

# SCENE CHANGE

CULTURAL SKILLS EXCHANGE PROGRAMME AIMED AT FOSTERING CREATIVE  
LEARNING BETWEEN CULTURAL INSTITUTIONS IN THE UK AND BRAZIL



*“Scene Change sits at the heart of the British Council’s mission to create opportunities and build trust between people of the UK and other countries. Exchanging knowledge, creating mutual understanding and learning new skills are core to this project.”*

Simon Dancey, **Director, Cultural Skills, British Council**



*“Now more than ever we need projects that connect young people across countries and communities to imagine and vision new worlds.”*

Paul Heritage, **Artistic Director of People's Palace Projects**

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CONCEPT/CONTEXT

Initiated in August 2014, Scene Change was a **collaboration** between the British Council, Royal Opera House, High House Production Park and Creative & Cultural Skills in the UK, and Brazilian partners Teatro Municipal do Rio de Janeiro, FUNARTE, Spectaculu - Escola de Arte e Tecnologia and CIEP Alberto Pasqualini.

Facilitated by People's Palace Projects and part of British Council's strategic Transform UK-Brazil programme, the project connected students and teachers in Rio de Janeiro (Brazil) with Further Education technical colleges in Thurrock, Essex and the rest of the UK. By connecting with each other's work and practices they developed a dialogue around technical skills practice.



- + Four study visits
- + Eight Skype conversations
- + Two seminars
- + Two judging panels and award ceremonies
- + Eight exhibitions





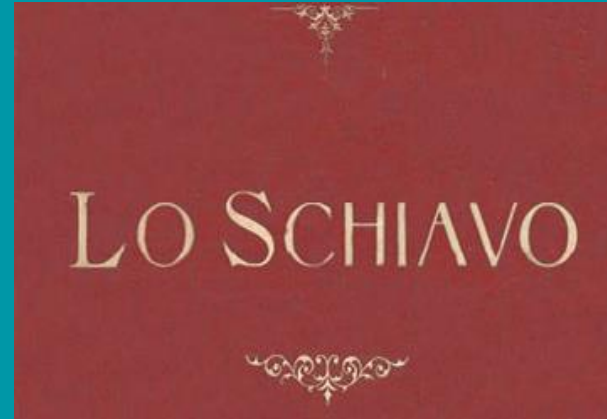
# Three operas inspiring young people from the UK and Brazil



Madama Butterfly



La Traviata



Lo Schiavo



[ technical training areas]

Costume Design | Set Design |  
Hair, Wig and Make Up | Marketing  
Strategy | Film Production |  
Portfolio Production



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PARTNERSHIPS



# Colleges in the UK



and in Brazil



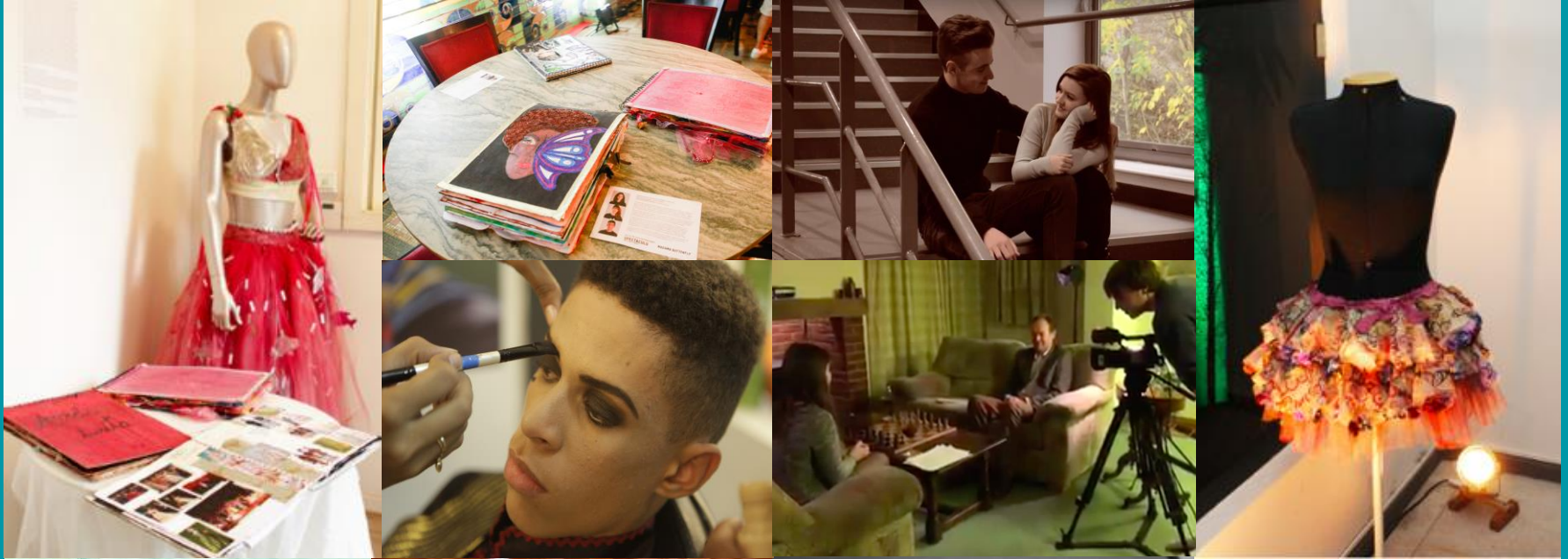
Ciep Alberto  
Pasqualini

*“This project brings together our combined educational methodologies that enable young people to work to the very highest standards, revealing the different technical areas of the entertainment business and showing that these are creative and essential professions to the making of great work.”*

Gringo Cardia, **Director of Spectaculu –School of Art and Technology**



607 students from five colleges in two countries working on live briefs



*“It was a very exciting collaboration which involved Skype and social media to share inspiration and experience. It was a fantastic opportunity to contribute and learn from a global creative cultural exchange experience in new and innovative ways.”*

*Faustina Starrett, **National Diploma Media and Projects Coordinator at North West Regional College***



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ACTIVITIES



## Skype conversations

Eight skype conversations over  
three years

***“It was great to talk to people of  
a different nationality and  
culture”***

Max Ramsden, student, Stratford upon Avon College

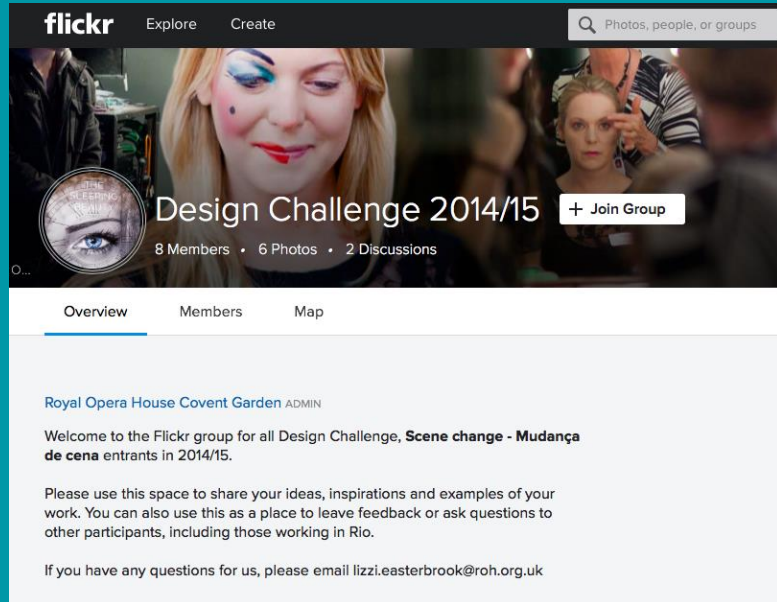
***“It was inspirational”***

Phil Rose, Lecturer, Sussex Downs College



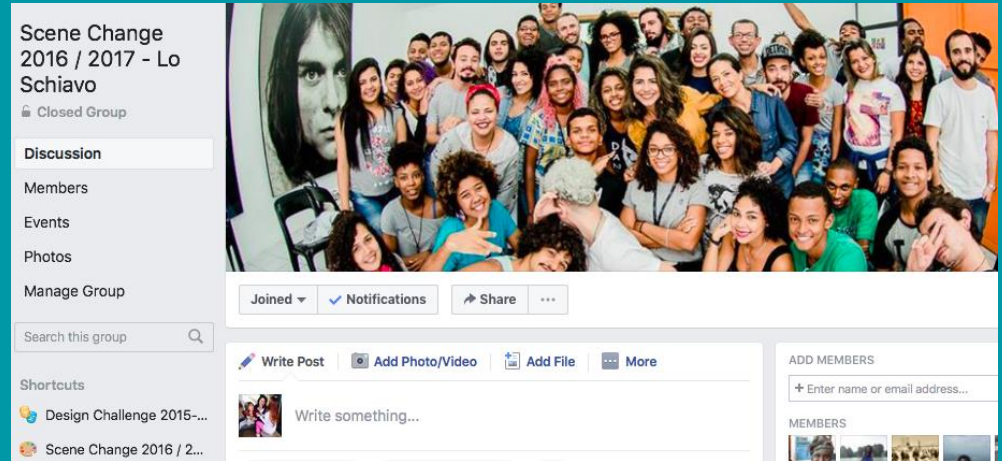
# Other digital platforms for exchange

## Flickr



The screenshot shows the Flickr group page for 'Design Challenge 2014/15'. The header includes the Flickr logo, navigation links 'Explore' and 'Create', and a search bar. The group banner features a collage of faces, with a circular inset showing a close-up of an eye. The group name 'Design Challenge 2014/15' is prominently displayed, along with a '+ Join Group' button and statistics: '8 Members • 6 Photos • 2 Discussions'. Below the banner are tabs for 'Overview', 'Members', and 'Map'. The 'Overview' tab is active, showing the group's description: 'Welcome to the Flickr group for all Design Challenge, **Scene change - Mudança de cena** entrants in 2014/15.' It also includes a welcome message and contact information: 'Please use this space to share your ideas, inspirations and examples of your work. You can also use this as a place to leave feedback or ask questions to other participants, including those working in Rio. If you have any questions for us, please email [lizleasterbrook@roh.org.uk](mailto:lizleasterbrook@roh.org.uk)'.

## Facebook



The screenshot shows the Facebook group page for 'Scene Change 2016 / 2017 - Lo Schiavo'. The group is marked as a 'Closed Group'. The main image is a large group photo of many diverse young people smiling. The left sidebar lists group features: 'Discussion', 'Members', 'Events', 'Photos', and 'Manage Group'. Below this is a search bar for the group. The right sidebar shows 'Shortcuts' with links to 'Design Challenge 2015...' and 'Scene Change 2016 / 2...' and an 'ADD MEMBERS' section with a search bar. The main content area includes a 'Joined' status, 'Notifications', 'Share', and a 'Write Post' button. Below these are options to 'Add Photo/Video', 'Add File', and 'More'. A text input field for writing a post is visible.

# Study visits

To Rio August 2014, June 2015,  
September 2016

“Scene Change will allow key links to develop between creative organizations in Rio and in the UK, adding cultural benefit to the UK and in particular the Thurrock area”

Andrea Stark, Chief Executive High House Production Park.



## To the UK

March 2015 – April 2017



*“The opportunity to get to know first hand the methodologies used in London schools, to talk with other teachers, to share experiences about creative process for students and teachers ... will thoroughly enrich my school’s work.”*

Rogério de Souza, Pedagogical Coordinator, Spectaculu

*“These three will now talk with other students about their experiences, about what they did and what they saw ... and the effect can spread.”*

Gringo Cardia, Director, Spectaculu



**Sarah Macshane**  
@SarahMacshane



Always a massive thrill walking on tension wire grid!  
[@Spectaculu](#) [@BackstageNSA](#) [#culturalskills](#) [#ukbrazil](#)  
[@CCSkills](#)

10:46 AM - 24 Mar 2015



4 3

## Storify

We captured pictures, videos and tweets from **participants' hashtags** to tell the whole story online on a single scroll.

"I have dreamt of coming to London for a long time. London has always been the place I imagined to learn about a new world and learn about how I could improve my skills and another kind of experience and perspective of my life."

Ipójucan Pereira, student, Spectaculu 🗨️ +

# Seminars

**How do we train young people today for the creative industries of tomorrow?**

**How do we increase and diversify the opportunities for young people to train within the technical and backstage areas of the creative industries?**

**How do we close the gap between training and employment?**



**NOVOS RUMOS 2<sup>nd</sup> July 2015 @ Spectaculu**

## Casa Rio – September 2016



**Speakers** included: **Gringo Cardia**, Spectaculu; **Simon Dancey**, British Council, **Martin Dowle**, British Council Brazil, **Paul Heritage**, PPP, **João Guilherme Ripper**, Teatro Municipal do Rio de Janeiro and Students from Spectaculu, School of Art and Technology.

# Judging panels and award ceremonies

Once the new methodology was created, the *5 min Challenge*, judging panels were created to assess the work.



In 2017 at the **Brazilian Embassy** in London



In 2016 the award ceremony took place at **Stratford upon Avon College**

*“I had lost motivation for a short time.  
To receive the award for my work has given me  
inspiration to continue. I have gained a lot of  
confidence in what I can do”*

Eoin Canning, North West Regional College Student



# Exhibitions

*Design Challenge* Exhibitions at the Royal Opera House, London

Three **Portfolio Exhibitions** at Theatro Municipal do Rio de Janeiro



Two *Scene Change* Exhibitions:

- Casa Rio
- Brazilian Embassy, London

## Luke Hopkins, Winner of Design Challenge 2016



*“Talking to the guys in Rio inspired me to get my piece together because I realized how much the project meant to them. That’s when I started researching all about Rio and the favelas*

Luke Hopkins, student at Sussex Downs College





*“It was a real celebration and recognition of all the hard work, creativity and ingenuity of the students and staff of all the colleges together”*

James Dibiase, **Art and Design Tutor at Sussex Downs College**




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EVALUATION

## Outcomes were identified based on objectives

Anticipated project outcomes:

- To achieve a strategic cultural skills programme between Brazil and the UK, which will strengthen cultural relations while returning economic and cultural benefit back to the UK, in particular Thurrock
  - To identify best-practice in development of “live briefs” as a means of encouraging engagement in the cultural sector and to explore the implications for policy makers and practitioners.
  - To work with an existing successful live-brief project: ROH’s Design Challenge
  - To develop an international model that can digitally reach and work with broader age groups
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## Evaluation tools

- Facebook survey
- Email feedback
- Questionnaires



# What worked?

- New methodology enriched colleges' work in both countries
- Skype and Facebook exchanges inspired and motivated students
- Study visits were transformative
- Exhibitions were very successful
- Project was a powerful model for **exchange programme** that the British Council can use going forward.

**Foster and strengthening relationships between UK and Brazil**

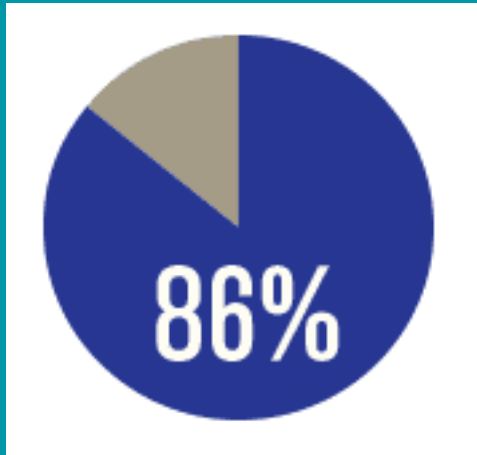


# What could be improved?

- UK students could be pushed to communicate more via the Facebook page
- Colleges would like more study visits
- More direct communication without facilitation

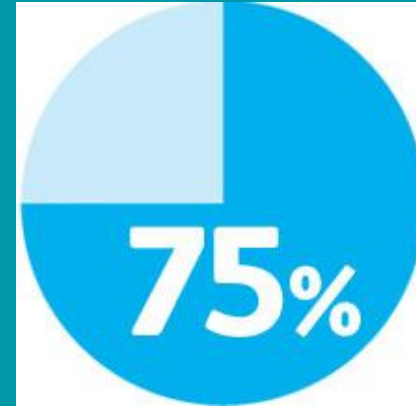


***“Scene Change increased my motivation and inspiration towards my future career”***



**86% a lot  
14% a little**

***“Scene Change increased my confidence over all”***



**75% a lot  
25% a little**



Brazilian and UK students together at the final exhibition



# Thanks!

[culturalskills@britishcouncil.org](mailto:culturalskills@britishcouncil.org)  
[peoplespalaceprojects.org.uk](http://peoplespalaceprojects.org.uk)