

SALVA DOR

MEMBERSHIP MONITORING REPORT 2015-2019

CITY OF MUSIC

A UNESCO
CREATIVE CITY



United Nations
Educational, Scientific and
Cultural Organization



SALVADOR
CITY OF MUSIC

- Member of the Unesco
Creative Cities Network
since 2015



1 Executive Summary

Music is one of the cultural expressions that characterize Salvador, that stands out in the most creative ways. Here was born the master Dorival Caymmi. Here Caetano Veloso, Gal Costa, Gilberto Gil and Maria Bethânia found fertile ground for the *Doces Barbaros*. And what about our eternal *Novos Baianos*? The pioneer of Bossa Nova, João Gilberto, also began his artist life here in Salvador.

Dodô and Osmar invented *Fobica*, which evolved into the electric trio, and from Armandinho we got the Bahian guitar. In rock'n roll we highlight Raul Seixas, Pitty and bands *Os Panteras* and *Camisa de Vênus*. A little later we created a rhythm: the samba-reggae, at the hands of maestro Neguinho do Samba still in Olodum band. Carlinhos Brown came up with the Timbalada group. And what about the voice of Virginia Rodrigues, the talent of the guitar player Alex Mesquita and the pianist and conductor Alfredo Moura?

We use music as an element of inclusion by stimulating the musical creativity of children and young people, such as the Olodum School of Music, the Pracatum School, the Frevos e Dobrados Atelier, by maestro Fred Dantas, Ilê Aiyê group, Neojiba Orchestra, Didá. Women's School of Music and Bagunçaço group, among others.

There is also the instrumental music of the Garagem group, Jurassik Quartet, Jazz at Modern Art Museum – MAM and the Instrumental Music Festival. In the contemporary scene we have the creativity of Baiana System, Cascadura, Marcia Castro, Marcela Bellas, Juliana Ribeiro, Larissa Luz, Pitty and Diamba, just to name a few.

Among the names already established are Margareth Menezes, Daniela Mercury, Ivete Sangalo, Carla Visi, Claudia Leitte, Tatau, Carlinhos Brown, and many others. In addition to Salvador's alternative music scene, such as Pablo Moraes, Serafim and others. So many artists express themselves through music that we couldn't list them all.

In addition to cultural aspects, the music of Salvador has an intersectoral configuration that can be seen in the city's education, economy and sustainable development. The Climate Week, which took place in August 2019, is one of the examples of how the music is linked to other discussions, besides the participation of important artists as Gilberto Gil and Carlinhos Brown, several other artists of the alternative scenario made pocket shows throughout the week

2 General Information

2.1 City Name: **Salvador**

2.2 Country: **Brazil**

2.3 Creative Field: **Music**

2.4 Date of Designation: **December, 2015**

2.5 Current Report Delivery Date: **27/12/2019**

2.6 Reporting Entity: **Salvador City Hall**

2.7 Date of delivery of the latest report: **N / A**

2.8 Contact Person: **Soraya Pessino** <soraya.pessino@salvador.ba.gov.br>;
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3 Contribution to Global Network Management

3.1 Number of participations at UCCN annual meetings in the last four years:

Salvador has participated in two annual UCCN meetings in the last four years: Katowice and Krakow, Poland, in 2018, and Fabriano, Italy, in 2019.

3.2 Participation in meetings of specific fields:

Salvador has participated in two specific meetings of the music cluster: Krakow, Poland, in 2017 and Amarante, Portugal, in 2019.

3.3 Receiving an annual UCCN meeting and dates:

N/A

3.4 Receiving a working meeting or coordination focused on one or more specific creative fields:

Salvador will be responsible for coordinating the Brazilian network - ECRIATIVA, whose goal is to promote continuous cooperation between the eight cities of UCCN in Brazil.

3.5 Hold an international conference or meeting on specific issues relevant to Creative Cities, with a large participation of Network members. Financial and / or in-kind support provided to the UNESCO Secretariat to ensure the management, communication and visibility of UCCN:

After an internal vote, Salvador was chosen to host the meeting of UNESCO creative cities from all over Brazil in 2020.

3.6 Steering Group Participation and Period:

No.

3.7 Participation in the evaluation of applications (number of applications evaluated per year):

Participation in 2019 to evaluate candidate cities in the music segment:

26 Cities
Ambon, Indonesia
Aracaju, Brazil
Essaouira, Morocco
Gabala, Azerbaijan
Ishigaki, Japan
Kazan, Russia
Kırşehir, Turkey
Leiria, Portugal
Lliria, Spain
Loja, Ecuador
Lucena, Spain
Palmela, Portugal
Port of Spain, Trinidad and Tobago
Ramallah, Palestine
San Salvador, El Salvador
Sanandaj, Iran
Santo Domingo, Dominican Republic
Stary Sacz, Poland
Tarusa, Russia
Valledupar, Colombia
Valparaiso, Chile
Veszprem, Hungary
Vranje, Serbia
Xalapa, Mexico
Metz, France
Havana, Cuba

4 Major Initiatives Implemented at Local Level to Achieve UCCN Objectives

4.1 Canto Skol

Inspired by the Jamaican movement “Cultura Sound System”, a public-private partnership between Salvador City Hall, Ambev Brewery and California Agency made it possible to perform *Canto Skol* event.



The project aimed to encourage community development and the strengthening of the circular economy using music in a practical way as an element of social transformation, as well as bringing different Bahian cultural movements to traditional places of culture in the city, such as the Apaxes do Tororó group, that received the first two editions of Canto Skol.

Still within the scope of the partnership, Skol reformed the Apaxes do Tororó Group Barracks, where free concerts, lectures and workshops were held as part of the event. Trade was stimulated and topics such as gender issues, culture and art were widely discussed. The Boa Vista Solar Park, at Engenho Velho de Brotas neighborhood, was the venue for the third edition of the event.

4.2 City Hall launches the project Music at School.



The City Hall, through the Municipal Secretariat of Education (Smed), launched on April 12th, 2019, at the Parque da Cidade amphitheater, the project Music at School, in the context of the celebrations of Salvador's anniversary.

The idea, produced in partnership with the Pracatum Social Action Association (APAS), is part of the *Nossa Rede* program, which, among other actions, is responsible for the construction of pedagogical notebooks, prepared with the participation of teachers. To build the songs, Pracatum has set up a multidisciplinary team of art educators, educators and musicians. The work was carried out in conjunction with the Chapada Institute of Education and Research (Icep) and accompanied by the Pedagogical Directorate (Dipe) of the Municipal Secretariat of Education. The creation involved research of rhythms, the association with the themes treated, as well as the production of a series of pedagogical suggestions to be worked on in the classroom.

4.3 Youtube House



Created and managed by California Media House, the structure is sponsored by City Hall through the Municipal Secretariat of Culture and Tourism (Secult). The purpose of the partnership is to foster the creative industry and arouse the interest of digital influencers and youtubers in the production of content that provokes the consumption interest of the Bahian capital as a tourist and cultural destination. The sponsorship includes the generation of a special content package and the launch of the new channel [YouTube.com/Salvador](https://www.youtube.com/SALVADOR).

The house consists of content production, image editing and video recording studios. A stage in the inner square will be intended for presentations, debate programs, lectures by professionals specialized in the production of Internet content, among other activities. These events are broadcast live on YouTube. Audiovisual productions are already being performed with nationally relevant youtubers, music videos and dance lessons.

Another project partner is FitDance, which invests in a center for choreography creation, special dance classes and recording studios. The house will also feature food service, signed by Red Burger, and entertainment events that aim to stimulate networking and collaboration between the creators.

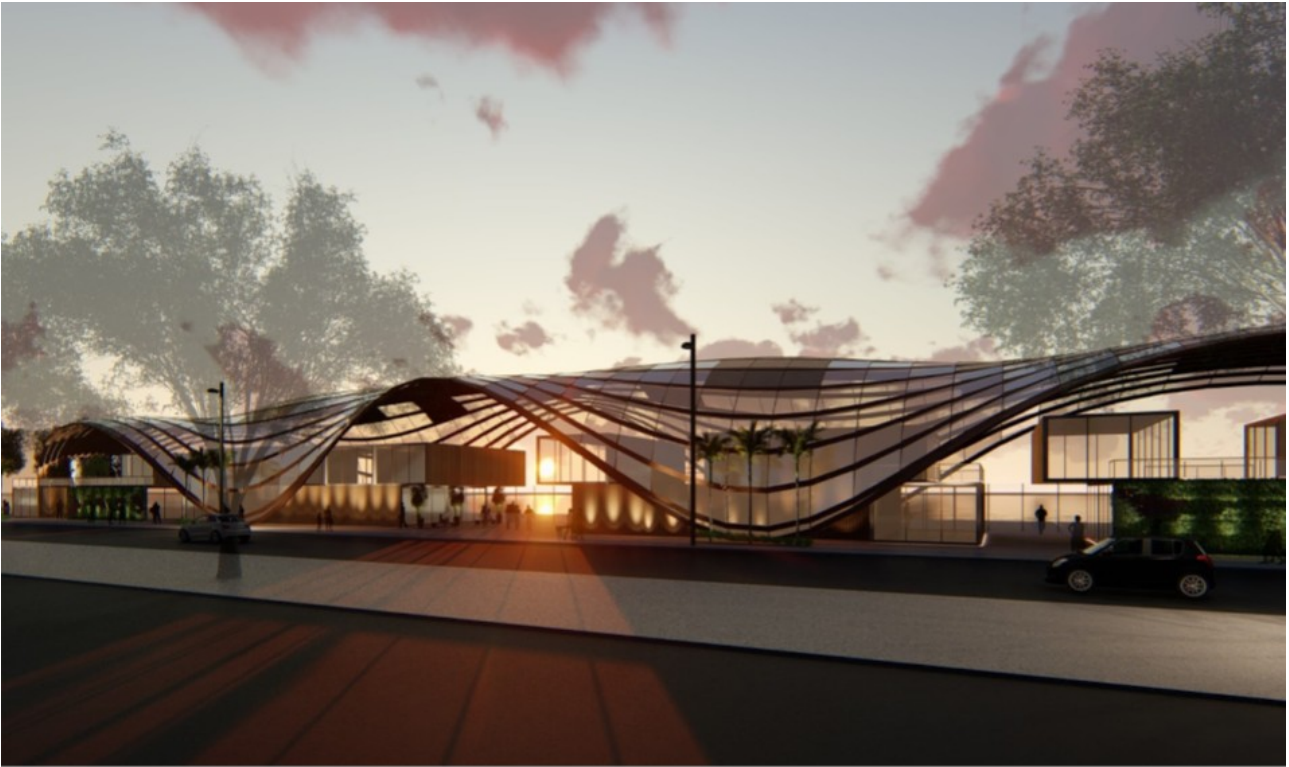
4.4 Hub Salvador

Installed in the structures of the port of Salvador, it is the first coworking port in the world, working as a center of innovation and gravitational point of Salvador's creative economy. Hub Salvador has a capacity for over 400 workstations in a collaborative structure capable of hosting over 100 startups. Part of them is focused on creative economy.



4.5 Doca 1

Salvador City Hall is in the process of creating the first public-private creative hub in Brazil, focusing on results-based management and long-term sustainability, which will be the main reference for the city's creative industry. The Hub will open its doors in 2020, with work in progress.



4.6 Salvador 360

The Salvador 360 city government's central government plan, an 8 axes program and 360 initiatives to accelerate Salvador's economic and social growth. There are 3 billion BRL invested in the modernization of the city's infrastructure and the requalification of the historic center. Among the 8 axes, there is one directly linked to actions for creative city, it has stimuli for musical and artistic projects, festivals, fairs and announcements for proposals for the various fields of creative industry present in the city.

Some projects from the Creative City axes include: Salvador Media Festival Week, Salvador Movies, Salvador City of Music, platform of events as the carnival and other festivals and the program of promotion Art Everywhere.

4.7 Culture Council

In 2016, the Salvador Global City office participated in a meeting with the Municipal Council of Culture to publicize Salvador's recognition as a Creative City of Music by the UNESCO Creative Cities Network. At the time, were also presented the Social Networks, which from then on would function as an effective communication channel with society.

4.8 Municipal WG

Also during Salvador's candidacy for the UNESCO Creative Cities Network, the City Hall created a working group involving areas of education, events, culture, sustainability and

urban development to discuss intersectoral activities. The Salvador Jazz Festival, for example, was a result of intersectoral efforts.

4.9 Soteropoliphonic - Jazz Day

On Saturday, June 4th, 2016, Salvador, Creative City of Music since 2015, organized the first Soteropoliphonic Concert. The city is proud of the creation of this civic orchestra composed of about 60 local musicians of different ages and backgrounds.

The orchestra was one of the first successful outcomes of Salvador's activities as a UNESCO Creative City, emphasizing the broad participation of all citizens in cultural life.

4.10 Colabore Project

Overcome the historic social inequality in Salvador combining technology, creativity, innovation, resilience and sustainability. The City Hall inaugurated, on May 10th, in Parque da Cidade, the Municipal Innovation Center, *Colabore*. This is the first public coworking for microenterprises, individual small business (MEIs), startups or people who have social impact solutions for the city but also contribute to meeting the UN's 17 Sustainable Development Goals (**SDGs**), in addition to hosting creative fairs, lectures and seminars organized by City Hall and civil society.

5 Largest Initiatives Implemented through City-to-City Cooperation to Achieve UCCN Objectives

5.1 Portuguese-Brazilian Exchange at the Spring Festival - September, 2019

5.2 Presentation of Salvador's success in the application process at the UNESCO Creative Cities Network in Loja, Ecuador - May, 2019.

5.3 Participation of Salvador at the World Music Festival in Hamamatsu - Pablo Moraes went to Japan – October, 2017.

Through partnerships with the cities of Hamamatsu and Tokyo in Japan, Salvador institutionally supported local artists to go to the Hamamatsu and Ayoama World Music Festival and the Bossa Nova Festival in Tokyo.

5.4 Submission of a musician for the maestros exchange - Award “Bogotá Capital Creativa de la Música 2017” - November.

5.5 Lecture in Katowice, Poland, for presentation of creative best practices on February 2016.

6 Proposed action plan for the average period of 04 years

6.1 Presentation of a maximum of three initiatives, programs or projects for achieving the goals of the Network locally

6.1.1 The Salvador Carnival Museum was inaugurated on February 5th, 2018. With several floors that tell the history of Carnival in the city, the Museum relies on the use of interactivity technology, costumes and instruments used by artists, models and party cutouts to provide a unique experience for visitors.



6.1.2 Project that is directly aligned with the Historic Center and Creative City axes is the recent *#VemProCentro* (*#ComeToDowntown*). The main objective of the project is to reconnect the citizens with the city historical center, articulating history with memory, to promote local development. The aim is to transform urban heritage scenery in usable areas, inviting citizens to transform and live different (and diverse) uses of public space in the historical center. A lot of investments in mobility, furniture, housing, creative economy are happening in the area, but the project believes that these urge urban and social integration that will be promoted with a participatory cultural transformation of public.



6.1.3 Festivals are held throughout the year to move the local economy through free music events in public places. Events like:

- Spring Festival



- New Year's Eve Festival



- All night long Sustainable fair (institutional support)

Initiative of articulation between people, groups and institutions, public and private, a whose common goal is to improve society and the environment from a cheerful and inspiring vision of sustainability.

6.2 Presentation of a maximum of three initiatives, programs or projects for achieving the Network's objectives on international level, particularly those involving other member cities in the Network

6.2.1 Creation of the ECRIATIVA network. The event had been in existence since 2016-2017, but in 2018 it was decided that, in addition to hosting the 2020 meeting, Salvador will be responsible for managing the Brazilian network with the objective of continuous cooperation between the eight UCCN cities in Brazil.

6.3 Plan for communication and awareness - Presentation of the communication and awareness plan for disseminating and promoting the objectives of the Network to a wide audience, as well as the impact of the proposed action plan

6.3.1 International promotion through the carnival theme: Salvador City of Music. Carnival is a party with 2 million people, with international media coverage spreading recognition of Salvador as a UCCN's City of Music.



6.3.2 In addition to the 2019 Carnival theme international promotion program, the city is massively investing in social media promotion, such as the @salvadorcidadedamusica Instagram profile with over 5,000 followers.



Strictly for the dissemination of musical actions performed by the city, the Instagram profile is followed by several national and international artists with great visibility.

In addition to being present on social networks, representatives of the city constantly expose in lectures and seminars aspects of the network in relation to Salvador, such as a presentation of Salvador's success in the application process at the UNESCO Creative Cities Network in Loja, Ecuador in May 2019. And other local events such as an international creative and collaborative business fair at Joao Pessoa, Paraíba state, in the lecture entitled, Salvador: UNESCO City of Music and Brazilian Network of Creative Cities, in September 2019, and the Latin American Meeting of Creative Cities in Belém, Pará state, in October 2019,



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