

Sesc Sao Paulo: cultural citizenship exercises through accessibility

Ligia Helena Ferreira Zamaro
University of Sao Paulo

Sidnei Martins
Sesc Sao Paulo

Sesc Sao Paulo is a private institution based in Brazil, focused on permanent education, developing cultural programming comprised of a range of products of performing arts, visual arts, cinema, literature, among other similar hybrid manifestations. The relationship between artists, producers, experiences and audiences characterize a community of almost 40 cultural centers. The cultural accessibility contributes to improve relations in this community, involving in their process the appropriation of values such as otherness and empathy, flexibility of use of spaces and collective reading of physical, attitudinal and communicational barriers. The case of Sesc Santana, located in the city of São Paulo, one of the Sesc's centers, illustrates this practice. Since 2015 - monthly - there is a programming in dialogue with the visually impaired public. Some factors are present in the construction of the accessibility project, such as listening to people with disabilities to shape artistic action based on their returns.

Bios:

Ligia Helena Ferreira Zamaro is an assistant at Accessibility Issues at Sesc Sao Paulo, visual artist and art educator, currently pursuing a master's degree in Art Education at University of Sao Paulo. Works on coordination of educational processes in the area of education and accessibility to people with disabilities, focusing on the following themes: aesthetic communication and visual culture applied to education through art; cultural accessibility, aimed at the public with disabilities - blindness, deafness, intellectual and physical disabilities.

Sidnei Martins has got a Performing Arts degree and an Art History postgraduate degree. Some experience as festival curator and art educator. Has currently studied photography, researching historical and alternative processes. Works as a cultural programmer in Sesc São Paulo, developing a wide range of educational activities. Is visually impaired since childhood.