

## Brazil Calls Artisans to Create Souvenirs for the Pan-American Games

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The project Panorama Carioca - Rio de Janeiro Central for Creation of Objects, developed by the Association of Jewelers of the State of Rio de Janeiro (Aporio) and by the Brazilian Micro and Small Business Support Service (Sebrae) in Rio de Janeiro, will open the gates for professionals in the field of design to the 2007 Pan-American Games.

The competition will take place in Rio de Janeiro, in the southeast of Brazil, between the 13th and 29th of July in 2007.

The project, launched Tuesday, August 30, wishes to awaken the creation of accessories, decoration and utility objects, jewels, costume jewelry, amongst other things, using stones, gold, silver and alternative materials that remind people of the Carioca (of the city of Rio de Janeiro) identity, to be sold to tourists during the games.

There will be seminars and workshops, including many activities such as research, creation stimulation, development of ideas and products.

The products developed will pass through a selection and will be presented in January 2006, in a space at the Fashion Business, business exchange parallel to the Fashion Rio, one of the greatest fashion events in the country.

Participation is open to professionals in the whole country who deal with object creation, such as designers, artisans, goldsmiths, sculptors and artists.

The Panorama, which will be coordinated by the designer Regina Machado, is divided into three phases. At the end of September there will be lectures about the history of the city and, to appreciate the diversity it offers, guided walks through many tourist points in Rio will take place.

In October, the artists will participate in workshops to develop the objects and, in November, they will take a course on business administration, in which the artists will learn how to sell and evaluate what they produce.

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