order Medal, 2005.
- Calmon Barreto Medal, 2005.
- President Juscelino Kubitschek Medal – granted by the Superior Council of the Medicine School of the Federal University of Minas Gerais, for the work performed in the cultural area, 2002.
- Santos Dumont Medal – granted by the Minas Gerais Government in 2005 and 1997 (gold and bronze categories)
- Centennial Medal – City of Belo Horizonte, 1997, for the Belo Horizonte’s cultural memory preservation work performed by the Historical and Cultural Studies Center.

## Santa Rosa Bureau Cultural

Founder of the Santa Rosa Bureau Cultural in 1998, one of the most prestigious agencies for strategic cultural projects development in the country, Eleonora has conceived, coordinated, managed and/or planned countless projects of national impact such as the Vale Train Heritage Education Project in Ouro Preto and Mariana; the first implementation phase and the operation of the Museu de Artes e Ofícios (Arts and Trades Museum) in Belo Horizonte (2000 – 2004); proposition and development of the project implementation first phase of Brazil’s Political Amnesty Memorial, in Belo Horizonte . Developed the Liturgy Museum accomplishment in Tiradentes; and also the structuring and formatting of the cultural module of the Knowledge Station, a project undertaken by the Vale Foundation for the Northern and Southeastern regions of Brazil – First Phase, to mention just a few. Eleonora Santa Rosa also participates in many councils, amongst them, the Scientific Council of the Advanced and Transdisciplinary Studies Institute of the Federal University of Minas Gerais (IEAT/UFMG).

Along its journey, the Cultural Bureau assisted countless institutions, companies and artists such as: Vale, Vale Foundation, Inhotim Institute, Artistic Education Foundation, Tiradentes’ Friends Society, FID – Dance International Forum ; the Industries Federation of the State of Minas Gerais/Nansen Araújo Cultural Center; Flávio Gutierrez Cultural Institute, Pitágoras Foundation, Zeta Filmes, Grupo Corpo, Cultural and Educational Foundation of the Mariana Archdiocese and Santo Antônio of Tiradentes Parish/ BNDES (National Bank for Development), and was also assisted by the sponsorship of companies such as Petrobras, Itaú, Itaú Cultural, BNDES and Vale, among others.

[www.santarosacultural.com.br](http://www.santarosacultural.com.br)