
PHILANTHROPY

HUMAN RIGHTS, EDUCATION AND URBAN ART **COME TOGETHER IN BRAZIL**

INSCRIRE, A HUMAN RIGHTS-FOCUSED NGO, HAS BEEN A PIONEER IN INCORPORATING THE UNITED NATIONS' 1948 DECLARATION OF HUMAN RIGHTS CHART INTO ARTWORKS WITHIN INSTITUTIONS FROM PUBLIC SCHOOLS TO PRISONS, STARTING IN EUROPE, AND NOW IN BRAZIL.

1. WHAT IS INSCRIRE?

Founded by artist Françoise Schein, who began her career in New York in the early 1980s, the association Inscire aims to develop the educational and social aspects of her artistic work. In 1989, to celebrate the bicentennial of the French Revolution, she suggested to the metro of Paris RATP, to create a public artwork in the Concorde metro station, where she had the 1789 french Revolution Declaratio of Human rights painted on ceramic tiles, turning the station from floor to ceiling into a platform for democratic values. Further commissions followed to create participatory works of art at metro stations in Brussels, Lisbon, Berlin, Stockholm, Rio de Janeiro and São Paulo.

2. HOW CAN HUMAN RIGHTS BECOME PART OF A PARTICIPATORY WORK OF ART?

Françoise first came to Brazil in 2000 while she was in the process of adopting her daughter. There she discovered a reality that immediately called for a stronger and deeper involvement of her art in the social environment. Interested in

direct involvement of the underprivileged, she employed inhabitants of the favelas as participants in her new projects in Rio de Janeiro: Vidigal (2001), Siqueira Campos (2003) and seven further works. Involvement in this project prompted a group of women participants to found a micro-enterprise that is still going strong 10 years later. Upon her return to Europe, Françoise received a EU funding to set up a participatory educational art programme in 30 public schools in Portugal, in each of which students were involved in producing a 15-square metre ceramic panel. Hundreds of children have illustrated the articles of the 1948 Universal Declaration of Human Rights, co-signed with the artist. These permanent installations are now part of the urban fabric.

3. HOW DID THE INSCRIRE HUMAN RIGHTS PROJECT GET ESTABLISHED IN BRAZIL?

Ten years later Philippe Nothomb, a long-time member of the Inscire association, launched a project entitled Registering Human Rights in 1001 Rio de Janeiro Schools with aim of making the concept of human rights more

relevant to the upcoming generations. Projects launched by Inscire Brazil are supported entirely by private and public institutions, including MetrôRio, the Rio de Janeiro Prefecture, NGOs, private companies, foreign consulates and charitable foundations as well as private investors, thanks to legislation offering a 4 % tax exemption for funding of social and cultural projects. A co-operation agreement due to be signed soon Brazil's federal universities should enable the Inscire project to be extended to all Brazilian states.

4. WHAT'S NEXT FOR INSCIRE IN BRAZIL?

An ambitious new project is to establish partnerships between Inscire and Brazil's Prison Authority, where a pioneering project is to incorporate human rights as an element of an educational programme. Inscire goes from strength to strength. And on the 19th of september 2015, the opening of a retrospective of Schein's socially engaged artworks at the prestigious University FAAP gallery in São Paulo.

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