### Who's Norton Ficarelli

### School and career



Graduation Communication 2003-2007



SP Culture Secretariat



events + public relations



State Orchestra mkt + advertising



Dance Company press relations



Master Cultural Management Heritage Projects 2007-2017



Volunteer on NGO articles + palestras



Heritage communication coordinator



Heritage design and Project management

#### Homelands



Milky Way



Planet Earth



South America



Brasil



São Paulo-SP

## "Unsecret" identities



Myself

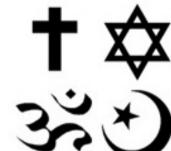


Blood ancestry





Sexual/Gender diversity



Spiritual diversity



Secundary homelands

## \* 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

# Current "problems" (projects)

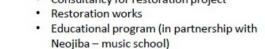


Brazilian Cultures Pavillion, São Paulo Restoration works

 Seminar of Modern Architecture Research and publishing book

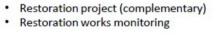


Queimado Park complex, Salvador Consultancy for restoration project





Petrobras Warehouse (cultural center),

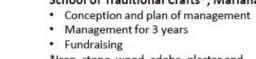




Palace of Acclamation, Salvador Restoration works

Educational program

Research and museology



painting works for civil construction

· Research and Museography

Production and touring

Book and documentary video

Heritage Preservation

demand/opportunity

(private or public)

Finish project

(final evaluation)



"Construction of the Brazilian Heritage" exhibition, Rio de Janeiro and São Paulo





School of Traditional Crafts\*, Mariana · Educational program \*Iron, stone, wood, adobe, plaster and



How projects work at Pedra

Negotiation

and deal

Execute!

(obeying the "rules")

Norton works

Project proposal

(solving the problem

or making it bigger)

New Project

(same/similar object)

Evaluation

(extra demands?)

Saint Francis Church and Count of Assumar Mansion, Mariana Restoration works



Boulieu Museum (Sacred Baroque Art), Ouro Preto-MG · Museology and implementation Restoration works

Fundraising



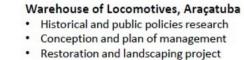
· Conception and management

· Restoration and landscaping project

Institute for Technological Research Museum, São Paulo · Inventory and collection storing Conception and museology

Plan of management





Restoration works

Railway complex, Campinas

Restoration works

Fundraising

· Plan of Management

· Restoration and landscaping project

Project planning

(technical info and

bureaucracy)

**Fundraising** 

Define main leaders

and suppliers

Norton helps if necessary

# Vila Itororó: impossible dream project?



Cultural centre in the warehouse during seminar of heritage





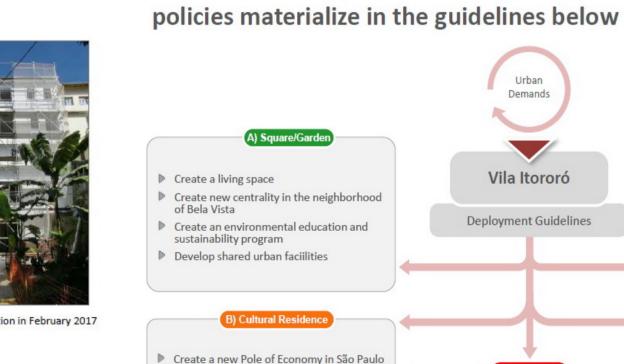
Circus Festival in December 2016



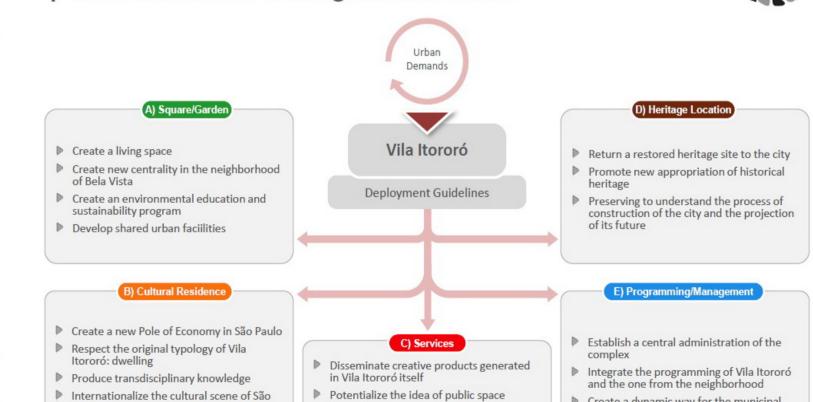
Statue of Ceres at Palazzo's balcony









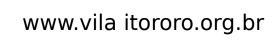


Increase the frequency of Vila Itororó

Educate by shared use of services in a

Generate synergy with the other uses of

Vila Itororó can operate as a hub, a way through which public



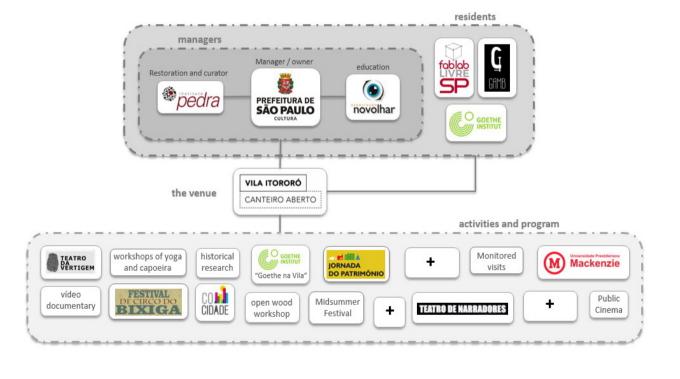
Paulo through Exchange programs

Promote a creative space in constant



la Itororó Canteiro Aberto

Create a dynamic way for the municipal public policies and a transdisciplinary cultural laboratory



### 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

Implementation and Educational program

Anytime (for fun)



+55 11 98515-7592



Working hours (for business)



+55 11 3034-3548



+55 11 99593-5652

norton@institutopedra.org.br



2nd GLOBAL CULTURAL LEADERSHIP PROGRAMME Athens, June 2017