

Who's Norton Ficarelli

School and career



Homelands



"Unsecret" identities

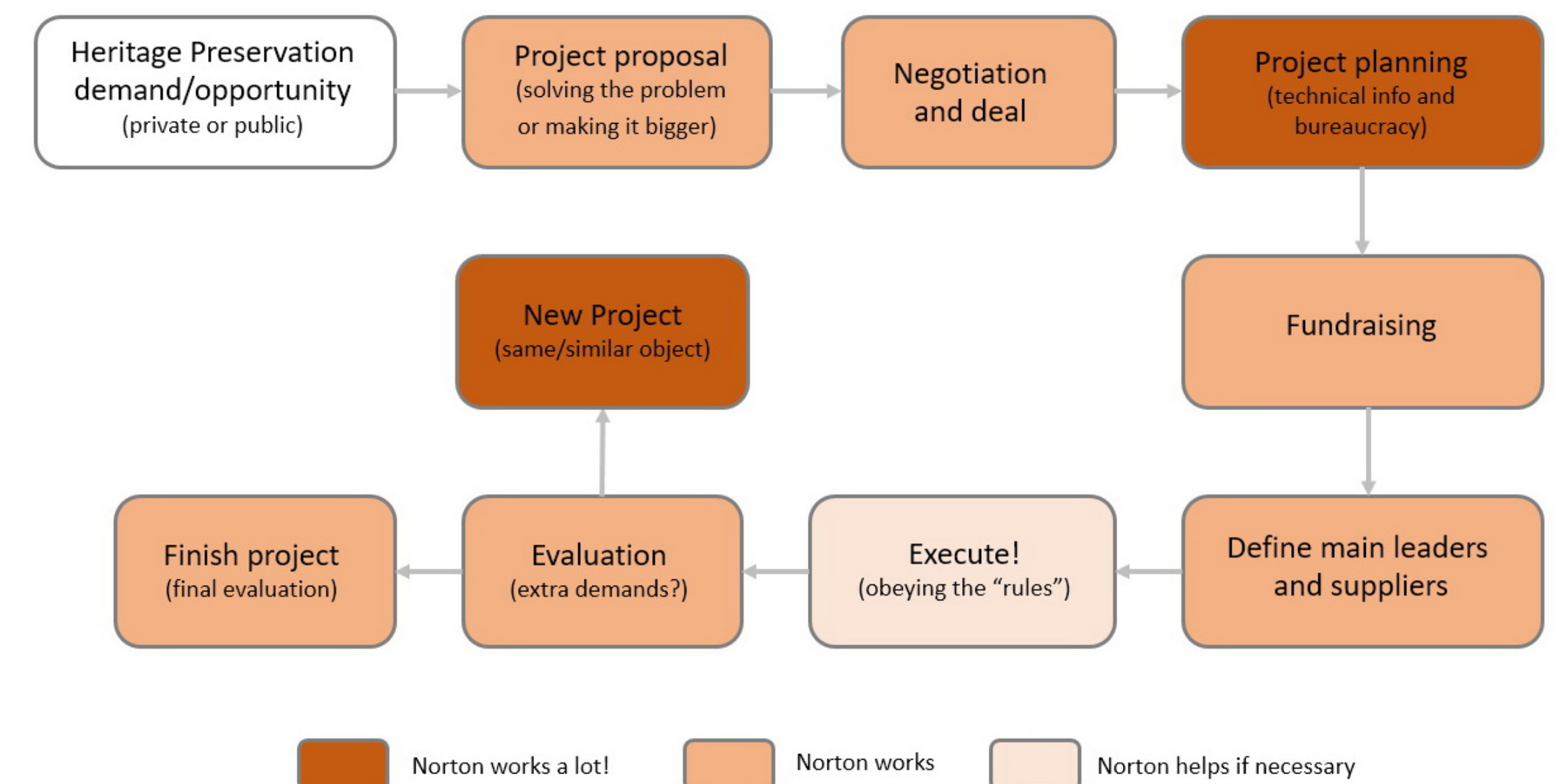


About



- * Non-profit
- * Specialized in Heritage Projects
 - Restoration and preservation
 - Archives and collections
 - Reasearch > books + videos
 - Museology and exhibitions
 - Education
- * Since 2013
- * Based in São Paulo, Brazil
- * High skilled team and partners
- * Works through a network
- * Horizontal decision making
- * Local development:
 - support local partners
 - educate for management
- * Partnerships with:
 - Ferrara University
 - Andalusian Heritage Intitute
 - Goethe Institut

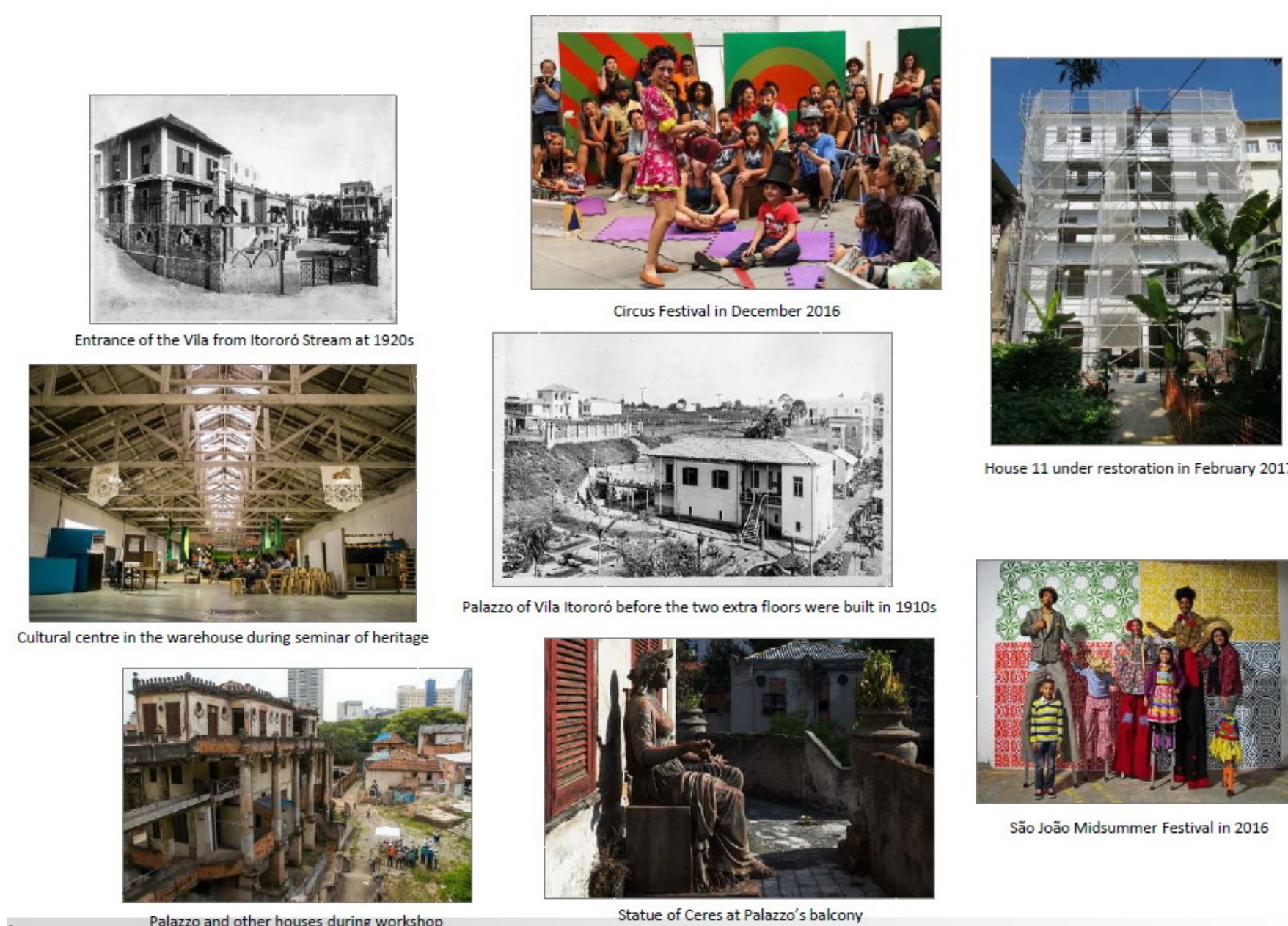
How projects work at Pedra



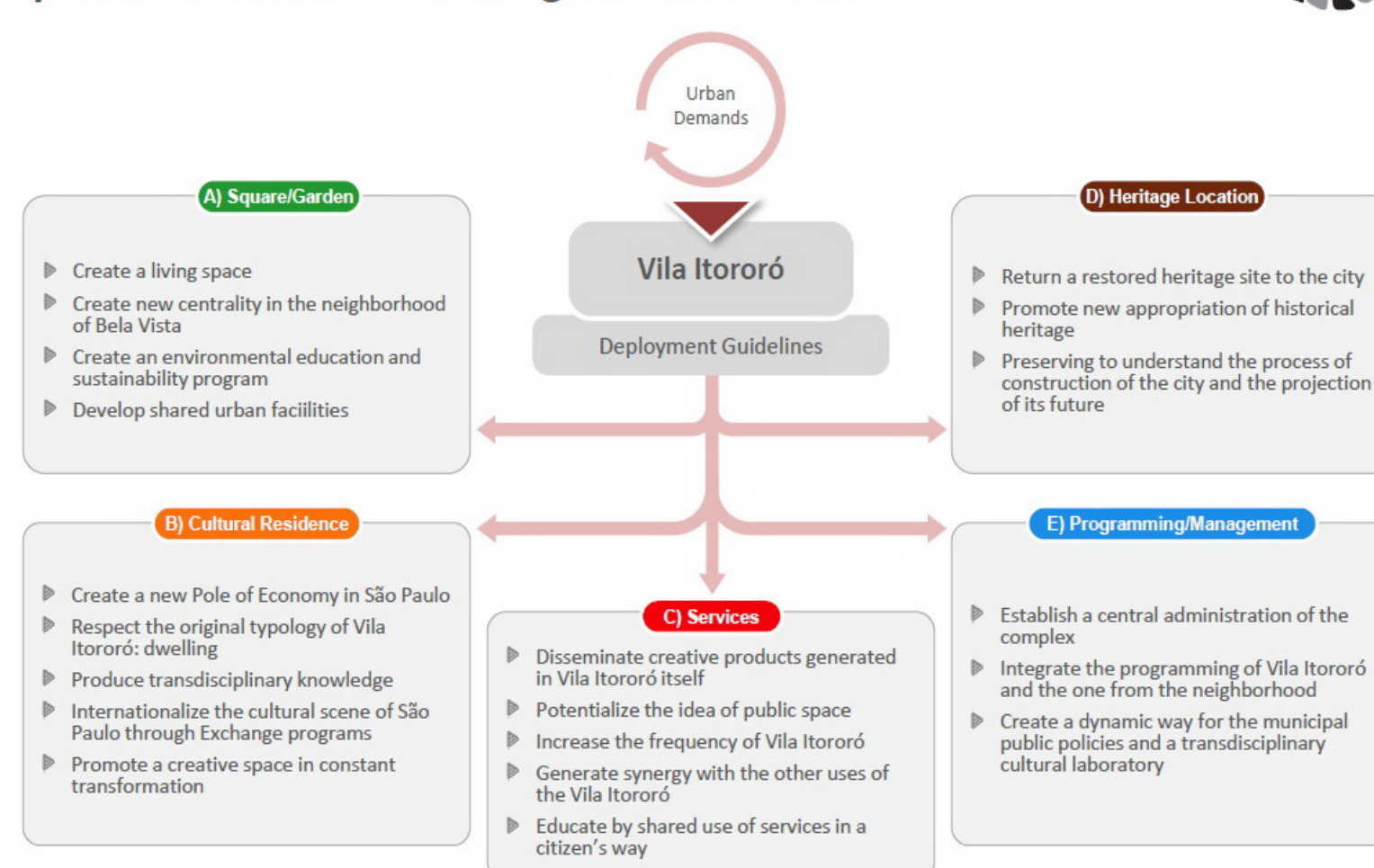
Current "problems" (projects)



Vila Itororó: impossible dream project?

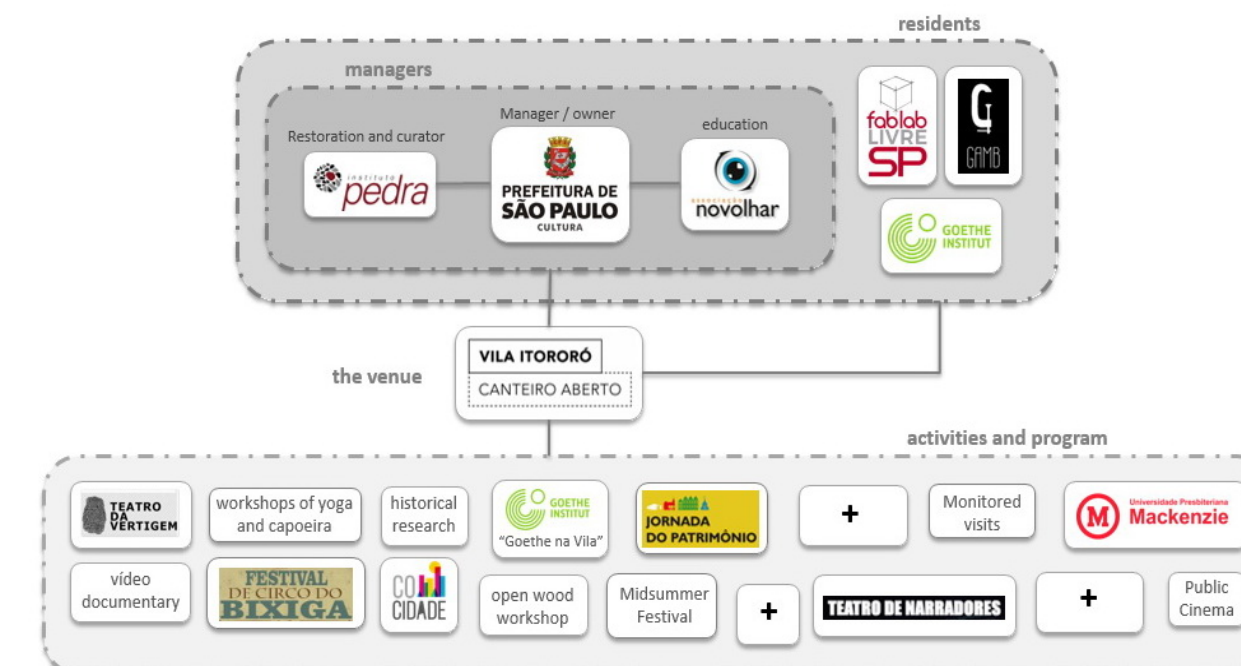


Vila Itororó can operate as a *hub*, a way through which public policies materialize in the guidelines below



www.vila itororo.org.br

Vila Itororó Canteiro Aberto



Achievements

- * Foster the community to participate
- * Full architectural project of restoration done
- * Restoration of four houses fundraised
- * Local reference of innovative cultural centre

Challenges

- * Plan of Management (above) approved by Municipality
- * Fundraise the restoration of other seven houses
- * Sustainability through more partnerships

Where to find me

Anytime (for fun)

+55 11 98515-7592

Norton Ficarelli

nficarelli@gmail.com

Working hours (for business)

+55 11 3034-3548

+55 11 99593-5652

norton@institutopedra.org.br

cultural
diplomacy
PLATFORM

2nd GLOBAL CULTURAL LEADERSHIP PROGRAMME
Athens, June 2017