



content

management

ideas

solutions

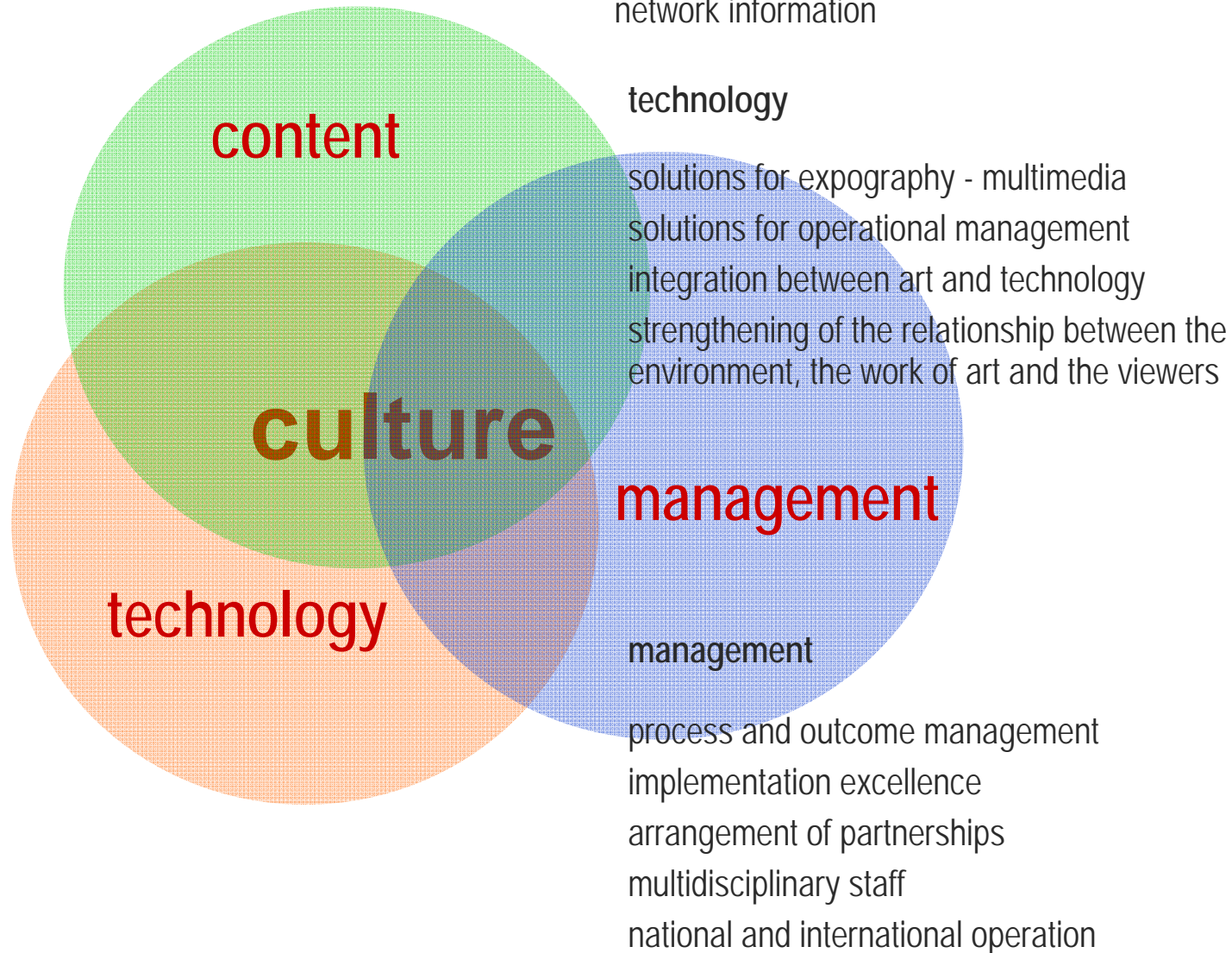


culture

Base7 provides ideas and solutions for cultural undertakings.

Base7 takes multidisciplinary and integrated action on the conception, planning, production and coordination of projects, products and events, in addition to furnishing specialized consulting to organizations and companies in Brazil and internationally.

Base7 is recognized for its expertise in generating content, applying technology and know-how in cultural area management. The board of directors has more than 25 years experience in the development of socio-cultural projects allied with the strengthening of values and company image for public and private institutions





undertakings

Base7 cross-references its operations into a wide range of activities that involve the execution of projects in the following areas: **cultural | social | educational | environmental | institutional**

Diagnosis

Conception and elaboration

Strategic and operational planning

Research

Development of conceptual projects

Development of expography and editorial projects

Implementation

Application of technological, interactive and multimedia solutions

Production

Process and outcome management

Oscar Niemeyer Museum

New Museum - Art Architecture Urbanism Design

Curitiba 2002

gallery



Museology, expography and the complete project of vocation and functioning of the institution

- Analysis of museum profile and conception design
- Definition of functional structure
- Creation of control and planning procedures
- Technical consultancy in the museology area for the development of architectural projects
- Design for research resources and preservation facilities
- Development of integrated database systems for global management
- Development of a handbook for the museum functions and standards
- Coordination and production of the seven opening exhibits

The energy of a dream

Petrobras 50 years

São Paulo 2003

Aracajú Salvador Recife Belém Manaus Brasília Macaé 2004

gallery



Integrated project: concept design, research, curation, expography, production, installation and coordination of educational programs

- The exhibition presented the history of Brazil in the second half of the 20th century through Petrobras' history and its role in the development of national technology and in the cultural, social, sportive and environmental areas.
- Different media were used at the exhibition – texts, sound, photos, videos, games and 3D – presented in several backgrounds.
- Base7 designed didactic material and has trained teachers from public schools in environmental issues for the educational programs supporting the exhibit.



Corinthians Paulista Sport Club Memorial

São Paulo 2005

gallery



Memorial general project design
Development and installation of multimedia applications

- General conception
- Research
- Museology and expography
- Project for the exhibition area design
- Visual communication project
- Multimedia applications and videos
- Interactive learning stations
- Multimedia formats about the most distinguished players
- Game - virtual table football

Catalogue Raisonné Tarsila do Amaral

Brazil 2005 - 2008

gallery



Conception design, research coordination, edition and creation of final products

First stage

- Raising of preliminary information
- Thorough research into the artist's work
- Systematization and cataloging
- Registration and creation of database

Second stage

- Editing research results
- Publishing print and electronic media (Website and CD-ROM)
- Launch and exhibition

Traveler Tarsila Exhibition

São Paulo and Buenos Aires 2008

gallery



General coordination, conception, research, curation, expography and production

- Gathering of 139 pieces produced between 1920 and 1931, when Tarsila did a lot of traveling in Brazil and outside and when her creation reached its apogee
- Exhibition with national visibility in Brazil and in Argentina
- More than 110,000 visitors at the Pinacoteca do Estado, in São Paulo
- Current exhibition at the Malba, in Buenos Aires

Senna Experience

São Paulo 2004 and 2005

gallery



Conception, curation, research, content production and expography

- Exhibition inspired by the values pursued by Ayrton Senna's personal and professional paths
- Implementation of cutting-edge expography technology
- Construction of scenery in order to generate an atmosphere of dream, magic and challenge
- Exhibited at Eldorado Shopping Mall, in São Paulo, in an area covering 4,000 m²
- 100,000 visitors

//Paralela

2004 - 26th São Paulo International Biennial

2006 - 27th São Paulo International Biennial

gallery



Coordination, planning, production and installation

2004

- 157 noted contemporary artists in Brazil
- 9 of the main art galleries in São Paulo
- 8 exhibition sections
- Exhibition covered 4,000 m²

2006

- 145 noted contemporary artists in Brazil
- 12 of the main art galleries in São Paulo
- Representative panorama of national production
- Voted 2nd best exhibition in 2007 by critics from the newspaper Folha de São Paulo
- Exhibition covered 11,000 m²



The Museum of Fine Arts Houston

International Center for the Arts of the Americas

Houston 2005

gallery



Applied information technology
Creation and development of system and website

- Development of on-line database system for the project “Documents of 20th Century Latin America and Latino Art – A digital archive and publications project”.
- Using the on-line system as an indexing tool and research on reference documents by Latin American art critics
- Dynamic website
- Network relationship
- Training American research team, as well as teams from various Latin American countries

Year of Brazil in France

France 2005

gallery



Conception and actualization of exhibitions and integrated projects

- **Watercolors of Brazil** – Event with two exhibitions, fashion shows, musical spectacles and workshops – Galeries Lafayette, Paris
- **Exhibition of Contemporary Art and studio residency - Lia Chaia and Sandra Cinto** - Le Village, Bazouges La Pérouse, Bretagne
- **Frans Krajcberg Exhibition – Dialogues with Nature** - Parque de Bagatelle, Paris
- **Atlantic Forest and Bagatelle Exhibition** – A dialogue between urban forests – Parque de Bagatelle, Paris
- **Wrapping Exhibition by Siron Franco** – Espaço Frans Krajcberg, Paris
- **Chemin – Mobiler Contemporain D'Essences Bresiliennes Exhibition**, by the designer Maurício Azeredo – Galerie Debret, Paris

Instituto Telemig Celular

2007 - 2008

gallery



Consultancy for the cultural policy of Telemig Celular
Institute operations Realigning

Conception and management of socio-cultural bidding terms and
conditions:

- Telemig Celular ImageTag
- Telemig Celular edu.mov
- Telemig Celular Games

Instituto Telemig Celular

Telemig Celular guia.mov

2007 - 2008

gallery



Conception and management of Telemig project in the state of Minas Gerais, with projection for national rollout

- Development of Minas Gerais cultural heritage content •Development of relationship networking
- Contents available as texts, images, cell phone videos, electronic station and Virtual Campus
- Development of educational material about “Baroque”, “Modernism”, “Contemporary Art” and “Cultural Heritage”, for the Virtual Campus
- Presented in eleven towns in Minas Gerais, adding value to the state’s cultural heritage

Art for the Amazon

2008

gallery



Conception and implementation

- Participation of 150 top Brazilian contemporary artists, with 164 works of art
- Exhibited at Fundação Bienal (Biennial Foundation), in São Paulo
- Artwork auctioned at Iguatemi Shopping Mall
- Money generated by the auction used to buy an area for environmental preservation in the Amazon
- The event had its CO₂ emissions neutralized by CO2 Soluções Ambientais (Environmental Solutions)

Other Accomplishments

2002 - 2008



Frans Krajcberg Cultural Space – Art and Environment – Curitiba, 2003



Baroque strategies – Contemporary Brazilian Art - Quito, Equator, 2004



Panorama of the Art from Paraná - Curitiba, 2002



American Capital of Culture - Curitiba, 2003



Graphic Exhibition - Curitiba, 2003



Raw Material - Curitiba, 2002

Other Accomplishments

2002 - 2008



Innovation and Solidarity –
Curitiba, 2002



Museu Paulista (Ipiranga) –
São Paulo, 2007



Sitting Down: A History –
Curitiba, 2002



Mexican Characters and
Landscapes – Curitiba, 2002



Tree Show – São Paulo, 2005
and Curitiba, 2007



Management of 2007 Caixa
Cultural bidding terms and
conditions – Brazil, 2007

Other Accomplishments

2002 - 2008



Website, book and exhibition,
São Paulo and Belo Horizonte,
2006 and 2007



Amazônia Celular Imagetag -
Amazonas, Amapá, Pará,
Maranhão e Roraima, 2007

Projects in the works

gallery



Avon Prize Culture of Life-
Brazil



Children's Museum Project -
Chemistry Room - São Paulo,
SP



Football Museum Project -
Science Room - São Paulo, SP



Sugar Cane Museum
Project - Central Mill,
Sertãozinho, SP



Museum Wings of a Dream
Museographic Project - São
Carlos, SP



Speed Museum Project -
Brasília, DF



Avon Fund "Long Live
Tomorrow" - Brazil



Exhibition Center of Comperj
(Petrobras) - Itaboraí, RJ



Museum of Brazilian TV
Project - São Paulo, SP



Senna Experience

3D – “Overcoming”

technology

Produced entirely in computer graphics, “Overcoming” is presented in a stereoscopic motion picture projected on a silver screen through orthogonal polarizing filters and viewed with polarized glasses.

Eleven different cars piloted by Ayrton Senna are shown in chronological order, each overtaking the previous one.



Senna Experience

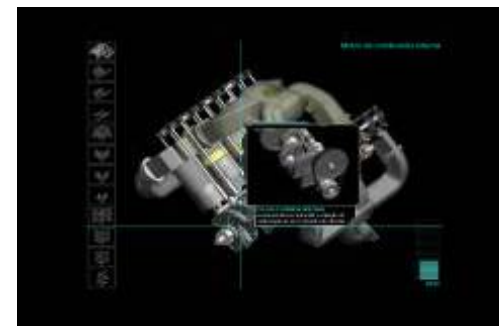
Draftsman rule – “Knowledge”

technology

Special tables with four multimedia devices connected to a draftsman rule allowed the public to understand more about the technical aspects involved in Formula 1.

The movement of the draftsman rule allows users to explore the engine, presented in large size on the screen. Passing the cursor over given areas, windows open containing details about that specific part of the engine.

With the draftsman rule's help it is possible to choose between 12 points of view or different configurations of the engine and alter its rotation speed.



Senna Experience

Game Pit Stop – “Discipline”

technology

The game "Pit Stop" simulates a Formula 1 pit stop. The goal of the player is to make the tire changes and refueling in the least amount of time possible.





Corinthians Sport Club Memorial

Development and installation of multimedia devices

technology

Database interactive learning stations

Interactive research into the history of Corinthians and statistics about the team and players

Interactive research into the 40 most distinguished players

Game - virtual table soccer



Museu Paulista [Ipiranga]

Information Technology applied on expography

technology

Multimedia stations and video about the founding of the city of São Paulo
Conception and development of devices and content graphic treatment

Scale Model Video of São Paulo in 1841
Production coordination

Scale Model Observatories
Conception and development of devices and image treatment



Criando os Heróis Paulistas
Escolha uma das pinturas abaixo

[Espere alguns segundos...]





clients

Base7 works with companies and institutions of great relevance in Brazil, such as:





ink companies

Base7 is part of the Ink group, also formed by the companies Academia de Cultura, Academia de Filmes, Colméia.TV, Ipanema Entretenimentos e Direitos Autorais, Cia. das Licenças, Margarida Flores e Filmes. Together they are one of the major groups of audiovisual and culture in Latin America, with more than 10 years experience.



São Paulo
Brasília
Rio de Janeiro
Belo Horizonte
Curitiba
Porto Alegre

Ink is specialized in the production of video clips, musical DVDs, documentaries, short, medium and long movies, content for the internet, cell phones and other mobile devices, visual arts projects (exhibitions, museums, publications) and commercials, with productions in 25 cities around the world.



staff

Board of Directors

Arnaldo Spindel

Business administrator, he holds a post-graduate degree in sociology, and has specialized in Planning and Management of Cultural Projects. He was senior executive at Instituto Itaú Cultural from 1997 to 2002, planning director for phonographic attractions in 1996 and 1997 and planning director at the company Prêmio Editorial from 1990 to 1996.

Eugênia Saturni

Museologist, she holds a degree in fine arts and museology, as well as a specialization in socio-cultural animation. Former manager of the visual arts sector at Itaú Cultural, where she organized and managed research, assessment and conservation actions for the Grupo Itaú collection. With 26 years in the cultural area of Grupo Itaú, she was responsible for the planning, organization and implementation of more than a 1.000 exhibitions and events in the area.

Ricardo Ribenboim

Cultural administrator, designer and artist. Holds a post-graduate degree in marketing management. Former senior manager of Instituto Itaú Cultural from 1997 to 2002, general director of Paço das Artes in 1996 and 1997 and shareholder of Escritório Gema Design, from 1986 to 1995. He was cultural vice-president at GIFE - Grupo de Instituições Fundações e Empresas Sem Fins Lucrativos (Group of Non-Profit Companies and Foundations) from 1999 to 2002, member of the National Council for the Promotion of Culture from 1992 to 1995 and of the Municipal and State Culture Councils from 1993 to 1994.

Cross-functional team

Base7 has a team made up of professionals from the following areas: cultural development, communications, fine arts, design, administration, technology, sociology and literature.



www.base7.com.br