Brazilian Museums & Visitors:
Statistics, research, examples – an overview

International Tourism and UK Museums
Birmingham - March 12, 2015
Presentation by Claudia Porto
Lei 8.313/91 (Lei Rouanet)

Programa Nacional de Apoio à Cultura (Pronac)

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I would like to thank the Brazilian Ministry of Culture, that offered the grant that made this journey possible, and the British Council, for inviting me to this meeting.

I will talk about Brazilian museums from an independent museums consultant’s point of view, presenting an overview of museums and audience research, based on information sent to me last week by IBRAM (Brazilian Institute of Museums) and by three museums in Rio de Janeiro and São Paulo.

I will start with an overview of IBRAM, followed by brief, relevant information about Brazilian museums, museum public policies, funding & management and museums & the web.

I will also present some statistics on museum audiences, before focusing on three successful museums:
• The **International Museum of Naïf Art** (Museu Internacional de Arte Naïf - MIAN), located next door to one of the major symbols of Rio: the Corcovado;
• The **Museum of Life** (Museu da Vida), a science and technology center part of the Oswaldo Cruz Foundation - FIOCRUZ, located on the Manguinhos, a very degraded neighbourhood in Rio;
• And the **Immigration Museum** (Museu da Imigração), opened in May 2014, in São Paulo.

I hope this information proves useful to you all when developing new strategies focusing Brazilian
IBRAM

The Brazilian Institute of Museums is a federal agency with legal personality under public law, with administrative and financial autonomy, established under the Ministry of Culture. It is responsible for public policies for the museum sector at federal level.

The law creating the institute was approved in Dec 2008 and ratified by the President of the Republic the following year.

IBRAM is responsible for the direct management of 30 museums, and for the development of the National Museum Policy (PNM). It offers training courses and conferences throughout the year, co-ordinates and supports a large number of museum-related programmes, projects and activities.

IBRAM raised the investment made in Brazilian museums, from R$ 20 million in 2001 to R$ 216 million (2010).

Visit: http://www.museus.gov.br/
Public policies

• **National Policy of Museums** - PNM (2003-2006)

• **Brazilian System of Museums** - SBM (Decree No. 5.264, Nov 5th 2004)
  Purpose: to facilitate the dialogue between museums and related institutions, aiming at the integrated management and the development of Brazilian museums, collections and museological processes. Also, it provides the strengthening and creation of regional systems of museums, the institutionalization of new state and municipal systems of museums and the articulation of thematic networks of museums.

• **Statute of Museums** (Act 11.904 of January 14th, 2009)

• **Brazilian Institute of Museums** – Ibram (Act 11.906 of January 20th, 2009)

• **National Sectoral Plan for Museums** - PNSM (2010-2020)
IBRAM’s Brazilian museums

Museu Histórico de Alcântara, MA
Museu da Abolição, PE
Museu Casa da Princesa, GO
Museu das Bandeiras, GO
Museu de Arte Sacra da Boa Morte, GO
Museu do Diamante, MG
Museu da Inconfidência, MG
Museu do Ouro - Borba Gato, MG
Museu Regional de São João del Rei, MG
Museu Regional de Caeté, MG
Museu Regional Casa dos Ottoni, MG
Museu de Biologia Prof Mello Leitão, ES
Museu Solar Monjardim, ES
Museu da República, RJ
Museu Histórico Nacional, RJ
Museu Imperial, RJ
Museu Nacional de Belas Artes, RJ
Museus Castro Maya (Chácara do Ceu e Museu do Açude), RJ
Museu Villa-Lobos, RJ
Museu Casa Benjamin Constant, RJ
Museu de Arte Sacra de Paraty / Forte Defensor Perpétuo, RJ
Museu de Arte Religiosa e Tradicional de Cabo Frio, RJ
Museu Casa da Hera, RJ
Museu de Arqueologia de Itaipu, RJ
Museu Lasar Segall, SP
Museu Victor Meirelles, SC
São Miguel das Missões, RS
Management & funding

The museums sector in Brazil is undergoing a big transformation in the last decade. A lot of this transformation is due to the work that IBRAM is doing (training programmes all over the country, issuing policies, undergoing researches on audience development, fostering the creation of professional networks, online databases etc.).

Another reason for this transformation are the
Management & funding

Most Brazilian museums are managed by the public sector (federal, state or local governments). Financially, museums depend on:

- Government funds (usually short, shorter in 2015)
- Tax incentive laws such as "Lei Rouanet"
- Sponsorship, membership programmes
- Box-office revenue
- Rented spaces

Human resources

• 15 graduation courses in Museology; post-graduate courses also available.
• A great number of public servants in the museum field will be retiring within the next few years and there have been no new civil service examinations to replace them. Most of the new hiring is being done by OS.
• Recently, a special effort is being made to both train/update and hire museum staff in Communications, Marketing and Management areas. This was not a priority a few years ago.
Brazilian museums

There are 3,474 museums in Brazil (*Cadastro Nacional de Museus*, March 4th, 2015), most of them are public museums.

The vast majority is concentrated in the states of *Rio de Janeiro* and *São Paulo*, followed by *Minas Gerais* and *Rio Grande do Sul*.

- The first Brazilian museum, the **National Museum** (*Museu Nacional*), was created in the late 19th century by the king Dom João VI. It was located in an old palace and stands on a huge park called "Quinta da Boa Vista". It is the oldest scientific institution in Brazil, with 30 million items, from Zoology to Paleontology, Ethnography, Astronomy, Geology and Biological Anthropology.

- The National Museum was forced to close its doors in January 2015, allegedly due to lack of funding. This museum is linked to the Ministry of Education and depends on public funding. It was reopened shortly after, but the news regarding its closure spread nationally and abroad, generating strong reaction from the population.
Brazilian museums

Right - Chácara do Céu - Fundação Castro Maya, RJ
Below – Museu da República, RJ
Brazilian museums

Top left - Museu de Arte Religiosa e Tradicional de Cabo Frio, RJ
Left - Museu das Missões, RS
Above - Museu da Inconfidência, MG
Brazilian museums

Instituto Inhotim, MG
Brazilian museums

Above: Museu de Arte de Sao Paulo – MASP, SP
Left: Museu do Amanhã, RJ (under construction)
Brazilian museums

Right - Catavento Cultural, SP
Above - Museu Paraense Emilio Goeldi, PA (Amazonia)
Brazilian museums

Football Museum, Sao Paulo
Museum audiences research

Counting the number of visitors has not yet become a widespread practice, especially in smaller museums. Qualitative and behavioral research is done by a small number of museums, but this is slowly changing.

During the 6th National Museums Forum (Belém, 2014), IBRAM launched a campaign aiming to inform, to raise awareness and to educate Brazilian museums on the importance
### Visitation - IBRAM Museums

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museu da Inconfidência</td>
<td>133.184</td>
<td>107.825</td>
<td>124.954</td>
<td>124.848</td>
</tr>
<tr>
<td>Museu da República</td>
<td>53.969</td>
<td>61.280</td>
<td>50.294</td>
<td>59.037</td>
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<tr>
<td>Museu Histórico Nacional</td>
<td>120.000</td>
<td>174.974</td>
<td>154.094</td>
<td>111.054</td>
</tr>
<tr>
<td>Museu Imperial</td>
<td>278.881</td>
<td>285.108</td>
<td>282.919</td>
<td>312.977</td>
</tr>
<tr>
<td>Museu Lasar Segall</td>
<td>10.238</td>
<td>36.629</td>
<td>36.604</td>
<td>769</td>
</tr>
<tr>
<td>Museu Nacional de Belas Artes</td>
<td>80.868</td>
<td>135.276</td>
<td>152.975</td>
<td>88.124</td>
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<tr>
<td>Museus Raymundo Ottoni de Castro Maya</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chacara do Céu</td>
<td>15.528</td>
<td>18.283</td>
<td>17.498</td>
<td>13.641</td>
</tr>
<tr>
<td>Museu Villa-Lobos</td>
<td>5.817</td>
<td>7.000</td>
<td>4.658</td>
<td>3.276</td>
</tr>
<tr>
<td>Museu Casa Benjamim Constant</td>
<td>4.589</td>
<td>3.825</td>
<td>7.053</td>
<td>6.665</td>
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<tr>
<td>Museu das Bandeiras</td>
<td>15.424</td>
<td>19.873</td>
<td>21.963</td>
<td>814</td>
</tr>
<tr>
<td>Museu das Missões</td>
<td>31.996</td>
<td>18.301</td>
<td>63.306</td>
<td>66.604</td>
</tr>
<tr>
<td>Museu Regional de São João Del Rey</td>
<td>13.156</td>
<td>12.335</td>
<td>13.805</td>
<td>10.803</td>
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<tr>
<td>Museu de Arte Religiosa e Tradicional Cabo Frio</td>
<td>5.907</td>
<td>2.034</td>
<td>5.108</td>
<td>0</td>
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<tr>
<td>Museu Histórico de Alcântara</td>
<td>4.287</td>
<td>5.978</td>
<td>6.733</td>
<td>5.301</td>
</tr>
<tr>
<td>Museu Solar Monjardin</td>
<td>1.742</td>
<td>3.993</td>
<td>6.947</td>
<td>4.475</td>
</tr>
</tbody>
</table>

Source: IBRAM, 2014
Blockbusters exhibitions

The so-called "blockbusters exhibitions", the use of hashtags and selfies are increasing the number of museum visitors in Brazil in the last few years:

• “Yayoi Kusama”, at Tomie Ohtake Institute (SP) - 522.136 visitors in 2 months

• “David Bowie is”, at MIS (SP) - 80.000 visitors in 3 months

• The exhibition "A ópera da Lua", from Brazilian street artists Osgêmeos, in a Sao Paulo gallery, attracted 33.910 visitors in 1 month (2h30 hours standing in a queue)


• The Ron Mueck exhibition attracted record visitation to Pinacoteca, São Paulo: 402.119 visitors in three months.

Source: http://g1.globo.com/sao-paulo/noticia/2015/02/exposicao-de-ron-mueck-faz-pinacoteca-bater-recorde-de-publico.html
Museum audiences research

Last October, IBRAM launched the Annual Museums Research 2014 (Oct 3, 2014 – Jan 12, 2015). The resulting data is being analysed and will be published soon.

In 2015, IBRAM launched the project Museums & Audiences, aiming to collect information about museum audiences, as provided by law (Decreto 8.124/2013). It is the first step of a major study that aims to register and analyze museum audiences, based on quantitative and qualitative researches.
Going to museums in Brazil

A research published by IPEA* in Nov 2010 stated that approximately 70% of the population in Brazil have never been to a museum or cultural center.

Another research states that 34% of the cariocas (those born in the city of Rio de Janeiro) go to museums. The same research showed that the family has great influence on the carioca’s cultural taste, and that the greatest difficulty in going to a museum is the distance and the difficult to access the place. (Source: Hábitos Culturais dos Cariocas – 2013)

*IPEA is the Institute for Applied Economic Research, a federal public foundation linked to the Secretariat of Strategic Affairs of the Presidency of the Republic (SAE/PR)
Non-audiences

Researches are being done by Brazilian museums and museum related institutions, in order to better understand museum non-public (“non-audiences”).

In 2011, the University of Brasilia conducted a research in the capital of Brazil about non-audiences. Answers for “Why don’t you visit museums?”:

• Lack of time (over 37%)
• Don't like museums, not interested (20%)
• Access difficulty / don't know any (15% each)

Going to museums abroad

In 2011, Brazilians accounted for the second highest number (410,000) of Louvre museum visitors.

In 2012, Brazilian tourists have spent around 22.2 billion dollars in shops, restaurants, museums and the like.
Source: http://brasil.elpais.com/brasil/2013/12/12/economia/1386888950_101755.html

The article “Brazilian Museums and Tourism: A Brief Overview”, written by Telma Lasmar, provides more information on the matter (Museum International. Special Issue: Achievements and Challenges in the Brazilian Museum Landscape. Volume 64, Issue 1-4, pages 18–24, 2012)
Going to museums abroad

Left:
**Blue**: Brazilians abroad
**Red**: Foreigners in Brazil
* = until November 2013

Source:
In 2013, IBRAM published “Museums & Tourism – Strategies of cooperation”, in collaboration with the Ministry of Tourism. It is a guide introducing museums to tourism professionals and listing a number of initiatives and strategies of interaction.

Goals:
– Foster the interaction between the tourism sector and museums
– Increase the economy
– Help protect cultural heritage
– Increase Brazilian “soft power”
– Help social inclusion and accessibility
Brazil & Internet

- Population - 203 million people (2014)
- 105 million internet users (Ibope, 10/2013)
- The 4th country in social media usage (SurveyMonkey /Social@Ogilvy, 2014)
- Internet users in 2014 by social economic class - 48% class C (F/Radar)
- 62 million people with mobile access in 2014 (F/Radar)
- Facebook is the most used social media in Brazil (83%), followed by Whatsapp (58%) and Youtube (17%)
  (Source: http://www.brasil.gov.br/governo/2014/12/brasileiros-ficam-mais-tempo-conectados-que-assistindo-tv)
More and more, Brazilian museums are developing internet and social media strategies as a means to increase their audiences, strengthen links with the community, collect and provide further knowledge about their collections. Nevertheless, there’s still a great deal to be done in this field.

In Brazil, for instance, digital inclusion still represents a great challenge.

Image: CDI Goiânia
(Committee for the Democratization of Information)
http://www.cdi.org.br/quem-somos/
Museu de Arte do Rio, website
Museu Imperial, Facebook
Museu Afro Brasil, Twitter
Inhotim, Twitter

Antes que o ano acabe, visite o @inhotim:
inhot.im/visite
Museu de Arte Naïf, Instagram
Museu Histórico Nacional, app

Audioguide, National History Museum, RJ
Immigration Museum, flickr
1 – MIAN, RJ
MIAN, RJ

Created by Lucien Finkelstein Foundation, the International Museum of Naïve Art (Museu Internacional de Arte Naïf - MIAN) is the largest and most comprehensive naïve art museum in Brazil, with 5,000 works of art from Brazilian and foreign artists, from over 100 countries and from the XV century to nowadays.

It is a private museum that was forced to close its doors for 5 years due to lack of funding. After a series of innovative strategies, the museum reopened in 2012 and has now successfully achieved it’s breakeven point.

The museum is not funded by Government.
MIAN

MIAN is located next door to the Corcovado access, one of the most popular tourism attractions in Brazil. Apart from that, it is a quiet, residential area.

There are not many parking spaces in the neighbourhood; few buses lines serve the area; no subway

MIAN developed an informal partnership with Corcovado tourism train station (which is the main access point to Corcovado). They refer visitors to the museum

The museum staff actually go to the street at Corcovado’s visiting peak time to attract visitors
“Baby programme”: a most successful sensorial visit, launched in Oct 2013. It attracted to the museum over 750 infants aged from 0 to 3 years old and their families.

- Developed a successful family programme
- Uses word of mouth communication
- Heavy use of Internet and social media
- Uses crowdfunding for special projects (restauration, exhibitions)
- Shop & coffee shop
MIAN – Audiences

- Research: manual, quantitative, divided in:
  - Adults
  - Students
  - Seniors
  - Corcovado (1,014 in Jan 2015)
  - Non-paying visitors

- Family Programmes:
  - Babies (0-3)
  - Kids (3-11)
  - Parents, grandparents, relatives, nannies

- Research evaluation process: staff meetings

- Total visitors in 2012: 8,496
- Total visitors in 2014: 17,950
MIAN - Audiences

Above:
Blue – Visitors from abroad
Purple – Brazilian visitors

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>1390</td>
</tr>
<tr>
<td>Feb</td>
<td>993</td>
</tr>
<tr>
<td>Mar</td>
<td>841</td>
</tr>
<tr>
<td>Apr</td>
<td>1580</td>
</tr>
<tr>
<td>May</td>
<td>1127</td>
</tr>
<tr>
<td>Jun</td>
<td>1128</td>
</tr>
<tr>
<td>Jul</td>
<td>1796</td>
</tr>
<tr>
<td>Aug</td>
<td>1995</td>
</tr>
<tr>
<td>Sep</td>
<td>2015</td>
</tr>
<tr>
<td>Oct</td>
<td>1998</td>
</tr>
<tr>
<td>Nov</td>
<td>1944</td>
</tr>
<tr>
<td>Dec</td>
<td>1143</td>
</tr>
<tr>
<td>Total</td>
<td>17,950</td>
</tr>
</tbody>
</table>
2 - Immigration Museum
Immigration Museum

- Opened in 2014, in Sao Paulo, in the premises of an old immigrants hostel.
- Offers a wide range of activities to immigrant communities, families, students, adults: exhibitions, courses, blog, online radio channels and others.
- Heavy use of internet
- Over 94,000 visitors in 7 months
- Over 2,200,000 visits in the website in one year
- Web strategy focuses in promoting the digital collection and regular posts on work “behind the walls”
- Over 20,000 followers on social media (Facebook, Pinterest, Twitter, Instagram, You Tube and Foursquare).
“The history of human immigration should not be approached as a past issue; there is the need to approach the most recent shifts. The Immigration Museum fosters the dialogue about immigrations as a contemporary phenomenon, which does not end with the closing of the Inn activities, acknowledging the reception of millions of current immigrants and the repercussion of this shift to the city.”

Source: http://museudaimigracao.org.br/en/o-museu/sobre/
Immigration Museum
The Oswaldo Cruz Foundation (FIOCRUZ) is a scientific institution for research and development in biomedical sciences located in Rio de Janeiro, and the most prominent institution of science and technology in health in Latin America.

The Federal Serotherapy Institute was established in 1900 with the objective of developing serum and vaccines against the bubonic plague. The institute’s activities, however, changed from simple production into research and experimental medicine, especially after Oswaldo Cruz assumed its leadership in 1902. From then on, it became the base for memorable sanitation campaigns in an age of outbreaks and epidemics of the bubonic plague, yellow fever, and smallpox.
Fiocruz

Fiocruz is based at a 800,000 m² campus in Manguinhos, a neighborhood in the northern area of Rio, about 30 min from downtown.

Daily, 15,000 people walk through the Campus (over 11,000 workers, scientists, students and visitors).

The area is surrounded by slums.
Manguinhos campus
Fiocruz, social programmes

- Polytechnic education
- Educational tourism
- Agro-ecological systems
- Prevention of tuberculosis and parasitic diseases
- Creation of jobs and income for poor communities
- Training Course for Museum and Science Center Monitors
- Urban Youth Program
- School Workshop of Manguinhos
- Center for the promotion of reading activities
- Hearing impaired training and labor market insertion

- “Growing with Manguinhos” – poor kids have access to educational workshops, computer and music classes
- Digital inclusion activities
- Legal advice
- Support for drug addicts
Manguinhos campus – Cultural heritage

- Museum of Life (Museu da Vida)
- Historic buildings listed by IPHAN (National Institute for Historic and Artistic Heritage)
- Modernist buildings listed by INEPAC
- Archaeological sites (Neolitic findings)
- Historic library (rare books)
- 30 biological collections (including millions of microbiological, pathological and zoological specimens of great value to the national biodiversity)
- Historical Archives (including Oswaldo Cruz’s and Carlos Chagas’ personal files)

The IOC Fund was recognized as documentary heritage of humanity by the Memory of the World Programme of UNESCO
Oswaldo Cruz Pavilion
(built from 1905 to 1918)
The Life Museum (Museu da Vida) was created in 1999. It is a hands-on science and health museum located on Fiocruz campus, with interactive exhibitions, multimedia, students and family programmes. The museum uses theatre as a strategic tool to reach out to young audiences and to establish a dialogue with them about a number of science related themes, such as health and sexuality.
Museum of Life – audience research

The Life Museum is one of the few museums in Brazil with a department focusing on audiences research (Núcleo de Estudos de Público e de Avaliação em Museus). It has released four studies about museum public that provide in-depth quantitative and qualitative information about the museum audiences:

• "O Museu e seus públicos - Negociação e Complexidade" - papers released after a Communication & Education seminar
• “Cadernos do Museu da Vida - Volume 1” - visits statistics between 1999 and 2007
• “Cadernos do Museu da Vida - Volume 2” - school audiences statistics
• “Cadernos do Museu da Vida - Volume 3” - weekend visitors: a comparative research on who they are and what do they think
• “Cadernos do Museu da Vida - Volume 4” - the absent public: those who booked a tour but never showed
Queues at museums in Sao Paulo and Rio de Janeiro
Key points to remember

• Use web resources to attract Brazilian audiences
• Brazilians go to museums abroad but still tend not to go to museums at home. Museum visitors in Brazil are not necessarily the same audiences that visit museums abroad
• When abroad, Brazilians usually want to spend money. They see museums as good leisure and information opportunities.
• In general, Brazilians look for trendy, innovative, unexpected, warm, affective experiences
• Family programmes, group learning activities
• Think music. Music plays a very important role in Brazilian people’s daily lives
About Claudia Porto

Independent museums consultant (digital museums, collections interpretation, institutional partnerships).

Graduated in Museum Studies, UNIRIO.

Post-graduated:

• Management and Preservation of Scientific Collections, Fundação Oswaldo Cruz – Fiocruz;

• MBA (Business Management), UFRJ;

• Conservation of Works of Art, UIA, Italy;

Professional experience:

• Director, Fashion Museum, RJ;

• Museology consultant, COC/Fiocruz - requalification of historical & architectural heritage;

• Coordinated the volunteers for the 23rd ICOM General Conference, RJ;

• Technical advisor, Republic Museum, RJ.

• Arts and Exchanges Coordinator, British Council, RJ.

• Member of COMCOL’s board (Committee for Collecting/ ICOM), digital communication (since 2013);

• President of the Communication Committee of COREM 2a. Região (Regional Council of Museology).
Thank you

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