



AMAZONIAN  
BIOGEOGONOMY

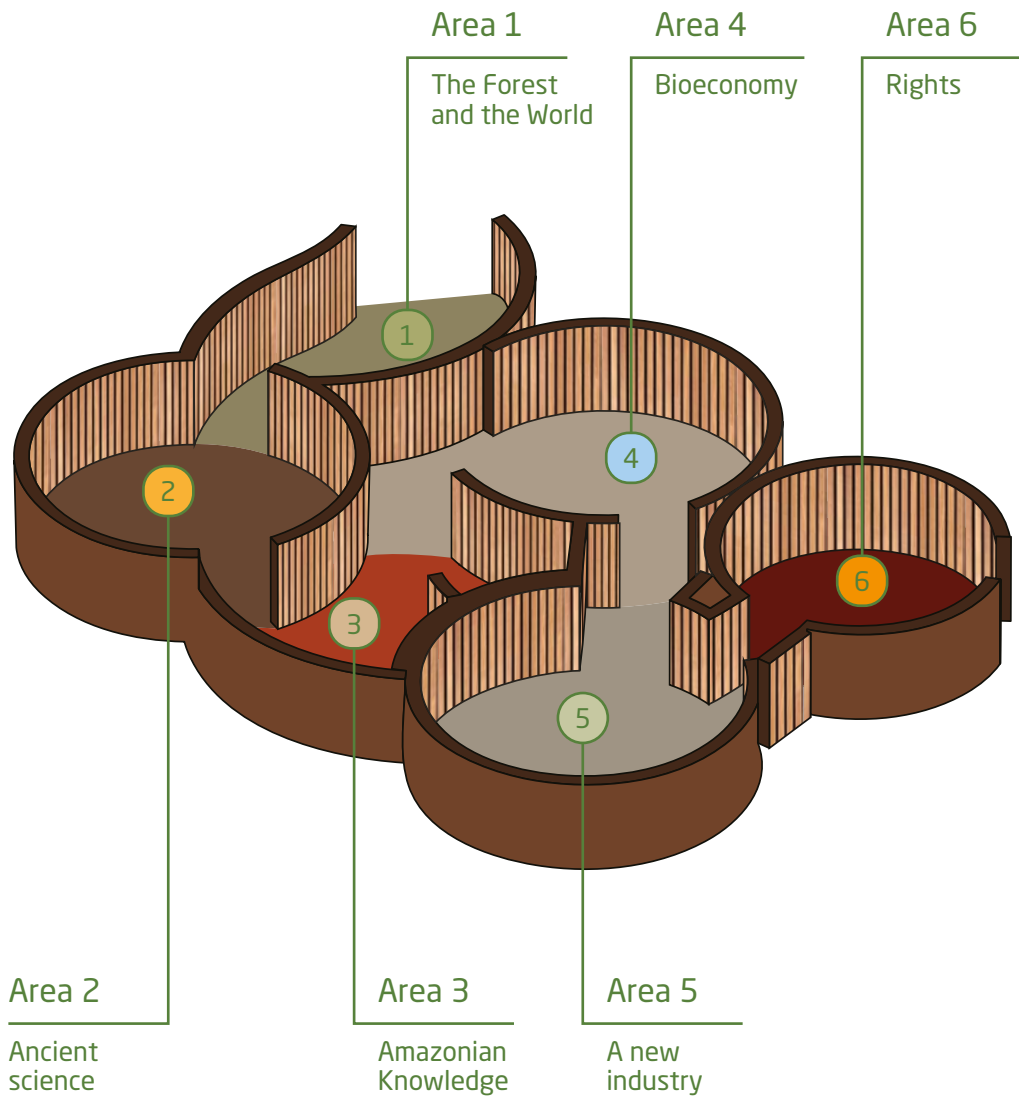
**SESI LAB**

# AMAZONIAN BIOECONOMY

Brazil's biodiversity is the largest in the world, this data is a valuable asset and a great responsibility. This diversity also moves the economy and its entire production chain and, in this way, connects with Bioeconomy, understood as the development of products derived from biological resources using innovative technologies.

As an undisputed key to the sustainability of the planet is the Amazon. At the **Amazonian BioEconomy exhibition**, we invite you to navigate the Amazon waters, learning a little more about their riches and potentials; the ancestral grandeur of the forest; enter a huge library of knowledge, life and ancestral technologies; experience a day in the Amazon; learn about the power of new products, prototypes and processes of a green and viable industry, and reflect on the rights of the forest.

FROM JUNE 19TH  
TO NOVEMBER 3RD, 2024



Area 1

# THE FOREST AND THE WORLD

We opened the exhibition by inviting you to learn more about the biome that occupies half of Brazil and encompasses eight other countries. **At more than 6.7 million km<sup>2</sup>, if it were a country, the Amazon would be the seventh largest in the world.**

Affordable and technological resources help us to get to know the many 'Amazons' and to realize that **we know little about their fauna, flora, and people** - and the importance that all this mosaic of diversity has for the balance of climate on the planet.





# ANCIENT SCIENCE

**In this area, you will discover a millennial Amazon, cultivated by traditional peoples.** Indigenous, quilombola and extractivists who, over **centuries**, have seeded and managed plant species and contributed to transforming the Amazon Forest into one of the most biodiverse ecological systems on the planet.

From the varied techniques of hunting, fishing, and land management to everyday tools, much of what exists today is the result of traditional knowledge, which helped prepare the harvest of generations to come.

**Knowledge that originated ancestral technologies** such as traditional medicine, extractivism, Indian Black Earth, and agroforestry, and that today inspire solutions to local and global issues.





Populace

Populace

Logosmos

Logosmos

Historical

Historical

nomia

De onde vem minha matéria prima?

Que colheita trouxe?

Quem sou?

Que estão nos atentando?

# Extrativismo

De onde venho?

Quem sou?

Quais laboas produzi nos eu trabalho?

Quais saídas produzi nos eu trabalho?

De onde venho?

Quem sou?

O que ameaça nosso futuro?

Qual a história do meu povo?

# Descarbonização

Informational panels on a wood-grain wall.



# AMAZONIAN KNOWLEDGE

To understand about the **Amazon times**, which do not follow the chronology we are used to, we dive into the universe of a true **knowledge library**.

**Farmers, fishermen, riversides, chiefs and shamans, babassu coconut breakers, rubber tappers and so many other forest personalities are protagonists in this space, which perpetuates experiences.** Lives marked by resilience and that follow the pace of rising and falling waters, with collectivity as part of their identity.



# BIOECONOMY

a boat heading against the abyss

The coming and going of boats announces the dawn of the forest economy, while the buzz runs among the stall corridors selling everything from fennel glassware, vegetable bushes, medicinal bottles, baskets, regional fruit liqueurs and jams, fish and flour.

In this area, an audiovisual experience shows us what a day in the Amazons looks like: on the banks, in the markets, in the cities... Where different beings meet and the economy of the forest gains shape, colors, smells, and flavors.

It is the path to the economy of sociobiodiversity, which recognizes the role of the forest and its peoples for the balance of climate, and promotes environmental conservation and the improvement of the quality of life of local communities.



NOMIA

ido  
no

A food in the Amazon  
direction of the day

Amazônia utera

Cacau

Açaí

Castanha-do Pará

Artesanato

Ervas medicinais

Ética e  
Capitalismo

Óleos vegetais



# A NEW INDUSTRY

The Amazon is a fertile soil for innovations that can solve local and global challenges.

To explore these possibilities, **we see a new industry born**, which produces **respecting the nature and rights** of traditional peoples to their ways of life and to the fair **sharing of benefits** generated from their knowledge.

This industry is presented in a playful way in digital and interactive games, which bring us closer to the concepts of **innovation and sustainability**. The experiments also reveal the potential of bioeconomics and how different sectors can boost it by mixing science, technology and innovation with traditional knowledge and genetic heritage. **The Amazon bioindustry is already a reality.**



# RIGHTS

Facing challenges in the Amazon involves protecting the rights of Nature and traditional populations.

In this area, **the manifesto in the form of art by Daiara Tukano joins the Federal Constitution** to remind society that nature has come to be seen as a subject of rights and not just as the object of human rights.

**An installation with the work Hori**, that represents the perception of the world by indigenous peoples, with their colors, shapes and vibrations, divides space with the **Constitution in Nheengatu** to remind us that **the recognition and promotion of the rights of all forms of life, human or non-human**, is the first step in reducing the inequalities and violence present in the Amazon, and for **building a bioeconomics based on a development model that is environmentally balanced, socially fair and economically feasible.**



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Eduardo Carvalho

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### GENERAL PRODUCTION

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**EXPOGRAPHIC PROJECT****Renata Pittigliani****RESEARCH AND TESTIMONIALS' COLLECTION****Nádia Pontes****CONTENT WRITING****Monica Prestes****GAMES ROADMAP****Pedro Miller****DESIGN AND VISUAL IDENTITY****BUMMUB****Fernando Uehara****LIGHTING DESIGN PROJECT****FERNANDA CARVALHO LIGHTING  
DESIGN****Emília Ramos, Felipe Dans e Luana  
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# SERVICE

**Amazonian BioOCAmy exhibition**  
**From June 19th to November 3rd, 2024**

## Hours of Operation:

**Tuesday to Friday, 9:00 a.m. to 6:00 p.m.**  
(entrance by 5:00 p.m.)

**Saturday, Sunday, and holidays 10:00 a.m. to 7:00 p.m.** (entry by 6:00 p.m.)

## Accessibility:

We have touchable floors around the building and indicating the location of bathrooms and elevators, as well as wheelchair accessible accesses.

Tactile mockups and elevated floor plans allow you to recognize the architectural construction of the building and its surroundings, as well as the exhibition spaces of the SESI Lab.

We have subtitles and guidance texts in Braille and with enlarged characters in certain devices, as well as audio description and video Libras available in QR Code.

We conducted visits mediated in libras and morning opening once a month for neurodiverse people and people in the spectrum of autism disorder.

## Ticket price:

Entire: **R\$20.00** Half: **R\$10.00\***  
\*in accordance with current legislation

## Free\*:

Free day for all audiences: **first Sunday of the month from 10:00 a.m. to 7:00 p.m.**  
(entry by 6:00 p.m.).

\*See free policy on our website

## Educational Program:

SESI Lab conducts scheduled group educational visits, trainings for education professionals, workshops and other activities. For more information, please contact our team at: [educativo@sesilab.com.br](mailto:educativo@sesilab.com.br)



Realization

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