

**SESI LAB**

**A N N U A L R E P O R T**



**2025**







# Introduction



# SESI Lab: Fostering essential dialogue among industry, education, and culture

The future of Brazilian industry depends on engaging society, developing talent, fostering scientific thinking, and prioritizing innovation. SESI Lab embodies these principles by transforming the Industry System's commitment to education, culture, and science into tangible experiences.

For decades, the Social Service of Industry (SESI) has developed social and educational technologies. SESI Lab builds on this legacy, addressing contemporary demands, rapid technological change, and Brazil's need to expand its knowledge base for sustainable growth.

SESI Lab serves as a platform for dialogue among industry, education, culture, science, and society. It initiates projects, welcomes diverse ideas, and encourages reflection on key issues shaping Brazil's present and future.

By 2025, SESI Lab demonstrated maturity by showcasing Brazilian industry excellence, expanding partnerships, increasing its reach, and enhancing educational and cultural impact. This confirms the industry's role as both an economic driver and an agent of social change.

SESI views investment in education, science, and culture as essential to national competitiveness. SESI Lab reflects this belief by inspiring, educating, transforming, and connecting, helping build a more innovative and inclusive Brazil.

**Antonio Ricardo Alvarez Alban**

*CNI Chairman*

*SESI National Department Director*









# Energy that drives transformation in education, science, and culture

2025 marks a significant milestone for SESI Lab. Following conception, implementation, and experimentation, we are entering a new phase where knowledge becomes a continuous source of energy for education, science, and culture in Brazil.

This progress is reflected in improved internal processes, enhanced annual planning, stronger knowledge management, and more consistent fundraising. These steps have increased SESI Lab's autonomy and sustainability, supporting its longevity, efficiency, and long-term impact.

We remain committed to offering innovative, accessible educational experiences that address current challenges and expand public scientific and cultural understanding. Each SESI Lab initiative is shaped by dialogue with society, audience research, and collaboration with educators, scientists, students, and partners.

Strengthening industry partnerships remains a priority. Our partners co-create content and experiences, helping

to integrate science, technology, innovation, and sustainability into daily life. This collaboration extends SESI Lab's reach and reinforces its role as a showcase for Brazilian industry.

Looking ahead, we recognize ongoing challenges in balancing growth, impact, and efficiency. However, our progress positions us to advance responsibly and transparently, ensuring SESI Lab remains a leading space that inspires, educates, and mobilizes future generations.

This report reflects a moment of empowerment. More than a summary of results, it demonstrates SESI and its partners' shared commitment to advancing education, science, and culture as drivers of national transformation.

**Paulo Mól Júnior**

*SESI/DN General Superintendent*

**Cláudia Ramalho**

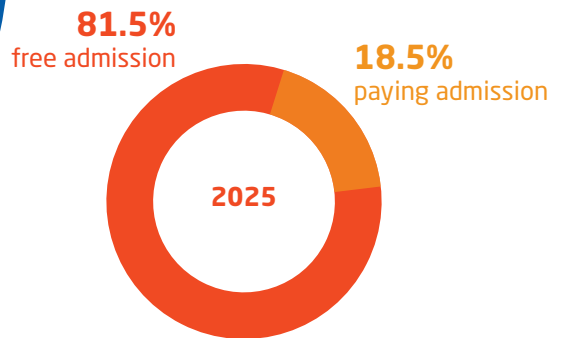
*SESI/DN Superintendent of Culture*





# SESI Lab Numbers

## AUDIENCE



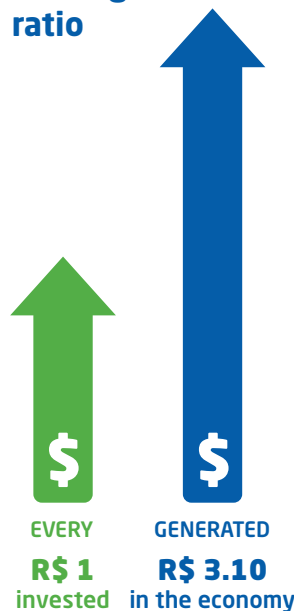
## ECONOMIC IMPACT\*

**R\$ 16.8 million**  
in taxes generated

**R\$ 117.3 million**  
in economic activity

**1,436 jobs**  
created or preserved

## economic leverage ratio



## COMMUNICATION

**1,982**  
news coverage  
in national media

**R\$ 76,363,558**  
in spontaneous media outreach

**107,951**  
Instagram followers

**112,407**  
website visits

## EXHIBITIONS

Temporary

2022-2025

**222,339**

visitors

 8 exhibitions

2025

**97,508**

visitors

 5 exhibitions

Itinerant

2022-2025

**328,156**

visitors

 15 exhibitions

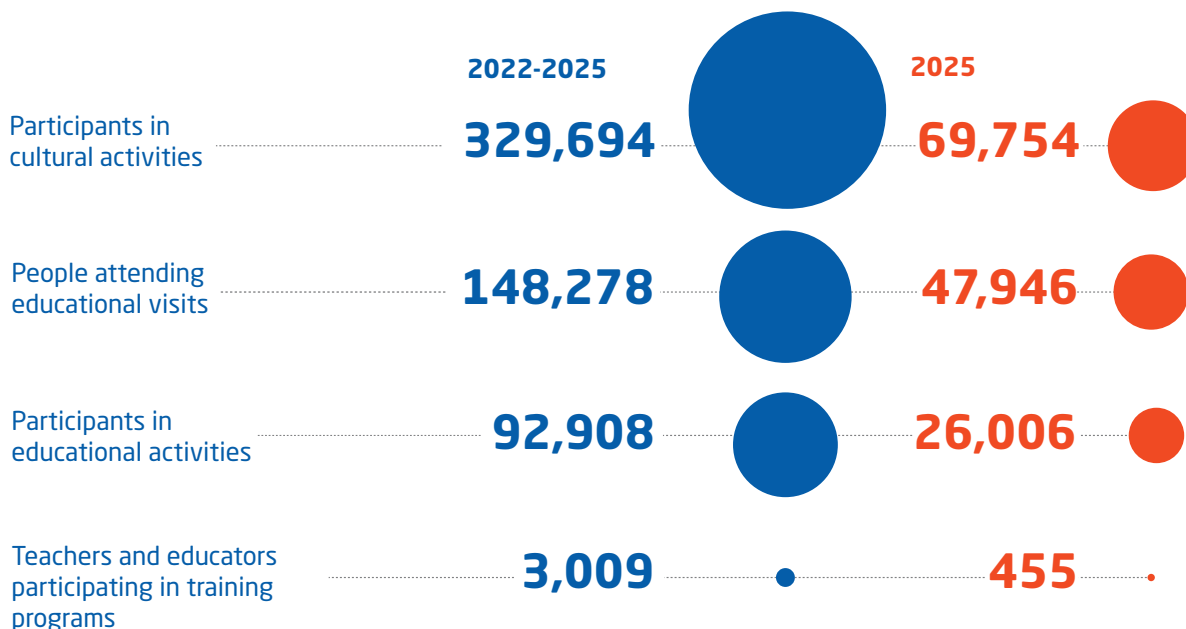
2025

**62,921**

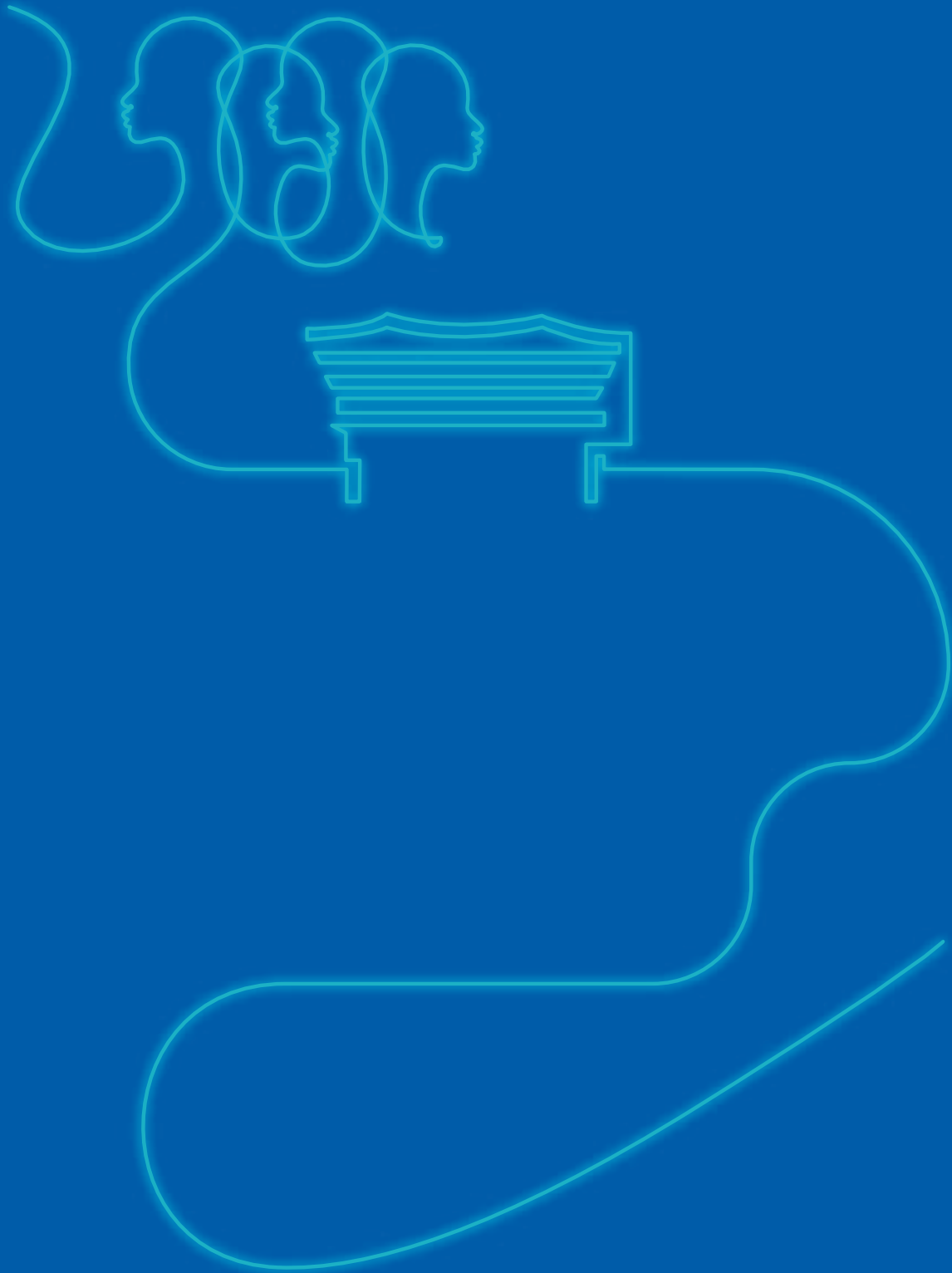
visitors

 7 exhibitions

## CULTURAL AND EDUCATIONAL ACTIVITIES



\* **SOURCE:** ECONOMIC IMPACT STUDY CONDUCTED BY FUNDAÇÃO GETÚLIO VARGAS (FGV) USING 2024 DATA FROM SESI LAB



Who we are

**SESI Lab** is a **museum of art, science,** and **technology** focused on building **knowledge** and fostering **creative** learning through **research, experimentation,** and **innovation**. Established in November 2022 in an iconic **Oscar Niemeyer** building in Brasília, the museum offers **interactive** and **inclusive** programs designed to expand society's **scientific** and **cultural** repertoire and address current and future **challenges**.

In a short time, SESI Lab has become a leading center for scientific and technological outreach, integrating artistic, educational, and technological resources to create meaningful educational experiences. Innovation is central to its programs, connecting ethics, citizenship, science, and technology through interactive installations, artworks, and original content that promote critical thinking and interdisciplinary dialogue.

SESI Lab was conceived through a collaboration between SESI's institutional experience and the expertise of the Exploratorium, an interactive museum in San Francisco. This partnership created a dynamic learning environment inspired by maker culture and a hands-on methodology that values experimentation, interdisciplinarity, and active public engagement.

In addition to exhibitions, SESI Lab develops educational content, literature, workshops, traveling exhibitions, and a digital collection to broaden its reach. As

part of SESI, it is integrated into a national network that enhances its capacity for coordination and impact in education, culture, and technological development at both local and national levels.

SESI Lab represents a new generation of museum spaces for participation, research, and transformation that connect science, art, and society to develop more critical, creative, and future-ready citizens.

[LEARN MORE](#)

SESI Lab - September, 23rd 2025

***SESI Lab: onde arte, ciência e tecnologia aceleram a inovação***

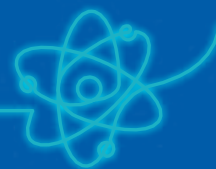


Since the articles are in Portuguese, their titles have been kept in the original language

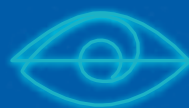




# Mission



# Vision



We foster **connections** among **art, science,** and **technology** by collaborating with **industry** and **society**. Our **creative educational** approach inspires action **today** and creates opportunities for the **future**.

We aim to drive **innovation** and **social transformation** by redefining how people access and create **knowledge**, while remaining responsive to **industry** trends and **global** needs.



U VEVENDO BASTANTE O PRESENTE  
EU SOU A DANIELA SOU

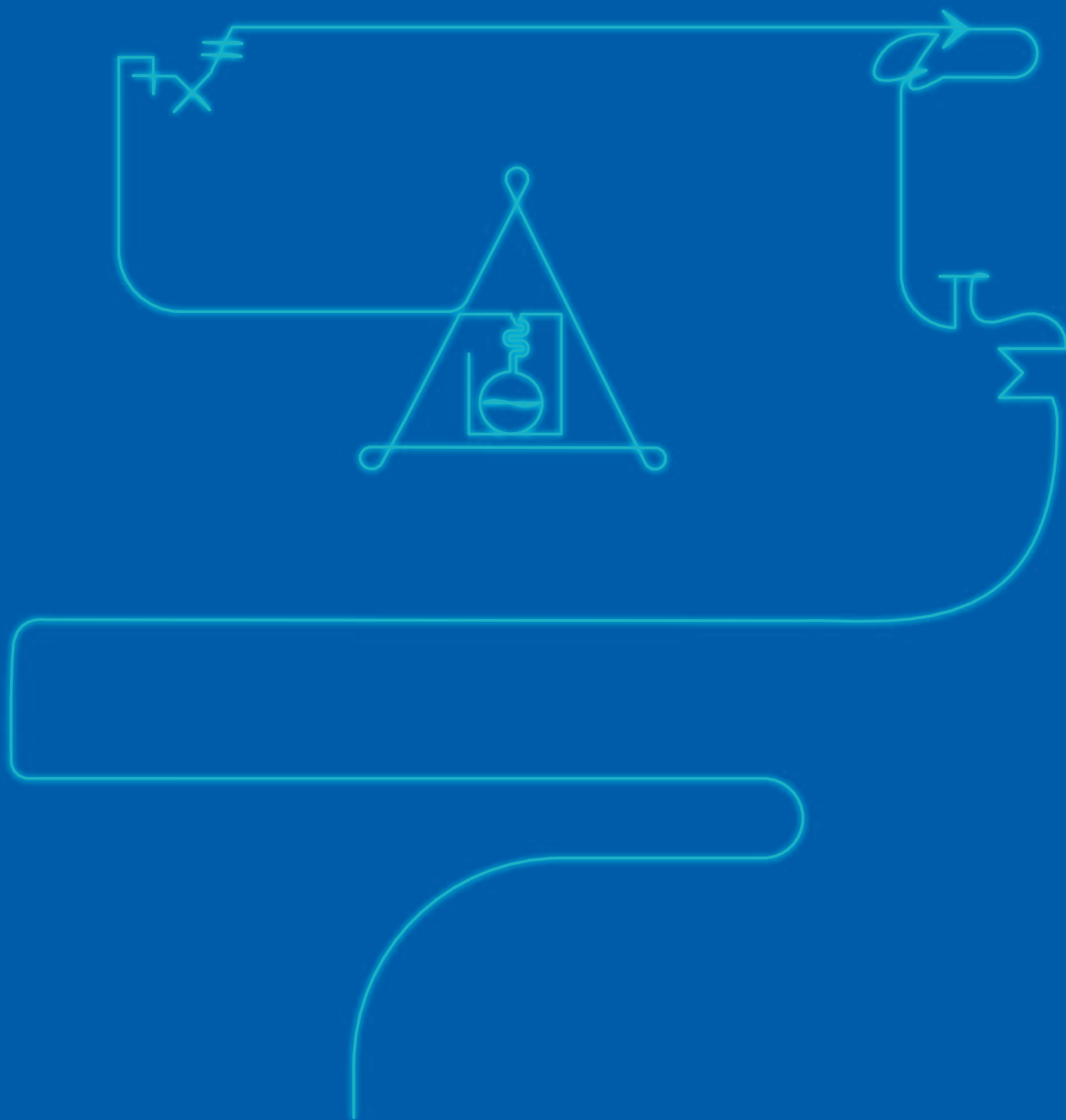
SOU UM PRESSA QUEER VALOROSO A ABRIR O MUSEU

QUEM

É VOCÊ?

SOU UM RAPOZ DE BOA  
NATUREZA  
ANIMADA  
E DA NATUREZA  
SOU UM RAPOZ DE BOA  
NATUREZA  
ANIMADA  
E DA NATUREZA  
SOU UM RAPOZ DE BOA  
NATUREZA  
ANIMADA  
E DA NATUREZA

SOU UM RAPOZ DE BOA  
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E DA NATUREZA  
SOU UM RAPOZ DE BOA  
NATUREZA  
ANIMADA  
E DA NATUREZA  
SOU UM RAPOZ DE BOA  
NATUREZA  
ANIMADA  
E DA NATUREZA



Conceptual  
framework

**SESI Lab** is a **science, art, and technology museum** guided by a modern, experimental, and socially engaged educational approach. Its conceptual framework is built on three pillars: **STEAM, CTSA, and BNCC**, which support our mission to connect art, science, technology, industry, and society.

The **STEAM** (Science, Technology, Engineering, Arts, and Mathematics) approach integrates these disciplines to stimulate curiosity, creativity, and hands-on learning. The **CTSA** (Science, Technology, Society, and Environment) perspective expands understanding of the connections among science, technology, society, and the environment, emphasizing science as a human, historical, and cultural construct.

This approach strengthens scientific literacy and responsible decision-making by recognizing the values, contexts, and sociocultural and environmental impacts involved in generating and applying knowledge.

The **BNCC** (Brazilian Common Core Curriculum) complements this vision by promoting holistic education, recognizing each individual's multidimensionality, and establishing competencies that value diversity, student agency, and workforce readiness. Integrating these guidelines as conceptual pillars enables interdisciplinary, context-driven educational experiences. SESI Lab remains committed to innovative, relevant education aligned with current needs.







# Acknowledgements

We thank our **sponsors, partners,** and **SESI Lab Friends Program members** for joining us in 2025 **to build** a space dedicated to **innovation, education, science,** and **culture.**

Each partnership and contribution was essential to the experiences, exhibitions, and initiatives that defined our year. The trust and collaboration of these institutions and individuals expand our impact and strengthen SESI Lab's mission to inspire new perspectives on the future.

We sincerely thank everyone who believes in experimentation, shared knowledge, and transformation through science, culture, and creativity. Together, we will continue exploring new paths, connecting ideas, and building opportunities that drive knowledge, creativity, and innovation for society.

Thank you for being part of this journey.

# Sponsors and partners

**Shell**

**Toyota**

**Instituto Euvaldo Lodi (IEL)**

**TikTok**

**Granado**

**Neoenergia e Agência Nacional de Energia Elétrica (ANEEL)**

**Movimento Plástico Transforma (MPT)**

**IBM**

**3M e GlobalGiving**

**CAIXA**

**Supermix**

**Fundação Roberto Marinho**

**Itaú Cultural**

# Friends of SESI Lab

**Adriano Viana Cesar**

**Alberto Leite Câmara**

**Alex Pena Tosta da Silva**

**Aluana Gonçalves de Abreu**

**Breno Neri Carneiro**

**Cesar Augusto de Almeida Viana**

**Cristiano Ricardo Vaz de Melo**

**Cynthia de Lacerda Borges**

**Diogo Rodrigues Verneque**

**Elvania Andrade**

**Fernando de Nielander Ribeiro**

**Gabriel Micheleto Rangel Villela**

**Helenilka Pereira Barboza da Luz**

**Julia Rodrigues de Carvalho Silva**

**Livia Carolina de Abreu Ribeiro**

**Luana Cristina Brito Tavares**

**Marcelo Alves Vieira**

**Marco Tulio Abrahão Lazarini**

**Miriam de Araújo Alves**

**Nelio Ferreira de Oliveira**

**Noel Peixoto Schechtman**

**Otavio Viegas Caixeta**

**Patricia Gresta de Moraes Santos**

**Paulo Vitor de Sousa Lucena**

**Priscila Dias Alves**

**Priscila Grynberg**

**Raul Ferraz Gominho Leal Jardim**

**Rodrigo Maia Pereira**

**Sara Santedicola Ribeiro**

**Sergio Paulo da Silveira Nascimento**





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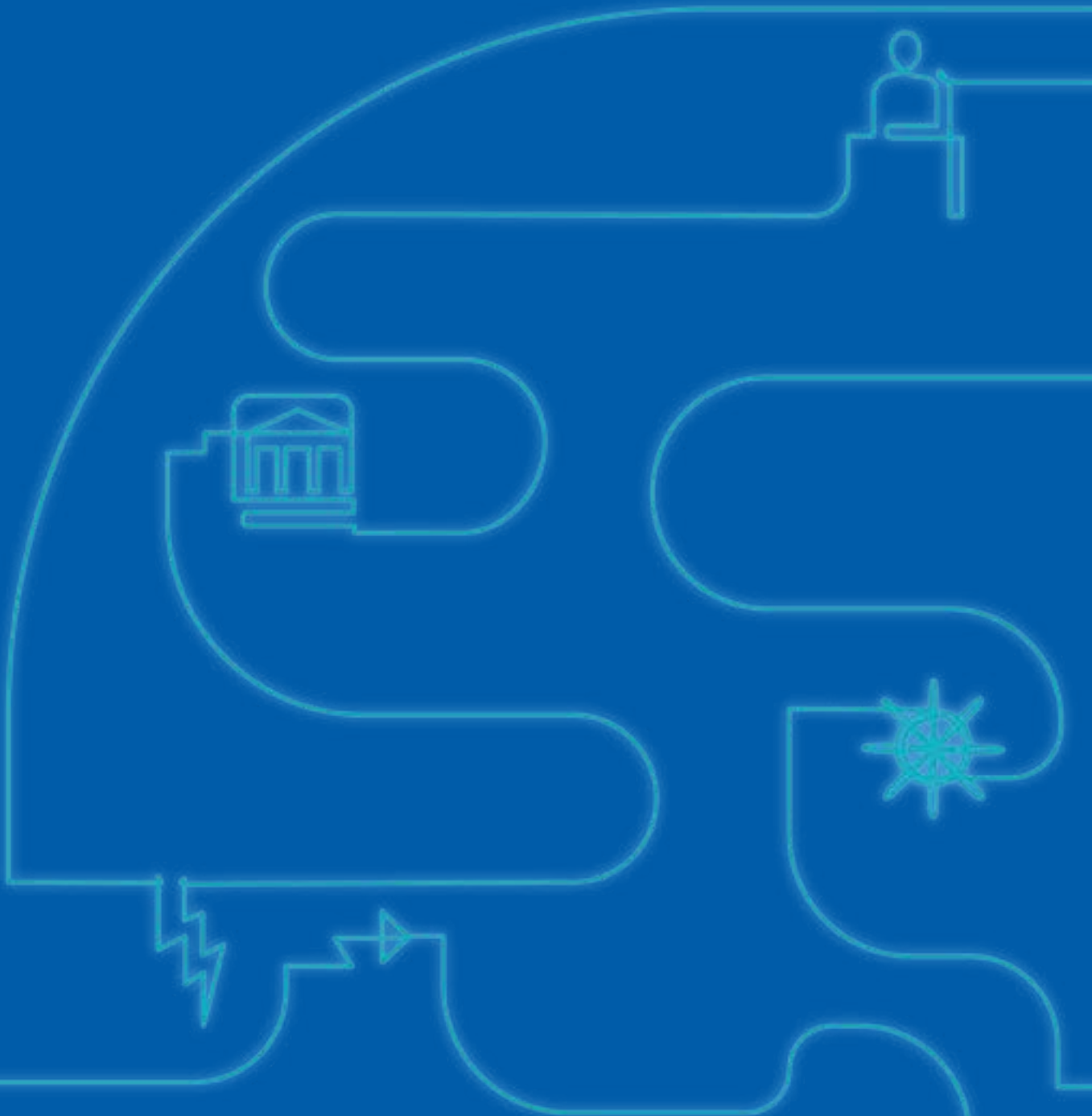
## EXPANDING ACCESS

Network-distributed energy



# 114

## TECHNICAL SPECIFICATIONS



# 2025: Power transformed into strategic direction



In 2025, SESI Lab saw a consistent drive toward institutional strengthening, management improvement, and the expansion of its sustainability practices. This period marked a strategic turning point, as SESI Lab leveraged its experience to make more structured decisions while maintaining its innovative spirit. The main challenge was to attract new audiences during post-opening stabilization, while preserving core strengths: high-quality experiences, community trust, institutional recognition, and effective coordination of cultural and scientific networks.

**Exhibition Energy,  
So Watt?**  
Visitors in the  
exhibition space



## ANNUAL THEME

# The energy that fuels our actions

Energy drives the world, sparks ideas, and fosters transformation. In 2025, SESI Lab adopted "Energy" as its annual theme, emphasizing energy transition as an environmental, scientific, cultural, and social challenge. This framework guided decisions and activities throughout the year, reinforcing the museum's role as a space for reflection, dialogue, and experimentation toward a more sustainable future.

SESI Lab uses guiding themes to streamline activities, deepen curatorial and educational approaches, and highlight emerging social issues. This approach fosters connections across disciplines and with industry, while keeping the public engaged and informed.

We began by forming teams and holding meetings to assess how energy transition affects science, innovation,



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*The guiding themes help energize activities and explore emerging issues in society*

**Workshop Future Energies**

Visitor produces a flame using green hydrogen combustion

culture, and society. This process aligned our perspectives and practices, ensuring consistency in our narrative, content, and public experience.

The theme was reflected in exhibitions designed to spark critical thinking and engage visitors. "Energy, So Watt?" encouraged reflection on energy consumption and sources, promoting conscious choices. "Climate: The New Abnormal" highlighted climate change impacts, integrating science, data, and sensory experiences to emphasize the need for new relationships with the planet and its resources.

The Educational Program developed workshops, thematic tours, and interactive experiences focused on research, experimentation, and understanding energy transition. In 2025, workshops such as "(Re)creating 2025," "Planning Urban Routes," "Energies of the Future," "Decarbonization Journey," and "Let's Get Mov-



**Students  
interact**  
with the Tornado  
installation  
Phenomena in the  
World Gallery

ing" were offered, along with the event "Carbon Footprint: Measuring the Invisible." Additional highlights included the course "Museums and Education: Energy and Sustainability," Coffee with Educators sessions dedicated to the exhibitions, and the "Sustainability and Climate Justice" hackathon, which deepened engagement with educators and youth.

The "Energy Efficiency Trail," designed for public school students, offers experiential learning within the museum's long-term exhibition. It focuses on conscious consumption, energy-efficient technologies, and sustainable practices, connecting school content to students' daily lives.

The 2025 Cultural Program expanded the discussion





**Climate: The New Abnormal**  
Visitors in the exhibition

---

*In 2025, energy became not just a concept but a practical language and a set of actions.*

on energy by integrating science, art, and community into a diverse, accessible agenda. The museum offered workshops, creative activities, concerts, and performances related to energy transition, establishing itself as a vibrant space for collective exchange and reflection. Energy was also the focus of the Energy Festival, a free public event that brought together experts, researchers, artists, and private sector representatives for lectures, debates, and panels on energy transition, climate emergencies, decarbonization, mobility, and sustainable development. The event reinforced SESI Lab's commitment to scientific rigor and public dialogue, fostering awareness and engagement for a more sustainable energy future.

The 21st edition of the Night Lab, themed “Energy,”

brought the energy transition debate to an experimental format geared toward adult audiences. The event brought together science, art, and culture through immersive experiences, musical performances, and conversations that addressed energy consumption, the climate emergency, innovation, and sustainability. By exploring new ways to experience and engage with the museum, Night Lab expanded critical engagement and audience diversity.

In 2025, energy became not just a concept but a practical language and a set of actions. In 2026, the museum will continue advancing sustainability, reaffirming its commitment to building more conscious, collaborative, and sustainable futures. Ultimately, it is human, creative, and transformative energy that drives our work.

## INSTITUTIONAL CONSOLIDATION

# Optimizing practices and processes to achieve excellence

Student balances  
the Catenary Arch  
Aprender Fazendo Gallery



In 2025, SESI Lab began a new phase marked by greater strategic clarity, streamlined operations, and stronger integration of planning, execution, and evaluation. After initial years focused on implementing and refining

the museum and operational model, this period emphasized improving practices with a focus on sustainability and institutional efficiency.

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*This phase advanced sustainability, efficiency, and the social impact of educational, cultural, and exhibition initiatives, leading to institutional consolidation and enhanced strategic clarity.*



**Child interacts**  
with the Turntable  
installation Phenomena  
in the World Gallery

This evolution unfolded in two interdependent dimensions:

**Operational** We improved structures, processes, and workflows, and made organizational adjustments to optimize resources, prioritize needs, and increase efficiency. Dynamic planning played a key role in coordinating multiple projects and managing daily administrative, technical, and institutional requirements.

**Programmatic** Maintaining and ensuring the relevance of educational, cultural, and exhibition initiatives through audience research and data analysis. Our strategy was also strengthened to expand, diversify, and engage new audiences through co-curated cultural events. This consolidation built a stronger foundation for longevity, social impact, and alignment between purpose, communication, and practice, while maintaining SESI Lab's innovative and experimental spirit.

## PARTNERSHIPS AND FINANCIAL SUSTAINABILITY

# Co-creation that generates impact

In 2025, fundraising became a key pillar of SESI Lab's strategy. The year marked significant progress in professionalizing this area through structured processes, institutional development, a new outreach-focused strategy, and stronger relationships with private-sector and funding institutions.

Results were strong: sponsorship funds exceeded the initial target by 35%, more than doubling the previous year's total. Fundraising surpassed R\$16 million, moving SESI Lab closer to 50% financial sustainability, a significant milestone in its third year.

We also worked to diversify operating revenue. The launch of the SESI Lab Friends Program added a new revenue stream, complementing ticket sales and the museum shop.

The fundraising strategy aligns with SESI Lab's role as a showcase for industry and a platform for dialogue among businesses, science, technology, education, and society. Unlike models focused only on brand visibility, we prioritize long-term, purpose-driven relationships, collaborative content development, and social impact.

Our partnerships are built on co-creation. Companies provide strategic resources, studies, data, technical expertise, and priority agendas, which SESI Lab transforms into educational, cultural, and exhibition experiences under its own curatorial and pedagogical guidance. We maintain technical autonomy and alignment with the museum's overall plan. This approach reinforces SESI Lab as a center for scientific outreach, cultural innovation, and industry collaboration, while strengthening partner trust.

SESI, as the institution's sponsor, is an additional strategic asset. This association provides sponsors with institutional security, legal stability, and assurance of execution, reducing risks and enhancing partnership credibility.

This context positions SESI Lab as a unique case in the Brazilian museum landscape: a young cultural institution with a consistent funding model and strong capacity to connect industry, science, and society.

Visitor observes Coletivo 2, from the Coletivos series Cássio Vasconcellos, 2018, Aprender Fazendo Gallery





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*The fundraising strategy aligns with SESI Lab's role as a showcase for industry and a platform for dialogue among businesses, science, technology, education, and society.*

**Knowledge Hunt Game - Energy**  
Families building the game's prize medal



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## *SESI Lab Friends Program*

In 2025, the museum launched the SESI Lab Friends Program, an initiative to engage individuals interested in supporting the museum and closely following its programs and projects. Although it still accounts for a small portion of SESI Lab's total revenue, the program is of great strategic importance.

It expands the museum's base of relationships, strengthens ties with regular visitors, and helps build a community of supporters and ambassadors. More than just a fundraising mechanism, the program represents a new level of public engagement, grounded in a sense of belonging, ongoing involvement, and appreciation for the cultural experience, with the potential to grow and mature in the coming years.

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**Visitors interact**  
with the Musical  
Bench installation  
Aprender Fazendo  
Gallery





## DATA MANAGEMENT AND BUSINESS INTELLIGENCE

# Integration and systematization for information management



In 2025, data management became central to SESI Lab's strategy, serving as the foundation for planning, decision-making, and evaluating museum activities. SESI Lab focused on organizing, standardizing, and integrating its databases to consolidate information into a coherent, accessible, and shared system.

**Exhibition Energy, So Watt?**  
Final installation of the exhibition journey



**Exhibition Climate:  
The New Abnormal**  
Visitors in  
the exhibition



**Theme:  
Decarbonization**  
Family participates  
in activity  
Maker Space

From this reorganization, databases were integrated as follows:

- Educational and cultural activities;
- Ticket sales and audience data;
- Fundraising, revenue, and financial indicators;
- Events and venue rentals;
- Communications, media, and digital engagement.

New business intelligence (BI) dashboards were developed, and coordinated workflows were established, organized into cross-functional groups with representatives from different departments. This approach standardized concepts, metrics, and visualizations and supported an institutional culture of shared data use.

This effort lays the basis for further progress in 2026, including the gradual adoption of high-level analytical tools and expanded use of data intelligence. Solutions based on artificial intelligence will support pattern analysis, impact measurement, and the development of strategic indicators aligned with SESI's guidelines.

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*Throughout the year, SESI Lab focused on organizing, standardizing, and integrating its databases to consolidate information into a coherent, accessible, and shared system.*

## COMMUNICATION

# Reputation building and social dialogue

In 2025, SESI Lab's communication strategy intended to maintain and grow the museum's visitor base, position SESI Lab as a national leader in science outreach, and establish public dialogue channels, mainly through social media.

A joint effort among teams responsible for press relations, social media, advertising, CRM, internal communications, and website management ensures SESI Lab's presence across multiple media and networks. These efforts share information about museum activities and services, produce relevant science and technology content, increase project visibility, and reinforce SESI Lab's reputation as a leader in science, technology, education, and culture.

Instagram has become the primary channel for audience engagement, providing a space for conversation, feedback, and mobilization. The editorial strategy prioritized accessible language, dynamic content, and behind-the-scenes views of exhibitions and programs, supporting the museum's thriving, welcoming character.

Media relations remained central to communication in 2025. Active interaction with national and regional outlets ensured extensive coverage of SESI Lab's exhibitions, educational initiatives, traveling programs, and partnerships. Developing high-quality agendas, strengthening relationships with journalists, and consistently distributing relevant content drove strong organic media coverage, resulting in a media value of R\$ 76.3 million. Beyond increasing visibility, these efforts established SESI Lab as a trusted source and leading platform for science communication in Brazil. The



*In 2025, SESI Lab's communications efforts helped establish it as a national benchmark for science outreach and fostered channels of dialogue with the public, primarily through social media*

The positive results obtained in the period show the value of the strategy

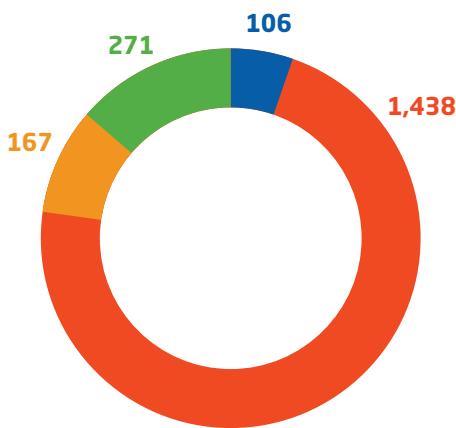
**112,407**  
website visits

**107,951**  
followers on Instagram

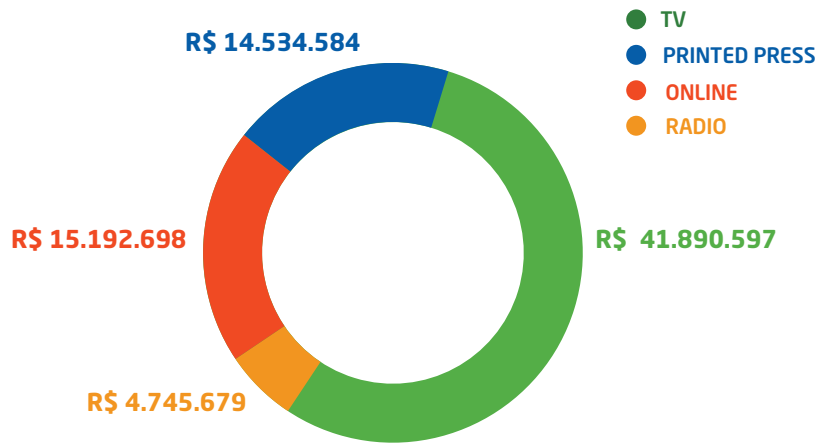
**1,982**  
news stories in national media outlets

**+17.5%**  
in comparison to 2024

**R\$ 76,363,558**  
in organic media



Number of news stories by media type



Value by media type

communication strategy also supported the project's territorial expansion. SESI Lab's traveling initiatives reached multiple Brazilian states, attracting an audience equal to one-third of the headquarters' in-person visitors. This effort generated significant local media coverage, expanded the brand's national presence, and enhanced the museum's leadership in science communication and non-formal education.

By boosting stories, results, and impacts through the press, social media, the website, and sponsored initiatives, communications in 2025 became the driving force behind SESI Lab's reputation. Beyond publicizing activities, communications conveyed purpose, highlighted results, and connected different audiences to a project committed to educational and cultural transformation in Brazil.





LEARN MORE

Globo - Jornal Hoje - April, 23rd, 2025  
Museu interativo abre no Distrito Federal





## EVENTS PARTICIPATION

# Collaboration through networks enhances knowledge sharing

Within three years, SESI Lab has joined leading national and international networks of science centers and museums, including the International Council of Museums (ICOM) and the Network for Science and Technology Popularization in Latin America and the Caribbean (RedPOP).

Participation in these networks strengthens SESI Lab's institutional role by providing access to current museological debates, methodologies, and practices. This fosters ongoing improvement and consolidates its presence in the science museum field.

In 2025, SESI Lab joined the Brazilian delegation to the **27th ICOM General Conference** in Dubai, United Arab Emirates, under the theme "The Future of Museums in Rapidly Changing Communities." As a national benchmark in interactive museology, non-formal education, and the promotion of scientific culture, SESI Lab strengthened its role in the international discussion on contemporary museology and its challenges.

Active participation in the XIX RedPOP 2025 Congress in Puebla, Mexico, reinforced SESI Lab's role in exchanging ideas and methodologies in non-for-



**19th RedPOP Congress 2025**  
Participants in  
Puebla, Mexico

**5th National ABCMC Meeting**  
SESI Lab  
Educational and  
Digital Actions team

**ICOM Dubai 2025**  
SESI Lab joins  
Brazilian delegation  
27th ICOM  
General Conference



mal education and expanded partnerships with Latin American science communication institutions. The team presented six papers on topics including engaging young women in scientific projects, strategies for attracting and training educators, and initiatives to involve adult audiences at the museum.

SESI Lab also participated in the **Luanda Science Center's Annual Conference**, delivering a presentation titled "SESI Lab: Education and Innovation in a Science and Technology Museum." The team provided training on "Educational and Digital Initiatives at SESI Lab" to the museum's educational staff, marking SESI Lab's debut as an international consultant.

The Educational Efforts program team participated in the **5th National Meeting of Science Centers and Museums** in Maringá, Paraná, themed "The Role of Science Centers and Museums," to advance scientific outreach. The team presented four projects based on the program's key experiences and initiatives, highlighting their contribution to the field.

By participating in these meetings, networks, and conferences, SESI Lab remains connected to emerging trends in museology, education, and science com-

munication. These events enhance its ability to adopt new methodologies, strengthen international partnerships, and incorporate innovative practices. They also facilitate the dissemination of knowledge gained over three years, supporting the advancement of the field and fostering a collaborative network that enriches science museums in Brazil and globally.

[LEARN MORE](#)

SESI Lab - September, 23rd, 2025  
*Em congresso no México, SESI Lab apresenta seis projetos de destaque*



## TOP AWARDS AND RECOGNITIONS

# Projection based on an innovative model

SESI Lab has received national and international recognition for its innovative contributions to art, science, technology, and education. Since its opening, it has earned the following awards:



2023

2022

November 11th,  
2022, SESI Lab  
launch date



### **"The Future of Professions" Quiz Wins Award from the International Council of Museums (ICOM)**

AVICOM, the ICOM Committee on audiovisual, new technologies, and social media, awarded "The Future of Professions" quiz as the best entry in the Media: Education and Mediation category. The award recognizes the initiative's innovative use of digital language, interactivity, and its focus on workplace challenges.

### **SESI Lab's grey water reuse and rainwater harvesting practices recognized by Adasa**

The Federal District Regulatory Agency for Water, Energy, and Basic Sanitation (Adasa) awarded SESI Lab the Water Guardian Award. This honor recognizes SESI Lab's ongoing commitment to environmentally sustainable practices and its dedication to innovation and environmental responsibility.

## SESI Lab Recognized as a Success Story at the G20 - Culture Group

The museum was featured as a successful example for integrating culture, science, technology, and economic development at the G20 – Culture Group. This event brought together global leaders in Rio de Janeiro to discuss cultural policies and strengthen the role of culture as a strategic component on international agendas. This recognition highlights SESI Lab as an innovative model of cultural infrastructure aligned with current international priorities and connected to the productive sector.



2024

## SESI Lab Recognized as a Success Story by the BRICS WBA (Women's Business Alliance)

The BRICS Women's Business Alliance (WBA) recognized SESI Lab as a Brazilian example of integrating culture, innovation, and development. This recognition expands its international profile and reinforces the strategic value of culture in promoting competitiveness and cooperation among emerging nations.

LEARN MORE

SESI Lab - December, 10th, 2025  
*SESI Lab vence categoria Indústria e Tecnologia na primeira edição do Prêmio JK Correio Braziliense*



## SESI Lab Recognized as a Rouanet Law Success Story by the Ministry of Culture

The Ministry of Culture recognized SESI Lab as a model for securing and managing incentive funds, citing its strong governance, success in attracting private investment, and sustainable management practices.

## SESI Lab Wins in JK Correio Braziliense Award's Industry and Technology Category

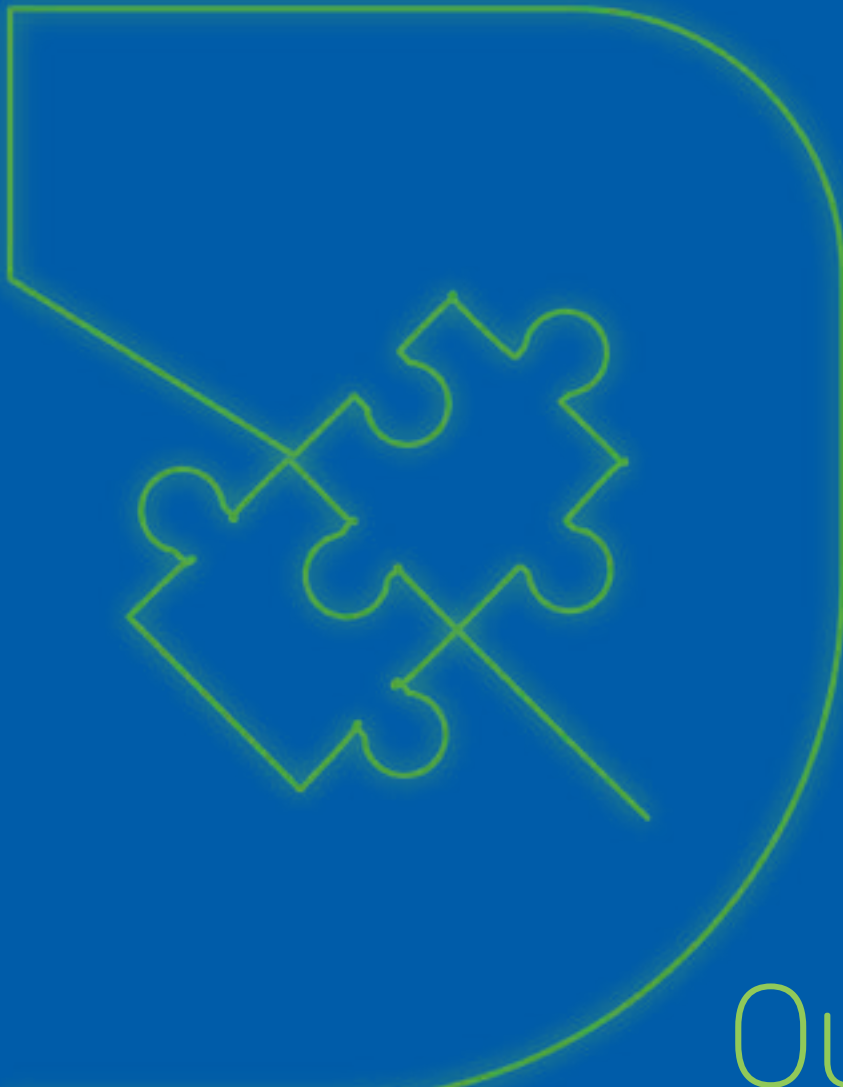
SESI Lab won the Industry and Technology category of the JK Correio Braziliense Award, which honors those advancing the development of the national capital. The award underscores the museum's role in integrating science, technology, and culture, expanding access to knowledge, and strengthening ties between industry and society.

2025



## SESI Lab Joins the Technical Council of the Luanda Science Center

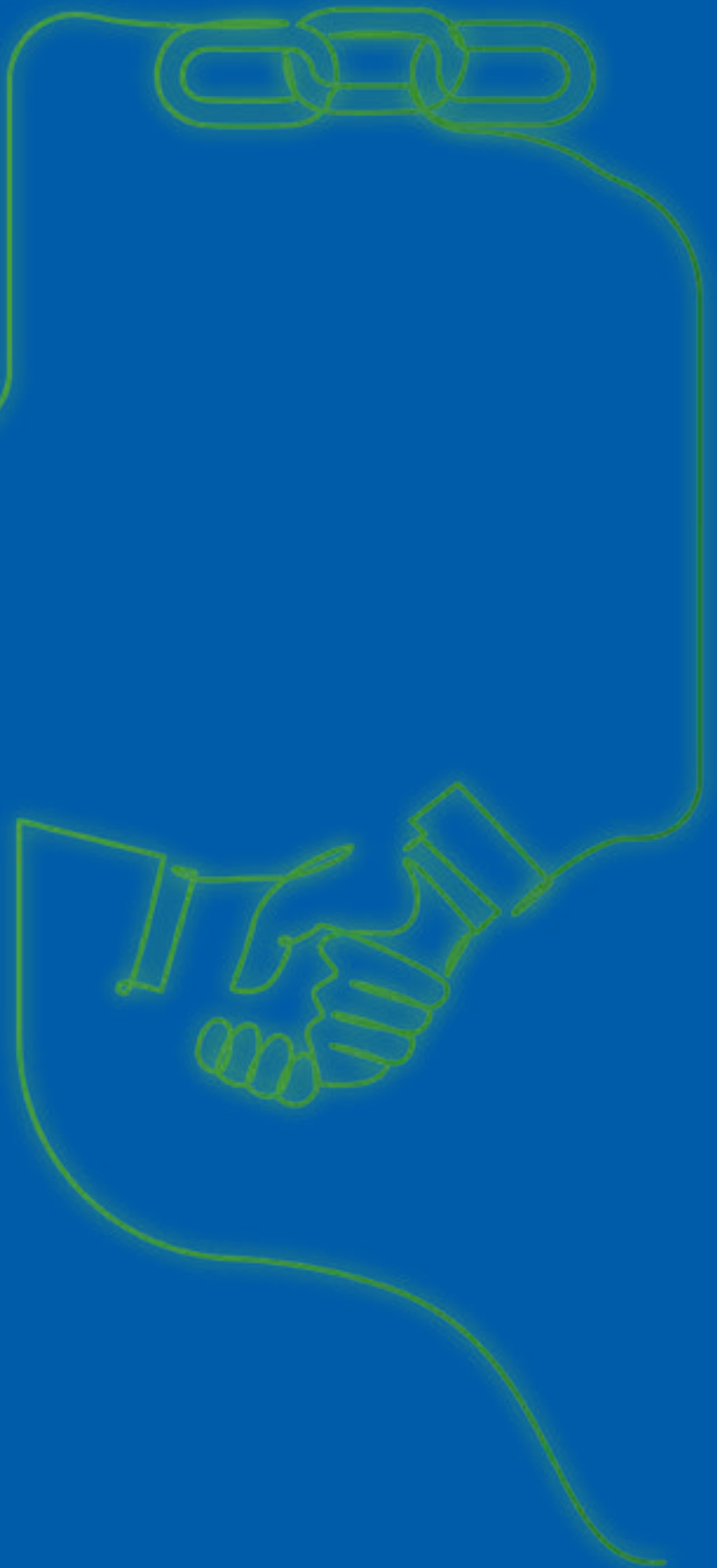
In 2025, the museum joined the Technical Council of the Luanda Science Center, represented by SESI/DN Superintendent of Culture Claudia Ramalho. This appointment reflects global partners' confidence in SESI Lab's expertise to support the development of science and education centers worldwide. These recognitions reinforce the museum's role as a strategic cultural and educational leader with both local and global impact.



# Our partners



SESI Lab promotes scientific education by partnering with companies, public institutions, universities, research centers, and civil society organizations. These collaborations extend our educational impact, bringing science, technology, and innovation to a wide range of audiences both at the museum and through off-site initiatives.



## SPONSORS



**Catenary Arch activity**  
Shell executives visit the Aprender Fazendo Gallery



# Energy transition at the forefront of the agenda

Shell, one of the world's largest energy companies, prioritizes energy transition, innovation, and cultural support. Its partnership with SESI Lab is a key institutional sponsorship for the museum during the 2025–2026 biennium.

Shell serves as lead sponsor, holding the "Presented by" designation and exclusive rights in the energy, oil, gas, and fuels sectors. This sponsorship supports SESI Lab's Multi-Year Activity Plan, including exhibitions, festivals, educational activities, training, and audience development initiatives. Shell also has exclusive sponsorship of the Annual Theme Festival and the Brinca+ Festival, held during school vacations.

For 2025/2026, the partnership centers on the museum's theme of "Energy and Energy Transition." In addition to program activities, three educational initiatives on energy transition were developed using studies provided by Shell. This joint effort reinforces SESI Lab's commitment to applied science, sustainability, and climate education.



**Cultural programming**

Free admission days and holiday activities sponsored by Shell



**Brinca+ 2025**  
Families participate in See Up Close activation Phenomena in the World Gallery



“

*One of our cultural sponsorship goals is to support initiatives that promote human development, education, innovation, diversity, equity, and inclusion, reaffirming the company's commitment to Brazilian society.”*

**Glauco Paiva**

Shell Brazil's Executive Manager of Communications and Corporate Social Responsibility



**Annual theme festival:** participants during a roundtable



**Workshop Future Energies**  
21st Night Lab edition – theme: Energy

## TOYOTA

# Sustainable mobility for the cities of the future

Toyota, a global leader in vehicle innovation and hybrid technologies, partnered with SESI Lab to advance talks on sustainable mobility and decarbonization. In 2025, this partnership launched an educational workshop on energy and sponsored two editions of Night Lab, including one aligned with the museum's annual theme. The collaboration connects industry, science, and society, offering the public real solutions for smarter, sustainable cities.

“

*O Toyota's sponsorship of Night Lab reinforces our belief in education as a driver of transformation. SESI Lab stands out for using art, science, and technology to 'design possible futures,' a goal we share.”*

**Otacílio Nascimento**

*Communications Manager, Toyota do Brasil*



**IEL + SESI Lab**  
Button produced  
in the Maker Space  
about the partnership  
for public distribution



# Connecting education, industry, and innovation

IEL is part of a network that promotes innovation and strengthens connections between industry and education in Brazil. Through its partnership with SESI Lab, IEL has helped bridge education, technology, and development. This collaboration demonstrates a shared commitment to developing talent and linking theory with practice.



*Building joint projects creates a more relaxed and innovative environment, with more room for listening and dynamically exchanging ideas. For IEL, this partnership strengthens our ability to develop joint solutions."*

**Sarah Saldanha Oliveira**  
National Superintendent of IEL



**Design and Industry**  
The history of the traditional Granado pharmacy

**GRANADO**  
DESDE 1870

# History, innovation, and sensory experience

Granado, a century-old Brazilian brand known for legacy and creativity in the fragrance industry, supported SESI Lab in launching a new temporary exhibition featuring innovation in Brazilian industry. The exhibition drew over 30,000 visitors and included educational workshops and hands-on activities exploring the creative and scientific aspects of perfumery. This partnership offers the public insight into how science, technology, and sensory experience are interconnected.

“

*The exhibition offers a unique opportunity to share with the public the richness of Granado's history. More than a look back, it is a celebration of the spirit of innovation that has always been part of our DNA.”*

**Sissi Freeman**  
Marketing Director at Granado



Nations at stake  
TikTok event held  
at SESI Lab



# New ways to communicate science

TikTok, one of the world's largest digital platforms, partnered with SESI Lab to make science and education widely accessible. Since 2023, the partnership has expanded knowledge sharing through creative, accessible formats, connecting the museum to new forms of expression and younger audiences. This initiative strengthens SESI Lab's digital presence and engagement with new generations.

“

*Education, science, and discovery are at the heart of the journey on TikTok. Our long-standing partnership with SESI Lab reflects our shared purpose of sparking curiosity in creative and engaging ways.”*

**Mônica Guise**

Director of Public Policy at TikTok



**Educational Visit by night**  
Thematic route:  
Energy Efficiency  
Adult education  
students



# Education on responsible energy use

Neoenergia, in partnership with the National Electricity Agency (ANEEL), developed an energy-efficiency education program with SESI Lab for elementary students. From 2023 to 2025, over 14,000 students participated, increasing awareness of responsible energy use and sustainability.

“

*The learning potential is what makes this partnership so important. Providing these students with the opportunity to experience so many hands-on experiments and learn how to conserve energy and use it safely is essential.”*

**Ana Mascarenhas**

*Superintendent of Energy Efficiency*



**Installation The Many Paths of Plastic**  
Developed by SESI Lab  
in partnership with  
MPT Aprender  
Fazendo Gallery



# Creativity to tackle the circular economy

The Plastic Transforms Movement (MPT) partnered with SESI Lab to promote captivating activities on responsible plastic use and encourage creative repurposing solutions. This initiative expands the conversation on sustainability and the circular economy, inviting the public to rethink habits and explore innovation.

“

*Through this partnership, we seek to inspire new generations to see the value of recycling and the circular economy in their daily lives in a fun and interactive way, showing that materials can be an ally of sustainability when used and disposed of properly.”*

**Simone Carvalho**

*Member of Plastics Transform Movement's technical group*



Workshop  
"Caramelo  
in the World of AI"  
Button produced  
for participants



# Artificial Intelligence and Training for the Future

IBM, a global leader in technology with an emphasis on artificial intelligence and digital transformation, supported SESI Lab in 2025 by training its team in AI and developing a workshop on technology's uses and social impact. This partnership combines IBM's expertise with SESI Lab's educational perspective to enrich public debate on emerging technologies and responsible innovation.



SESI Lab Delas  
Participants  
in a planning  
workshop  
in the Maker Space



# Encouraging girls in STEAM fields

In 2025, through the 3M GlobalGiving program, 3M reaffirmed its commitment to gender equity in science by supporting SESI Women's Lab program for a second year. The company provided training and mentoring led by female executives. Since 2024, over 50 girls from underserved communities have participated, strengthening their career paths and expanding their opportunities in STEAM fields.

“

*This process is essential to increasing the presence of women in technical careers, bringing new perspectives and ways of thinking. SESI Lab Delas offers them a different outlook, sending a clear message: 'You are capable, you are intelligent, and we believe in you.'"*

**Liliane Moura**

Manager, 3M Institute & Sustainability at 3M



**Participants  
of the hackathon**  
Sustainability  
and Climate Justice



# Education to address climate challenges

Caixa, a leading public financial institution, supports SESI Lab's sustainability initiatives. In 2025, they co-organized the 2nd SESI Lab Hackathon, themed "Climate Justice and Social Inclusion." Young participants developed and presented innovative ideas in an interactive environment and received awards for projects with real-world impact.

“

*Caixa is committed to supporting initiatives that enable young people to develop skills and competencies that expand their employment opportunities. By taking part in the Hackathon, they build essential skills for the job market.”*

**Jean Rodrigues Benevides**

*Director of Sustainability and Digital Citizenship at Caixa*



Families interact with *Humanæ, Work in Progress, 2023* Angélica Dass, *Phenomena in the World Gallery*



# Applied science to drive transformation

Supermix, active in construction and infrastructure, supports SESI Lab's mission to promote applied science and innovation for social transformation. This partnership demonstrates the industry's role in building a sustainable future through technological development.

## TECHNICAL PARTNERSHIPS



Students awarded at the Young Scientist Award in the Higher Education category



# Creative learning and education

The Roberto Marinho Foundation, a national leader in education, culture, and social innovation, has a long-standing partnership with SESI, further strengthened by the creation of SESI Lab. Through a Technical Cooperation Agreement, this collaboration advances initiatives in education, culture, and science, positioning the museum as a center for creative and non-formal learning. The partnership reinforces SESI Lab's commitment to innovative teaching and expands the reach of its educational programs.

“

*Brasília needed a facility like this. A place that will become a landmark and a symbol of visibility for the entire country.”*

**José Roberto Marinho**

*Chairman of the Roberto Marinho Foundation*



**Students awarded**  
in the Young Scientist Award  
in the Master's and Doctoral categories



**Finalists of the Young Scientist Award**  
visiting SESI Lab

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## *Young Scientist Award*

For 45 years, the Young Scientist Award has recognized talent, promoted research in Brazil, and supported students and young researchers addressing national challenges. Each edition focuses on a theme relevant to scientific and technological development, national priorities, and public policy. In 2025, the theme was "Response to Climate Change: Science, Technology, and Innovation as Allies," which attracted over 900 entries. As a technical partner, SESI Lab served on the evaluation panel for the "High School" category and hosted the awards ceremony.

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Art residency  
Immersion Nature,  
Art and Technology:  
development  
of creative projects  
in dialogue between  
nature and contemporary  
technologies,  
Maker Space

## **C** ItaúCultural

# Collaboration leading to cutting-edge experiences

Itaú Cultural, a leader in promoting cultural diversity and Brazilian artistic production, partnered with SESI Lab in 2025 to advance initiatives that connect art, nature, and technology. The partnership was highlighted by the "Nature, Art, and Technology Immersion" artist-in-residence program, hosted at the museum with the Ling Institute, supporting contemporary creation and the creative economy. Beyond the residency, the collaboration supports exhibition curation and expands SESI Lab's cultural reach, reinforcing its mission to integrate art, science, and innovation into accessible, transformative experiences.

“

*We celebrate this partnership with SESI Lab as an opportunity to further expand the impact of art and education on children and young people.”*

**Jader Rosa**  
Itaú Cultural Director

LEARN MORE

SESI Lab - February, 12th, 2025

***SESI Lab e Shell firmam parceria inédita***



O Globo - February, 14th, 2025

***Vencedores do Prêmio Jovem Cientista são 'faróis para outros acreditarem que podem fazer ciência', diz presidente do CNPq***



SESI Lab - March, 21st, 2025

***1, 2, 3 passos para uma experiência olfativa***



SESI Lab - April, 23rd, 2025

***SESI Lab e Caixa promovem segunda edição do Hackathon***



SESI Lab - October, 28th, 2025

***SESI Lab e Movimento Plástico Transforma firmam parceria para estimular consumo consciente e economia circular***



SESI Lab - November, 17th, 2025

***Night Lab de novembro mergulha em Distopias e Ficções com show do Pato Fu***



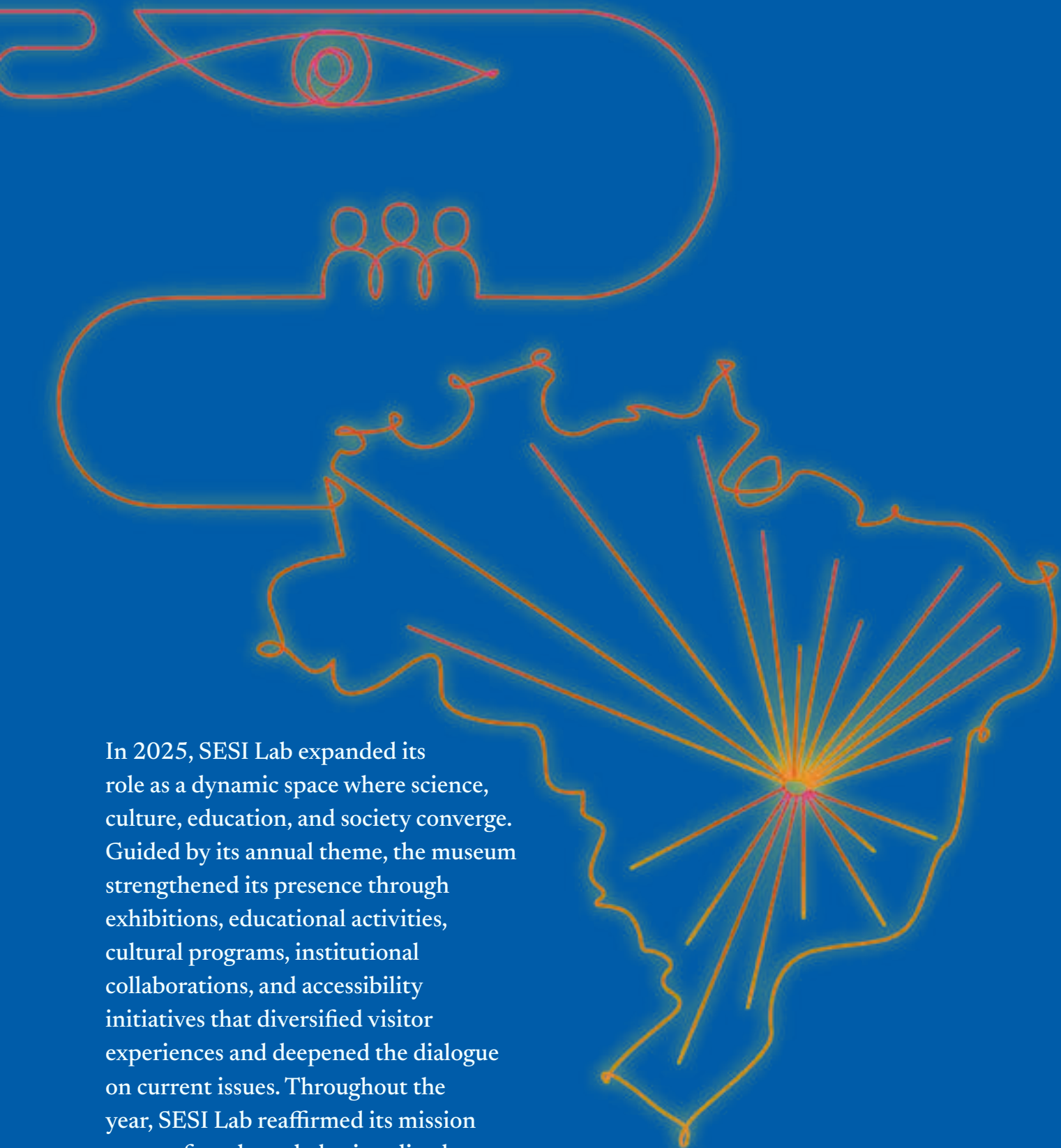
SESI Lab - November, 25th, 2025

***Projeto do SESI Lab que promove protagonismo feminino na ciência encerra segundo ciclo***



# SESI Lab in action





In 2025, SESI Lab expanded its role as a dynamic space where science, culture, education, and society converge. Guided by its annual theme, the museum strengthened its presence through exhibitions, educational activities, cultural programs, institutional collaborations, and accessibility initiatives that diversified visitor experiences and deepened the dialogue on current issues. Throughout the year, SESI Lab reaffirmed its mission to transform knowledge into lived experience by connecting diverse languages, territories, and repertoires.

Detail of the installation  
Patterns and Movement,  
from the Learning  
by Doing gallery



In 2025, the SESI Lab Exhibition Program emphasized energy as action, highlighting experiences that spark curiosity, build connections, and bridge science and society. Through new installations, temporary exhibitions, and traveling shows, the museum served as a hub for long-term exhibitions, a platform for national outreach, and a meeting place for diverse audiences.

## EXHIBITIONS

# Energy condensed into experiences



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*Guided by the annual theme, the exhibition area highlighted experiences that spark curiosity and bring science closer to society*

**Detail of the artwork**  
**Humanæ, Work in Progress, 2023,**  
Angélica Dass,  
Phenomena in  
the World gallery

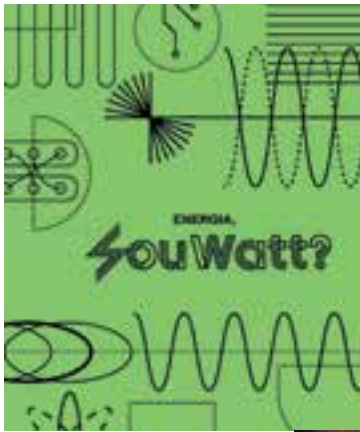
## 1. Long-term exhibition

SESI Lab's long-term exhibition is organized into three galleries: Phenomena in the World, Learning by Doing, and Imagining Futures. It features about 100 interactive installations that connect science, technology, and society through shared experiences. The exhibition houses the museum's core collection and offers a diverse range of experiences. Each gallery is designed to stimulate scientific exploration, curiosity, and collaborative experimentation, fostering an environment that prioritizes active, hands-on learning.

Renewing and expanding the collection are key goals for the museum. In 2025, the Learn by Doing gallery, which focuses on hands-on learning and creation, added Daisy Barros's tapestry *Nutrir* to its collection. This

work poetically celebrates Brazil's biomes through crocheted fruits made of nautical cord, embroidered by women artisans from the Proeza Institute. The installation evokes the interconnectedness of forest, water, and earth, referencing the Cerrado, Caatinga, Amazon, Atlantic Forest, and Pampa. Created for the B20 Summit Brazil at the invitation of CNI in 2024, *Nutrir* highlights the artist's sensitive perspective on Brazilian craftsmanship and the symbolic richness of the nation's flora.

In November 2025, the temporary installation *Atlas Imaginário* by Gabriela Bilá was added to the Phenomena in the World gallery. The work translates climate-related reflections from COP30 into a tactful, forward-looking projection of the future of Belém do Pará, imagining possible scenarios for the city over the next century and placing it at the center of discussions on environmental change and climate emergencies.



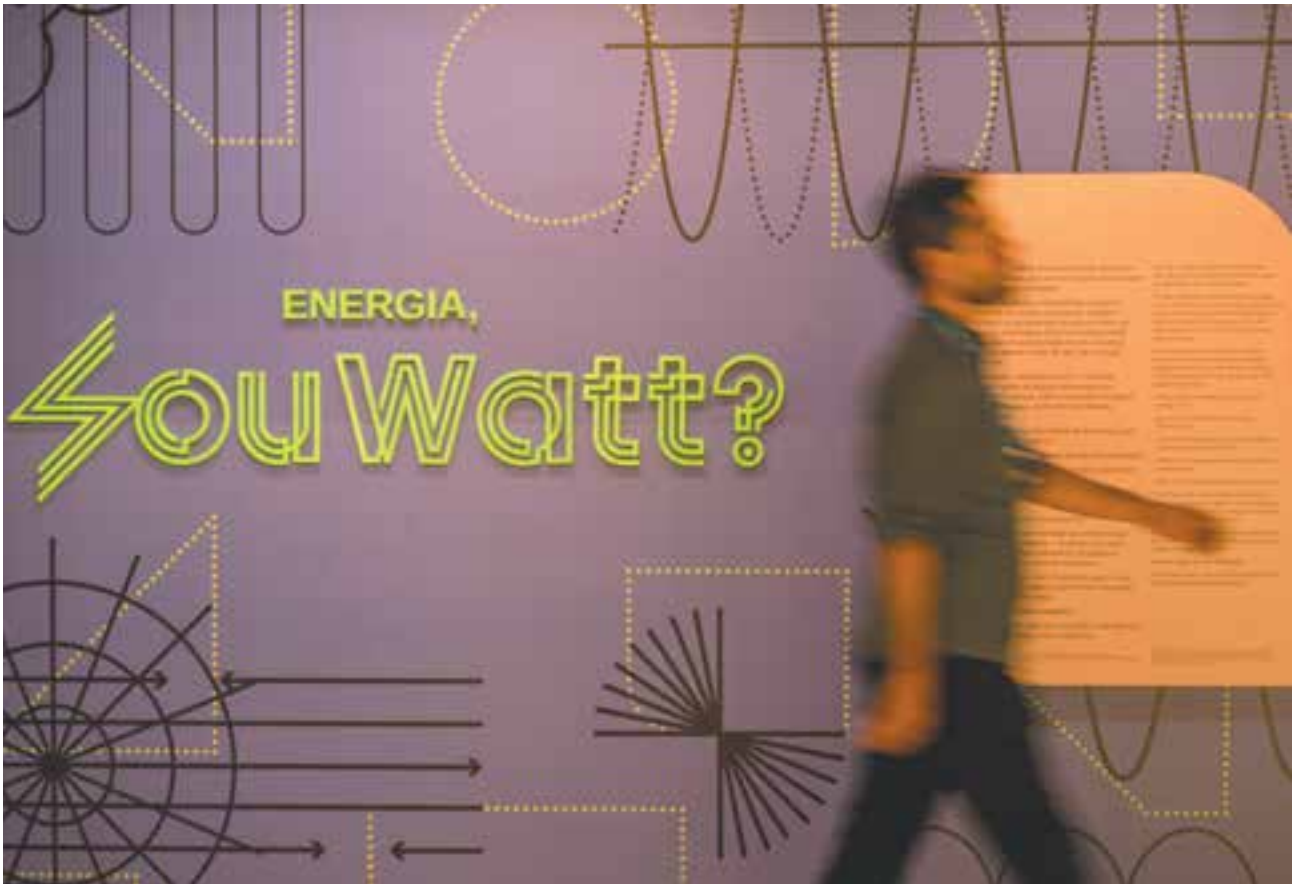
## 2. Temporary exhibitions

In 2025, SESI Lab consolidated its role as a strategic space for dialogue between science, technology, and society by hosting six temporary exhibitions, boosting its presence in the museum sector and expanding network operations. Two exhibitions were developed within the annual Energy theme. They deepened debates on energy transition, climate change, and modern challenges—priority issues on the national and international agenda—reinforcing the institution's commitment to disseminating knowledge.

The museum advanced its strategy to expand its capacity for temporary exhibitions by making structural adaptations that optimized space use. The SESI Lab store was relocated to the ground floor, freeing its previous space for a new exhibition area. The Experiment Lab, usually for seminars, workshops, and educators meetings, was reconfigured to host exhibitions and artistic installations, diversifying its use. The museum's spacious balcony, already suited for workshops and activities, began hosting temporary exhibitions and workshops, becoming a versatile space for cultural and educational programs. These changes expanded the museum's exhibition infrastructure, strengthening innovation capacity and diversifying content.

The year 2025 began with the exhibition "Design and Industry - The History of the Traditional Granado Pharmacy." It explored the transformation of the Rio de Janeiro pharmacy into one of South America's largest chemical-pharmaceutical laboratories, revisiting over 150 years of brand history, an icon of the Brazilian cosmetics and pharmaceutical industry. With more than 300 historical items, including packaging, products, labels, documents, and special editions, the exhibition offered an immersive look at the brand's evolution from its founding in 1870 to its current expansion, highlighting milestones like the creation of antiseptic powder and its internationalization.

SESI Lab saw the project as an opportunity to emphasize technology and innovation as strategies for developing Brazilian industry. The exhibition Art Maker: Ancestral Technologies, created by Firjan and displayed at SESI Lab, showcased works by students from 16 SESI



**Exhibition Energy, So Watt?**  
Visitor walking through the exhibition



**Exhibition Climate: the New Abnormal**  
Visitors in the exhibition

schools in Rio de Janeiro, highlighting the connection between traditional knowledge and modern technological concepts. Featuring sculptures, paintings, collages, and other visual experiments, it showed how ancestral practices—many from Indigenous peoples, African communities, and traditional groups—remain alive today as forms of creation, invention, and problem-solving. By recognizing ancestry as a technological foundation, the exhibition encouraged the public to consider the historical, geographical, and cultural roots shaping current technological practices, while highlighting youth leadership and the educational value of maker culture.

2024

2025

34,849\*

visitors

DESIGN AND INDUSTRY

The History of the Traditional

Granado Pharmacy

11/28/2024 > 03/30/2025

9,545

visitors

MAKER ART

Ancestral Technologies

01/08/2025 > 02/10/2025

35,311

visitors

ENERGY, So Watt?

05/06/2025 > 09/07/2025

\*Exhibition started in 2024 and ended in 2025. Numbers correspond to total

#### 40 Years of the Brazilian Response to AIDS

In partnership with the Ministry of Health

As part of the 2025 France-Brazil Season, SESI Lab hosted two international exhibitions in partnership with French institutions, strengthening inter-institutional ties and expanding its curatorial and scientific scope. These collaborations showed the museum's ability to establish high-quality international partnerships and bring up-to-date, relevant content grounded in excellent research to the Brazilian public.

The exhibition "Energy, So Watt?" was created by the Cité de l'Économie, a French interactive museum, and adapted for Brazilian audiences under the scientific curatorship of the Climate Observatory. It offered an interactive, entertaining experience focused on understanding the generation, transformation, and use of energy, inviting visitors to grasp their role in the world's energy system and how they influence energy flows. Using a gamified circuit format, it enhanced the playful and educational experience, reinforcing interactivity as a tool to bridge the gap between science and everyday life.

The exhibition "Climate: The New Abnormal," conceived by Universcience in Paris with the support of the French Embassy in Brazil, was adapted for a Brazil-



21,414

visitors

CLIMATE:

the New Abnormal

10/09/2025 > 12/14/2025

1,980\*

visitors

40 YEARS of the History of the

Brazilian Response to AIDS

12/02/2025 > 01/22/2026

1,352\*

visitors

Words That Fly

12/06/2025 > 03/29/2026

\*Exhibitions started in 2025 and continued into 2026. Numbers correspond to total visitors in 2025.

#### Maker Art Exhibition

Ancestral Technologies.

Visitors at the exhibition



ian audience under the direction of Fernando Meirelles. The exhibition presented different ways of visualizing and interpreting data on climate change and environmental transformations, integrating graphic resources, informational installations, and narrative layers that translate complex scientific content into accessible and engaging language, inviting reflection and action in support of sustainability.

Both exhibitions reinforced SESI Lab's commitment to fostering informed public discourse on global issues





**Design and Industry -**  
The History of  
the Traditional  
Granado Pharmacy

**LEARN MORE**

SESI Lab - April, 10th, 2025

***Pra matar a saudade! Confira 5 curiosidades da exposição da Granado no SESI Lab***



GPS Brasília - May, 7th, 2025

***Exposição interativa no SESI Lab aborda futuro da energia***



SESI Lab - May, 8th, 2025

***SESI Lab inaugura exposição "Energia, Sou Watt?" sobre transição energética***



SESI Lab - October, 9th, 2025

***Clima: o Novo Anormal; conheça a exposição que chega ao SESI Lab em outubro***



Ministério da Saúde - November, 25th, 2025

***Ministério da Saúde e SESI Lab relembram em exposição os 40 anos de resposta do Brasil à Aids***



Band - Melhor da Noite - December, 4th, 2025

***Mudança do clima vira destaque em exposição no Distrito Federal | Melhor da Noite***



social mobilization. The exhibition brought together historical narratives, legal milestones, prevention campaigns, biomedical advances, and accounts from key figures, highlighting the challenges and achievements that have made the country an international leader in the fight against HIV/AIDS.

The exhibition "Words That Fly," conceived by Casa Firjan, was inspired by the collection of Aurélio Buarque de Holanda and celebrated the 50th anniversary of the Aurélio Dictionary, a fundamental milestone in Brazilian lexicography. By highlighting the richness and expressiveness of the Portuguese language, the exhibition emphasized the role of dictionaries as essential tools for accessing knowledge and promoting culture.

**Workshop Future Energies**  
Educator presents renewable energy concepts





**Workshop**  
**Let's Go Circular**  
Family receiving instructions about the game

## EDUCATIONAL ACTIONS

# Transforming energy into knowledge

By 2025, guided by the National Common Core Curriculum (BNCC), STEAM, and the CTSA approach, the museum established a distinct educational identity. This approach stimulates curiosity, creativity, and active participation among diverse audiences by connecting hands-on experiences to contemporary socio-environmental challenges.

Throughout the year, the Educational Program offered a wide range of free activities, increased the museum's presence at external events, and enhanced its role in developing educational technologies. Achievements, innovations, and strategic partnerships brought SESI Lab's conceptual foundations to life

both within and beyond its galleries. The program introduced energy-themed workshops such as "(Re)creating 2025," "Programming Urban Routes," "Energies of the Future," "Decarbonization Journey," and "Let's Get Moving," as well as "Carbon Footprint: Measuring the Invisible," to engage the public with sustainability concepts. Additional highlights include the course "Museums and Education: Energy and Sustainability" and the "Coffee with Educators" series, dedicated to the exhibitions "Energy, so Watt?" and "Climate: The New Abnormal." The program also featured the "Sustainability and Climate Justice" hackathon, which engaged educators and young people.



**School group**  
arrives for an  
educational visit

## Educational visits

**1.** The SESI Lab Educational Visits Program brings the museum closer to school groups by offering engaging, curriculum-aligned learning experiences. In 2025, the program continued with its established structure of

guided visits, which always concluded with workshops or hands-on activities, and self-guided visits, which remained the most popular format. During the year, 47,946 students and educators participated, including 31,892 from the public school system, representing 66.5% of the total audience. Elementary school students from all grades accounted for 29,888 participants, or 62.3% of the total. These results highlight the program's effectiveness in expanding access to scientific and cultural knowledge.

Transportation remains a key challenge for school group visits. Since 2023, SESI Lab has offered transportation to school groups, NGOs, and public higher education institutions. In 2025, the museum provided transportation for 8,253 visitors through direct sponsorships and Rouanet Law funding, serving 17.2% of the program's audience.

A significant portion of these results is due to the partnership with Neoenergia from 2023 to 2025, which enabled 14,395 public school students to participate in the free "Energy Efficiency" educational tour with transportation included. Participation by year was 3,235 students in 2023, 8,039 in 2024, and 3,121 in 2025. Thematic tours were tailored to each educational level: "Good and Bad Conductors" for Early Childhood Education (1,262 visitors), "Building Circuits with Playdough" for Early Elementary (6,166), "Wind Turbines" for Late Elementary (4,496), and "Renewable Energy Sources" for high school students (1,417). Evening visits also served 608 Youth and Adult Education students.



**See Up Close**  
Staff member  
prepares insect  
observation activity



Education professionals during a training activity

## 2. Professional training for educators

The professional training program for educators aims to strengthen connections between formal and non-formal education and SESI Lab. It supports teachers' professional development and broadens meaningful access to the museum for children and youth. The program focuses on two main activities: "Coffee with Educators" and continuing education courses.

In 2025, 455 educators took part in SESI Lab's courses. Thirteen themed editions of Coffee with Educators were held, focusing on the educational value and planning of school visits. Topics included pedagogical planning, the maker program, accessibility, climate change, and the temporary exhibitions "Energy, so Watt?" and "Climate: The New Abnormal."

The 30-hour educator training courses were offered in two sessions during the year. Aligned with the museum's annual theme, the courses emphasized transformation, experimentation, sharing, and the dissemination of ideas and knowledge.

The first edition focused on "Energy and Sustainability," strengthening the connection between SESI Lab's principles and the "Energy, so Watt?" exhibition. Educators explored educational opportunities related to the theme by developing projects that combined experimentation, critical reflection, and creativity.

The second edition focused on "Maker Creativity," expanding the use of active methodologies, the prototyping lab, and the creation of educational materials. Increased participant interest highlighted the value of this approach in modern teacher training.



**Workshop**  
**Wind Turbines**  
students in the  
Maker Space

### 3. Maker Program

Hands-on learning is central to SESI Lab's educational activities. Playful, creative, and exploratory experiences are integrated into exhibits and serve as an introduction to the maker movement. The Maker Program continued to drive creativity through two main initiatives: educational workshops for walk-in visitors of all ages on weekends, and Free Maker, which provides resources for educators, technology developers, researchers, entrepreneurs, and others to develop innovative products and processes at the museum.

In 2025, the Maker Program engaged 871 participants in educational workshops and hosted 20 Free Maker sessions, supporting 195 participants. SESI Lab also joined the Fab Labs network, connecting with the global digital fabrication community and strengthening its role in the innovation ecosystem.



**SESI Lab Delas participants**  
on a technical visit  
to Embrapa

## 5. SESI Women's Lab

SESI Women's Lab encourages the participation of girls and women in science, focusing on students in the Federal District's public schools. As part of the Dialogues Program, it promotes diversity, equity, and inclusion through activities tailored

to the region's needs.

To address gender and racial inequalities in science, SESI Women's Lab offers activities that encourage young women's interest and engagement in the field. In 2025, 30 girls and 6 teachers participated in 100 hours of activities across 25 sessions, held at SESI Lab, in schools, and during technical visits to research institutions in the Federal District.

The following educational institutions participated in this edition of the program: Gama High School No. 02; Ceilândia Elementary School No. 26; Taguatinga Norte High School; SESI Gama; SESI Taguatinga.

## 4. Dialogues with Territories

The Dialogues with Territories Program engages groups from the outlying administrative regions of the Federal District, fostering a sense of belonging to SESI Lab and its initiatives. The program focuses on strengthening relationships with these communities, especially young people aged 15 to 29, and promoting interest in the arts, science, and technology.

In 2025, SESI Lab visited Jovem de Expressão, Coletivo da Cidade, and Casa Akotirene, providing educational activities and workshops for over 150 children and young people. The "2nd SESI Lab Hackathon – Sustainability and Climate Justice," sponsored by Caixa Econômica Federal, was held in April 2025 for young people aged 18 to 29 from the Federal District's administrative regions. The hackathon involved 38 participants and awarded prizes to the top three projects that developed creative solutions for climate justice and reducing the effects of the climate crisis in these areas.

**Territories Program**  
child building  
a light brooch  
with a Cerrado theme





**08/03**  
**O Poder,**  
 by Naomi Alderman

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**05/04**  
**Torto Arado,**  
 by Itamar Vieira Júnior

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**03/05**  
**Estrada para lugar nenhum: o que o Vale do Silício não entende sobre o futuro dos transportes,** by Paris Marx

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**07/06**  
**Cidadão de bem,**  
 by Maurício Gomyde

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**02/08**  
**O som do rugido da onça,**  
 by Micheline Verunschik

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**06/09**  
**Autobiografia de um polvo e outras narrativas de antecipação,**  
 by Vinciane Despret

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**02/08**  
**Uma ecologia decolonial: pensar a partir do mundo caribenho,**  
 by Malcom Ferdinand

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**01/11**  
**Quarto de despejo: diário de uma favelada,**  
 by Carolina Maria de Jesus

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**Quarto de Despejo: diário de uma favelada,**  
 Selected book – November Book Club edition





**Book Club**  
**Pensa-Mundo**  
 Meeting  
 at SESI Lab

**6.** **Pensa-Mundo Book Club** The Pensa-Mundo Book Club encourages reading fiction and non-fiction that promotes discussion, critical thinking, and understanding of diverse perspectives in art, science, and technology. Aimed at young adults and adults, the club meets monthly to discuss selected titles and host conversations with authors and researchers. In 2025, eight meetings focused on the annual theme of energy and sustainability, as well as topics such as racism, technology, and artificial intelligence.

**LEARN MORE**

SESI Lab - March, 6th, 2025

*Venha colocar a mão na massa. Em março, SESI Lab abre espaços maker e biomaker de graça!*



SESI Lab - April, 25th, 2025

*SESI Lab leva oficina para projeto Jovem de Expressão, em Ceilândia*



SESI Lab - April, 29th, 2025

*Projeto de asfalto ecológico para periferias e áreas rurais vence 2ª edição do Hackathon*



Correio Braziliense - May, 20th, 2025

*Clube do Livro Pensa-Mundo chega à 4ª edição com livro de autor de Brasília*



SESI Lab - November, 25th, 2025

*Projeto do SESI Lab que promove protagonismo feminino na ciência encerra segundo ciclo*



Show with Udi Grudi  
at the July Brinca+  
Festival

## CULTURAL INITIATIVES

# Energizing the Senses

Since opening, SESI Lab has offered a diverse cultural program integrating music, theater, cinema, and interactive experiences. These initiatives support the museum's mission to connect science and society through shared experiences. By 2025, they strengthened the museum's presence in the Federal District's cultural scene, expanded its audience, and increased diversity.

Cultural activities are offered in complementary formats that engage diverse audiences and bring the museum to life. Rather than isolated events, these programs create an ongoing agenda of interaction, experimentation, and dialogue among art, science, and society. Throughout the year, the museum alternates between initiatives for children and adolescents, experiences for adults, special programs on key dates, and themed festivals addressing contemporary issues.

Each format serves a distinct role in the museum's cultural strategy. Brinca+ engages children and families through play-based learning. Night Lab positions the museum as a space for adult gatherings and reflection in the evening. Cultural Weekend increases access on commemorative dates. The Annual Theme Festival deepens discussion through a structured program that brings together experts, industry, and the arts.



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*These cultural initiatives  
form a continuous  
agenda of interaction,  
experimentation, and  
dialogue between art,  
science, and society*



**Mobile Hacklab:**  
minibus with artistic  
and educational experiences  
welcomes visitors  
during the July Brinca+

**Art with Babies**  
workshop  
during the July  
Brinca+ Festival

**1.** Brinca+ is SESI Lab’s school holiday festival for children and young people, held in January and July. The program includes workshops, films, theater, artistic performances, and musical shows. Held during regular museum hours, the festival attracts large audiences due to the variety and quality of activities, as well as free admission.

Brinca+ is a key format for cultural engagement, helping to expand and renew the museum’s audience. Since 2023, it has welcomed 174,915 visitors, including 53,996 in 2025, with two editions held from January 7th to February 2nd and July 5th to 27th. The program uses play as a bridge between science, art, and childhood, encouraging diverse learning through hands-on experiences and artistic activities. In 2025, a partnership with Shell provided new momentum, supporting educational and cultural initiatives related to energy transition challenges.





**LED panel takeover**

Images by The Ocean Agency in the April edition of Night Lab, themed Oceans

## 2. Night Lab

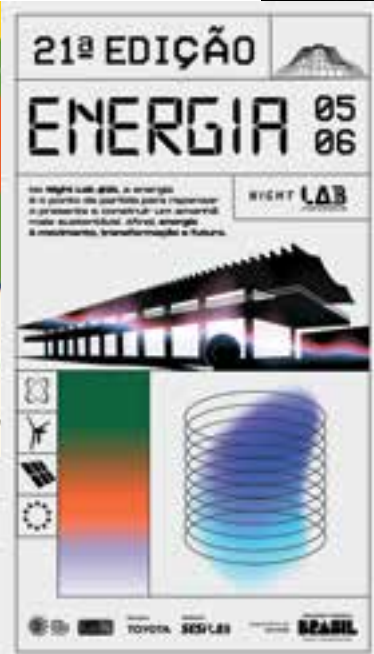
Night Lab is a science outreach initiative designed for adult audiences. It takes place on the first Thursday of each month from March to June and August to November, totaling eight sessions. Each event centers

on a specific theme and combines music, interactive activities, science, and culture to encourage knowledge exchange in a festive setting.

Since opening, Night Lab has welcomed 25,601 visitors, with 7,132 participants attending its eight editions in 2025. The event has become SESI Lab's flagship, revitalizing the space, strengthening connections with diverse audiences, and reinforcing the museum's role as a cultural hub and gathering place.

Show by the band Pato Fu in the November edition of Night Lab, celebrating 3 years of museum operation





**Night Lab 2025**

**03/13**  
The Feminine

**04/03**  
Oceans

**05/03**  
Body and Matter

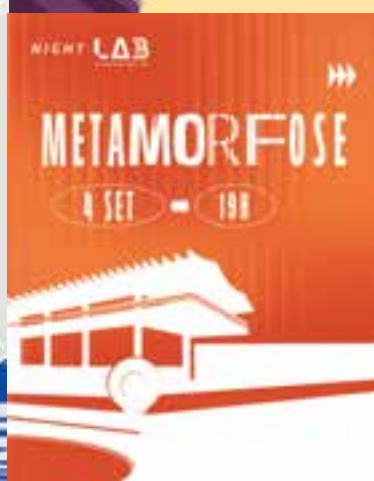
**06/05**  
Energy

**08/07**  
Plant Intelligence

**09/04**  
Metamorphosis

**10/02**  
Connecting Territories

**11/27**  
Dystopia and Fiction





### 3. Cultural Weekend

The museum organizes special programs on weekends, holidays, and sponsored free-admission days. These events feature music, theater, cinema, and other performances that explore cultural, scientific, and technological themes. In 2025, this initiative attracted 8,626 visitors.

In 2025, Cultural Weekend featured three special editions that increased public engagement. On May 24th and 25th, the museum celebrated Industry Day with a themed energy program, attracting visitors interested in both the topic and free cultural experiences. On October 10th, 11th, and 12th, a special edition marked National Children's Day, focusing on children and families. On November 29th and 30th, SESI Lab's anniversary was celebrated as part of the Motim Fair, bringing together artists, publishers, and exhibitors. Shell sponsored free admission for these weekends.

**Theatrical play**  
The Three Little  
Female Pigs and  
the Power of  
Imagination,  
at the January  
Brinca+ Festival

## 4. Annual Theme Festival

The Annual Theme Festival brings together professionals from industry, academia, and the arts in a multidisciplinary program focused on a selected theme. The festival transforms the museum into a dynamic space for knowledge exchange,

diverse perspectives, and informed public debate on current issues.

In 2025, SESI Lab hosted the Energy Festival, bringing together experts, researchers, artists, and industry representatives to discuss energy transition challenges. The museum became a vibrant venue for sharing knowledge about contemporary energy issues and their social, cultural, environmental, and technological impacts. The program included debates and panels on energy transition, climate emergencies, decarbonization, mobility, and climate justice.

**Roundtable Paths**  
to sustainable development  
and energy transition  
during the annual  
theme festival



### LEARN MORE

SESI Lab - May, 28th, 2025

***Night Lab vem cheio de energia com show do rapper FBC***



SESI Lab - June, 4th, 2025

***Festival Energia: por que educação e transição energética têm tudo a ver?***



Jornal de Brasília - July, 4th, 2025

***Brinca+ anima as férias das crianças no SESI Lab***



Metrópoles - July, 9th, 2025

***Férias no DF têm programação especial com espetáculo e show de rock infantil***



Folha de S. Paulo - July, 22nd, 2025

***Museu em Brasília mostra que dá para aprender ciências de forma divertida***



SESI Lab - October, 7th, 2025

***Dia das Crianças no SESI Lab tem teatro, circo e aprendizado***



Metrópoles - November, 27th, 2025

***Pato Fu volta a Brasília e reflete sobre fãs de diferentes gerações***



## COLLABORATIONS

# Partnerships to revitalize and diversify the museum's offerings

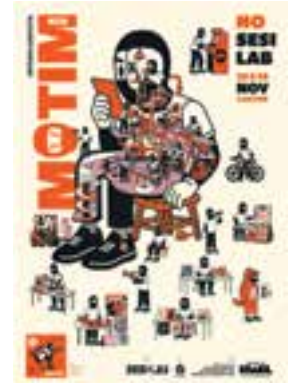
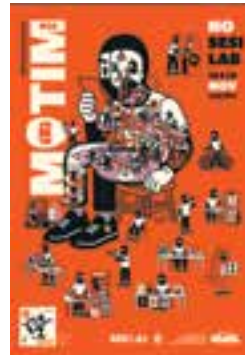
By 2025, Sesi Lab had become a leading venue for cultural events in Brasília, recognized for its facilities and hosting capacity by federal agencies and the Ministry of Culture. Its reputation was strengthened through collaborative events with established institutions, supporting revitalization, diversification, and audience growth. Key events during this period include:

### Motim

This collaborative printed art fair featured a special edition at Sesi Lab during the museum's anniversary, bringing together 249 artists, publishers, and collectives from 21 Brazilian states, the Federal District, and abroad. The event mobilized a wide network of creative economic entrepreneurs and directly engaged hundreds of professionals in independent printing, design, graphic arts, literature, illustration, photography, and typography.

### Globo Negritude Festival

Held in May, this event brought together talents from Globo, court officials, judges, and magistrates to discuss the role of the audiovisual sector in supporting citizens' rights. Organized by Globo in partnership with the Innovare Award, the festival featured panelists including Lázaro Ramos, Clayton Nascimento, Breno da Matta, singer Teresa Cristina, journalists Heraldo Pereira and Zileide Silva, and ministers from various branches of the judiciary.



**Motim Fair at Sesi Lab**  
Exhibitors occupying the museum entrance hall



### Festival of Invention and Creativity (FIC)

As part of the 5th Brazilian Conference on Creative Learning, this festival attracted both local and national audiences. These initiatives diversify the museum's program, attract new visitors, and enhance its reputation as a cultural space. By hosting events that engage established communities, the museum increases the likelihood of repeat visits.

## Festival Vulica Brasil

The festival concluded at SESI Lab in August, bringing together artists, collectives, and producers for a public program featuring music, dance, urban art, and educational activities. This event capped a series of cultural performances across Brasília, culminating in a vibrant afternoon at the museum with live painting, a print fair, dance performances, and activities related to graffiti and hip hop.

## Artistic Residencies

In 2025, SESI Lab launched a series of artistic residencies, establishing a core element of its cultural program. These residencies support investigative practices by artists and researchers, foster collaboration, and promote the exchange of ideas on contemporary issues.

The first of these was the "EKO Residency," held in April and May as a multidisciplinary immersion across several locations in the Federal District. Centered at SESI Lab, a hub for integrating art, science, and technology, the residency fostered experimentation and collective creativity. Conceived by Gabriela Rabelo and Nathalia Azoubel, EKO became a space for reflection and artistic innovation, emphasizing hybrid approaches and open methodologies.

The museum also hosted the "Nature, Art, and Technology Immersion," an initiative by the Itaú Foundation and the Ling Institute in partnership with #24.ART. From September 8th to 16th, the SESI Lab Maker Space served as a collaborative laboratory for projects exploring the relationship between nature and contemporary technologies. Ten artists and researchers from across Brazil participated, culminating in the #24.ART workshop at the National Museum, where residents presented their research on the theme "Eco-poiesis: Mutation, Art, and Technology."

Roundtable with  
Mitchel Resnik  
at the 5th Brazilian  
Conference on  
Creative Learning



Negritudes Globo  
Festival  
Roundtable  
Audiovisual  
as an Ally in  
Guaranteeing Rights



### LEARN MORE

Globo Negritudes - May, 21st, 2025  
*Festival Negritudes Globo desembarca, pela primeira vez, em Brasília*



SESI Lab - September, 19th, 2025  
*Conheça a primeira residência artística realizada no SESI Lab*



SESI Lab - November, 3rd, 2025  
*Como aprender de forma criativa e atraente?*



## ACCESSIBILITY

# Energy as a source of inclusion

Night educational visit  
With sign language  
(Libras) interpretation,  
Phenomena in the  
World gallery



The SESI Lab Accessibility Program sets clear guidelines to promote full access to all spaces, content, and experiences. Its main goal is to ensure everyone can enjoy cultural heritage equally, without physical, sensory, communicational, or behavioral barriers. The program supports universal accessibility by preparing both the building and museum activities to welcome diverse audiences and by continually expanding its capacity to accommodate them.

In 2025, SESI Lab made significant progress in accessibility. The monthly Accessible Day was expanded,



SESI Lab accessibility cart  
for neurodivergent audiences

providing a low-stimulus environment, Brazilian Sign Language interpreters, and sensory adaptations for neurodivergent visitors. The program, previously early opening, became a full-day event on the first Sunday of each month. Throughout the year, eight editions welcomed 3,498 visitors.

A highlight of the special program for people with disabilities was the presentation of *\*Movimento Invisível\** (Invisible Movement), part of the "Dance – Beyond the Visible" project. Designed for blind visitors but accessible to all, this work demonstrates the integration of accessibility into the museum's curatorial and educational practices. Additionally, Brazilian Sign Language interpreters were incorporated into cultural activities such as concerts, theatrical performances, and other events.

Staff training was essential to this progress. In 2025, all educators completed basic Brazilian Sign Language (Libras) training, improving service quality and inclusion during school visits and cultural activities. People with disabilities participated in nearly all types of visits, and workshops were adapted to meet each group's needs, ensuring a thoughtful and personalized approach.

In the exhibition area, SESI Lab maintained key accessibility features such as tactile flooring, tactile maps, raised floor plans, Braille texts, a tactile model of the building, and adapted furniture for people with physical disabilities, reduced mobility, or short stature. Resources for temporary exhibitions were also expanded to include sign language videos and general audio descriptions.

Through these initiatives, SESI Lab has reinforced its commitment to accessibility, diversity, and the delivery of inclusive cultural experiences.

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## Accessible resources for neurodivergent audiences

SESI Lab offers an accessibility cart and a sensory welcome room for neurodivergent audiences. The accessibility cart is an electric vehicle equipped with various accessible resources in custom compartments, such as sensory toys, weighted blankets, noise-canceling headphones, and rubber letters.

The sensory welcome room features reduced lighting, a projector with starry effects, bean bags, armchairs, cushions, a sensory mat, and a refuge space, such as a rocket-shaped tent.

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### LEARN MORE

Jornalismo Novabrasil - July 31st, 2025

*Como o SESI Lab está tornando a experiência científica mais acessível e acolhedora*



Correio Braziliense - October, 31st, 2025

*SESI Lab recebe espetáculo criado para o público com deficiência visual*





3rd SESI Lab  
Research Seminar  
Roundtable  
Management,  
Partnerships  
and Sponsorships

## RESEARCH AND KNOWLEDGE PRODUCTION

# Energy transformed into knowledge

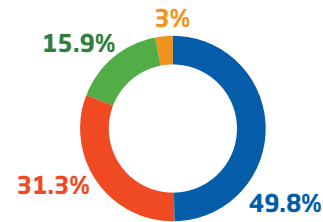
Since its launch, SESI Lab has regularly surveyed visitors to its exhibitions, cultural programs, and events. It also evaluates educational initiatives through systematic feedback from guided tours, workshops, and museum programs. This ongoing data collection now directly informs the planning of programs, exhibitions, and educational activities. Research is integrated into

continuous institutional improvement, rather than being a one-time step.

The SESI Lab Research Program emphasizes knowledge production, ongoing audience monitoring, and the refinement of museological practices. Current initiatives include:

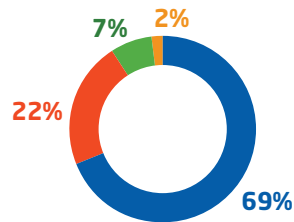
## AUDIENCE PROFILE 2025

### Race



- WHITE
- BROWN
- BLACK
- OTHERS  
\*yellow, indigenous, other

### Age



- AGES 15-29
- AGES 30-44
- AGES 45-59
- AGES OVER 60

### Educational background

SESI Lab attracts a highly educated audience (72.4% with some or full higher education or postgraduate degrees), consistent with the patterns observed among museum visitors in Brazil and abroad.

4.7★

Average rating



### Favorite setup

- 1° MONOCHROMATIC ROOM
- 2° FLAT BUBBLE
- 3° TORNADO
- 4° MOVING PATTERNS
- 5° SNAKE MISSION

### 1. Annual Audience Survey

An annual audience survey at the long-term exhibition gallery identifies visitors to SESI Lab and gathers their perceptions of the experience. Since opening, three surveys have been conducted in 2023, 2024, and 2025, using a consistent methodology for comparable results. The findings inform decision-making, improve the visitor experience, and support strategic planning.

## SESI Lab at OMCC&T

SESI Lab is a member of the Observatory of Science and Technology Museums and Centers (OMCC&T), a network that collects and analyzes data on science museum audiences. Based at the Museum of Life (Fiocruz), the observatory promotes systematic data recording, indicator development, and comparative analysis to improve museum practices. In 2025, SESI Lab conducted its first data collection with OMCC&T. This data will be included in broader network analyses to better understand audience dynamics, visitation patterns, and engagement strategies.

### 2. Surveys for Temporary Exhibitions

Specific profile and opinion surveys are conducted at temporary exhibitions. In 2025, a survey was conducted for the temporary exhibition "Climate: The New Abnormal," which aligned with the museum's annual theme.

### 3. Publications in scientific journals

In partnership with the National Public Communication Institute for Science and Technology (INCT-CPCT), SESI Lab conducts studies on the museum experience, focusing on visitors' learning processes and meaning-making.

In 2025, SESI Lab published its first scientific journal article, "Analysis of conversations and interactions from the children's perspective: a case study on family visits to the SESI Lab museum" (Brasília). The study, based on 2023 visits, examined how children con-

tribute to meaningful family experiences. It involved 12 families, using first-person audiovisual recordings from cameras carried by the children and a sociocultural questionnaire. Results show that children play a leading role in family engagement by guiding tours, selecting exhibits, and asking questions. They act as mediators, encouraging conversation and exploration, while adults and educators provide scientific context and relate content to prior

experiences. This research highlights museums' potential for active learning and engaging children with science. Additionally, two more papers were accepted for publication in 2025: "Beyond Liking and Disliking: An Analysis of the Emotional Responses of Children and Their Families Visiting SESI Lab in Brasília" and "Science centers and their contribution to discursive engagement: a case study at SESI Lab," scheduled for publication in 2026.

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## *SESI Lab at RedPOP 2025*

Papers presented at the 2025 RedPOP Conference, in Puebla, Mexico:

- 1)** Science disclosure on statistical content at SESI Lab: a report on the "Guesses and Standards" activity.
  - 2)** Engaging young women in scientific projects in museum, school, and community settings: the SESI Women's Lab experience.
  - 3)** Night Lab: cultural and scientific engagement for adult audiences in museum spaces.
  - 4)** Science and literature museums: assessment of the Pensa-Mundo Book Club audience profile.
  - 5)** Morning coffee with educators as a strategy for strengthening museum-school partnerships.
  - 6)** What is the purpose of digital collections in interactive science museums? The example of the SESI Lab.
- 

## **4.** Research workshop

SESI Lab also holds an annual research workshop to encourage in-depth discussion on topics relevant to the museum sector. Targeted at museum professionals, researchers, and interested participants, the workshop features lectures and roundtable discussions to promote reflection and knowledge generation in museology and museum studies.

In 2025, the third Research Workshop focused on partnerships and collaborations essential for museum sustainability. The event addressed the challenges and limitations of partnerships and sponsorships in shaping museums' technical activities and fulfilling their missions. The program included representatives from the Ministry of Culture, IBRAM, leading cultural and museum institutions, and major corporate sponsors.

## 5. Editorial Program

In 2025, SESI Lab launched its editorial program to organize, standardize, and expand the reach of its content. The program coordinates technical publications, exhibition catalogs, reports, graphic materials, and recurring content, establishing visual, editorial, and conceptual standards. This initiative systematizes knowledge generated by research, exhibitions, educational activities, and cultural programs, creating a consistent institutional repertoire.

A key highlight of the year was the release of a technical research report that compiles and analyzes audience data since SESI Lab's launch, contributing to discussions on museum practices, science, and education.



## 6. Digital Collection

Another significant project is the organization and systematization of SESI Lab's collection and knowledge, made publicly available through the SESI Lab Digital Collection. This initiative promotes the institution's exhibitions, educational programs, publications, and museological processes.

Through this platform, SESI Lab aims to promote access to its content and facilitate meaningful dialogue with diverse audiences. With this digitized, organized information, anyone interested can explore SESI Lab's content. In 2025, the Cultural Initiatives and Research collections were launched in the SESI Lab Digital Collection.

## Explore SESI Lab's Publications

Since its opening, SESI Lab has published a series of catalogs, technical notebooks, and books that systematize the knowledge produced and document the Museum's history and exhibitions. All publications are available in the SESI Lab Digital Collection:

**Art, Science, and Technology:**  
*From Idea to Form, a Collaborative Journey*

*Education in Dialogue at SESI Lab*

*Exhibition catalog "The Future of Professions."*

*Exhibition catalog "Amazonian BioOCAnomy."*

*SESI Women's Lab: primary school experience*

*Research at SESI Lab*

### LEARN MORE

Em questão - August, 6th, 2025  
**Análise das conversas e interações a partir da perspectiva das crianças**



Correio Braziliense - October, 17th, 2025  
**Representantes de museus discutem parcerias em seminário no SESI Lab**



## EXPANDING ACCESS

# Network-distributed energy

Expanding access to science, art, and technology is central to SESI Lab's mission. In 2025, the museum extended its reach beyond its headquarters by launching itinerant exhibitions and external initiatives to democratize knowledge, strengthen its regional presence, and foster networks. By delivering exhibitions, workshops, and educational experiences to diverse regions, SESI Lab reaffirms its commitment to sharing original content and broadening its cultural and scientific impact nationwide.

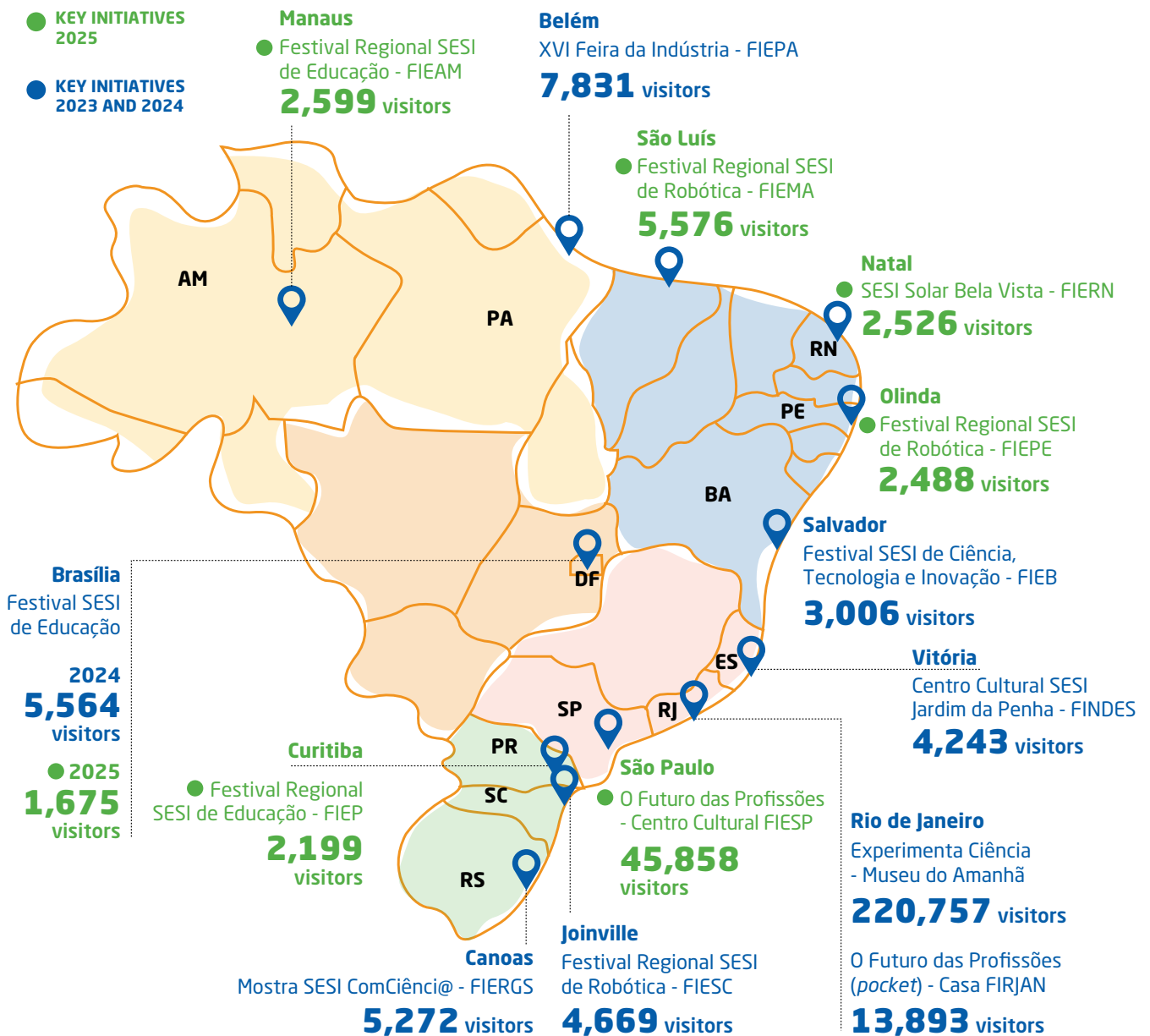
**SESI Lab  
Traveling**  
at SESI Solar  
Bela Vista (RN)



## SESI Lab on the move

2023-2025  
**328,156**  
 visitors

2025  
**62,921**  
 visitors





**Electric Insects Workshop**  
Child in workshop  
SESI Lab Traveling  
held at SESI Solar  
Bela Vista (RN)

**SESI Lab Traveling**  
at SESI Solar  
Bela Vista (RN)

### Itinerant exhibitions

SESI Lab approaches itinerant exhibitions through two main strategies:

- 1.** **SESI Lab Itinerant** SESI Lab Itinerant expands coverage and democratizes access by presenting a compact version of the long-term exhibition. Featuring ten interactive installations and a series of workshops, this initiative brings museum experience to regions across the country.

In 2025, it was integrated into SESI's regional robotics festivals, touring cities in five Brazilian states—Manaus (AM), São Luís (MA), Natal (RN), Pinhais (PR), and Olinda (PE)—and reaching 17,063 visitors.



Traveling exhibition  
The Future of Professions  
at FIESP Cultural Center (SP)

## 2. Artist-curated itinerant exhibitions

Original itinerant exhibitions, developed by the Sesi Lab technical team and partners, debut at the museum before touring states nationwide. This approach broadens curatorial reach, strengthens Sesi Lab's presence, and brings original content to diverse audiences, further supporting access to science, art, and technology.

In 2025, Sesi Lab presented "The Future of Professions," its first temporary exhibition, at the FIESP Cultural Center in São Paulo, attracting 45,858 visitors and reinforcing its national reach. These traveling exhibitions expand audiences and establish Sesi Lab as a networked cultural and scientific institution, extending its impact beyond its physical location.



### 3. External Educational Initiatives

In 2025, the educational team expanded its participation in the Federal District by delivering workshops and hands-on activities at festivals, science fairs, university events, and research institutions.

SESI Lab reached 575 people at external events, including university fairs, Embrapa programs, and science competitions. These activities strengthened SESI Lab's presence in the local community and reinforced its role as a leading cultural and scientific institution in the Federal District.

These initiatives diversified SESI Lab's audience by engaging university students, researchers, educators, young people in training, and socially vulnerable groups who may not have visited the museum. Through these efforts, SESI Lab expands dialogue with other institutions, strengthens partnerships, and reaffirms its role as a bridge between science and education.

### 35th Anniversary of the Brazilian Statute of the Child and Adolescent

The SESI Lab educational program team participated in an event celebrating the 35th anniversary of the Statute of the Child and Adolescent (ECA), organized by the Public Prosecutor's Office of the Federal District and Territories (MPDFT) at the headquarters of the Public Prosecutor's Office for the Defense of Children and Youth in Brasília. The attendees included young people aged 7 to 17 in socially vulnerable situations, students in socio-educational programs, participants in the Office's projects, and representatives from the protection network and partner organizations.

### Career Fair - CEUB

At the Career Fair hosted by the University Center of Brasília (CEUB), the SESI Lab education team conducted the workshop "Carbon Footprint: Measuring the Invisible" for university students. The session took place on September 24 and attracted 23 participants.



**Traveling exhibition**  
The Future of Professions  
at FIESP Cultural Center (SP)

**Territories Program**  
child interacts  
with a light brooch



### 10th National Conference on Undergraduate Education (ENALIC)

Held at the University of Brasília (UnB), ENAAF LIC brings together professionals from primary and higher education, undergraduate students, researchers, and graduate students from across the country. SESI Lab participated in the scientific exhibition and welcomed 278 visitors to its booth over two days.

### The Embrapa Research and Innovation Meeting (EnPI)

The SESI Lab educational team participated in the 8th Embrapa Research and Innovation Meeting, organized by Embrapa Agroenergia. Activities included Decarbonization Day, Programming Urban Routes, and the "Carbon Footprint: Measuring the Invisible" workshop.

### SESI Rocket Cup Workshop

Held in Taguatinga (DF) by SESI-DF, the SESI Rocket Cup brings together teams from public and private

schools to encourage students' interest in science, technology, and engineering. During the event, the SESI Lab educational team offered Wind Turbines and Wobble Robot workshops, featuring hands-on scientific activities.

#### LEARN MORE

Folha de S.Paulo - July, 18th, 2025

***Profissões do futuro e desigualdades no trabalho será tema de mostra na FIESP***



SESI Lab - November, 5th, 2025

***Ciência em movimento: SESI Lab Itinerante leva experiências interativas para todo o país***







## SESI Lab is made by people

2025 was a year of significant achievements and progress, marking the consolidation of SESI Lab as a unique space where culture, science, innovation, and industry come together. At the heart of this journey lies what defines any meaningful project: people.

Throughout 2025, the team consistently demonstrated its ability to innovate, face challenges with resilience, and work collaboratively, helping position SESI Lab as a national and international reference.

More than delivering activities, this team creates meaning, fosters connections, and expands horizons.

It is also a team that welcomes, continuously learns, and understands the relevance of its role in shaping more critical, creative citizens prepared for future challenges.

Here, we pay tribute to the team that makes SESI Lab happen every day – professionals who, with competence, sensitivity, and commitment, bring to life a project that inspires, educates, and connects.

Every action, every exhibition, every experience offered to the public carries the talent, dedication, and collective purpose of a team that believes in the transformative power of knowledge, science, culture, and education.

# TECHNICAL SPECIFICATIONS

## **NATIONAL CONFEDERATION OF INDUSTRY - CNI**

### **PRESIDENT**

Antonio Ricardo Alvarez Alban

### **CHIEF OF STAFF**

Danusa Costa Lima e Silva de Amorim

## **INDUSTRY SOCIAL SERVICE - SESI**

### **CHAIRMAN OF THE NATIONAL COUNCIL**

Fausto Augusto Junior

## **SESI DIRECTOR - NATIONAL DEPARTMENT**

Antonio Ricardo Alvarez Alban

### **EXECUTIVE DIRECTOR**

Paulo Mól Júnior

## **SESI LAB**

### **SUPERINTENDENCY OF CULTURE**

#### **SUPERINTENDENT OF CULTURE**

Claudia Martins Ramalho

#### **TECHNICAL TEAM**

Paula Teixeira Alves Pacheco

### **MANAGER OF INSTITUTIONAL DEVELOPMENT**

Cândida Beatriz de Paula Oliveira

#### **TECHNICAL TEAM**

Clarice Tiago Maciel Lucas de Barros

Lucas Aroucha Costa Muniz

Nathália Cerqueira Lins (intern)

Thiago Endres da Silva Gomes

Thiago Silva Paulino

### **ADMINISTRATIVE COORDINATOR**

Felipe Frederico Gomes Fagundes

#### **TECHNICAL TEAM**

Luis Guilherme Sabino Nunes

Renata Cristina de Mendonça Andrade

### **COORDINATOR OF EDUCATIONAL AND DIGITAL INITIATIVES**

Luciana Conrado Martins

## **TECHNICAL TEAM**

Helena N. Q. Simões

João Vítor Rocha

### **EDUCATORS**

Bárbara Lopes

Clóvis Batista dos Santos

J. Gabriel Borges

Lizandra Brandt

Marília Gontijo Machado de Oliveira

## **COORDINATOR OF EXHIBITIONS AND CULTURAL ACTIVITIES**

Carolina Vasconcellos Vilas Boas

### **TECHNICAL TEAM**

Denise A. R. de Oliveira

Thalles Morais

## **COORDINATOR OF PARTNERSHIPS, INTELLIGENCE, AND SPECIAL PROJECTS**

Agnes Mileris

### **TECHNICAL TEAM**

Barbara Milan

Caio Sato

## **COORDINATOR OF CULTURAL POLICY**

Paula Duarte Bosso Schnor

### **TECHNICAL TEAM**

Jorge Mauricio das Chagas

Mariza de Lima Galvão

Yuri Ribeiro Perotto (intern)

## **COMMUNICATIONS TEAM**

Anna Reis

Consuelo Albuquerque da Silva

Erika C. Batista

Julia Mota Nakao

Maria Talita Bueno do Amaral

## **EXHIBITION SUPPORT**

Camila Netto

## **TICKET OFFICE**

Ingresso S.A.

## PROPERTY MAINTENANCE AND SECURITY

Grupo 5 Estrelas - Segurança e Serviços

## ART DIRECTION

Ulisses Benevides dos Santos

## COMMUNICATIONS SUPPORT TEAM

FSB Comunicação

## DISPLAY UNIT SANITIZATION

C2 Montagens

## BUILDING MAINTENANCE, EXHIBIT EQUIPMENT, AND ELECTRICAL INSTALLATION

Tecnicall Engenharia

## GUIDES, SUPERVISORS, AND EDUCATIONAL ASSISTANTS

Connector Engenharia

## AUDIOVISUAL OPERATIONS

W/WC Tecnologia

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