



SESI IN DIALOGUE

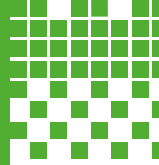
HISTORY
IN MOTION

CONSELHO NACIONAL | SERVIÇO SOCIAL
DA INDÚSTRIA

SESI 80
anos



JULY 1, 2026 – DECEMBER 20, 2026



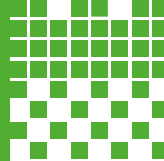
SESI Lab is a museum where art, science, and technology come together to imagine and create possible futures. We believe that everyone can be an agent of transformation—and that the future is shaped through our capacity to experience, learn, and innovate in the present.

In this context, SESI Lab positions itself as a platform for experimentation and a laboratory for the future of industry, bringing together knowledge, culture, and technology to address the major challenges of our time.

It is from this perspective that we welcome the exhibition celebrating the 80th anniversary of SESI and the National SESI Council (CN-SESI)—an invitation to revisit this history and recognize how the past sustains and inspires what lies ahead. SESI Lab also serves as a hub for this narrative, extending the exhibition's reach throughout Brazil and strengthening the connection between culture, education, and industrial development.

Organized around three themes—temporality, reach, and impact—the exhibition offers an immersive journey through this timeline, inviting visitors to experience the SESI way of making history, discover its presence across the country, and join us in imagining new paths for SESI and for Brazil.

Antonio Ricardo Alvarez Alban
President of CNI
Director of SESI's National Department



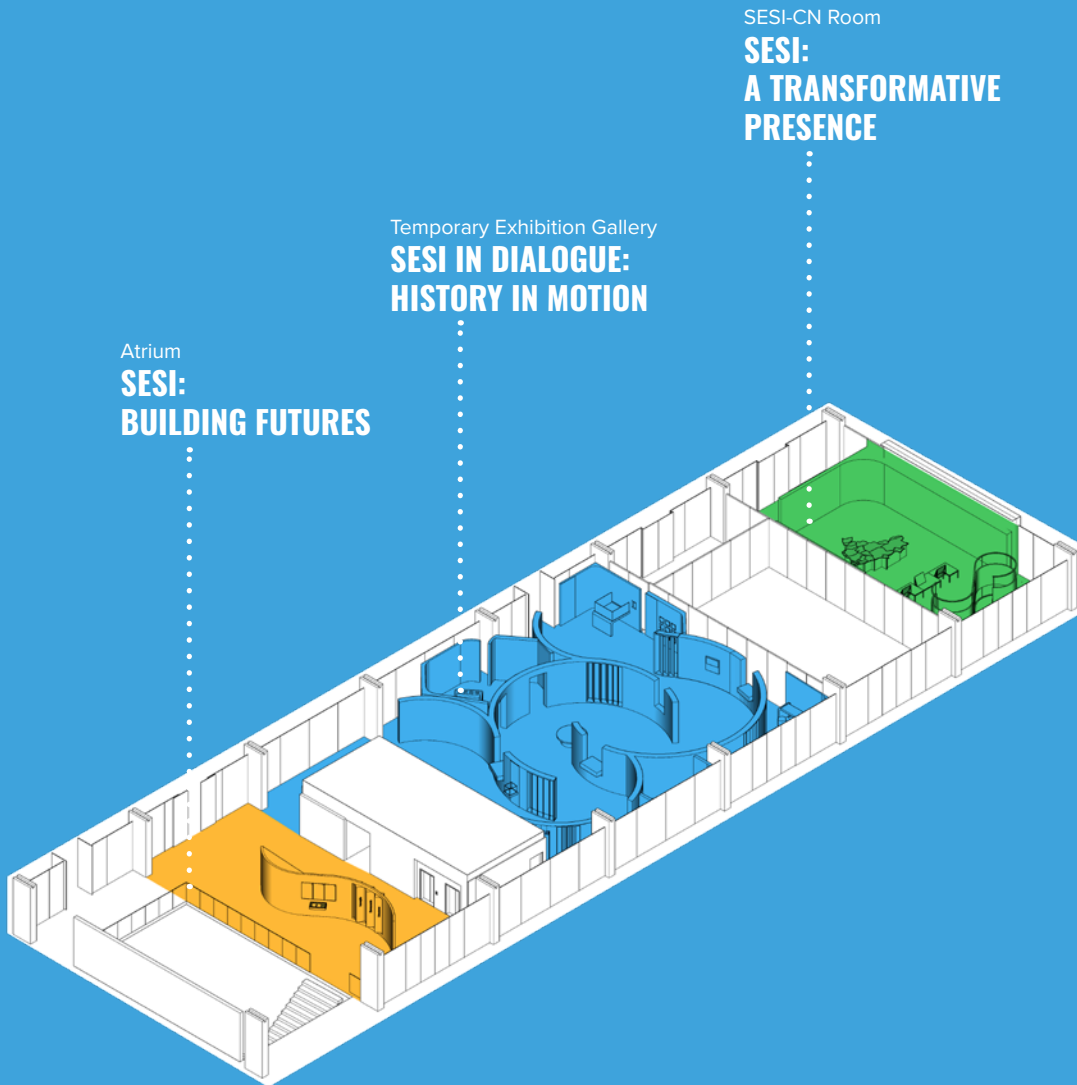
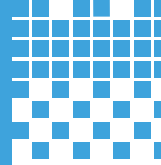
The trajectory of SESI is deeply intertwined with the history of Brazilian industrialization and development. Created within the context of the reorganization of the international order following the Second World War and inspired by the ideals of cooperation and social justice embodied in the Social Peace Charter of 1946, SESI has helped drive socioeconomic transformation over decades of work dedicated to workforce development, the promotion of citizenship and democracy, and the expansion of social rights for millions of workers and their families.

Through this immersive exhibition, visitors will experience the scale of the impact generated by SESI's initiatives in education, health, and quality of life, while also gaining a deeper understanding of our role within the Industry System, helping to energize the productive and social ecosystem formed by companies, workers, and communities. We also seek to share the strength of our nationwide reach, which today extends to thousands of municipalities through initiatives designed to foster innovation and sustainable development across diverse realities.

Through this exhibition celebrating SESI's 80th anniversary, visitors are invited to explore the past, reflect on the present, and dream and plan possible futures.

Fausto Augusto Junior

President of the SESI National Council



Atrium
**SESI:
BUILDING FUTURES**

Temporary Exhibition Gallery
**SESI IN DIALOGUE:
HISTORY IN MOTION**

SESI-CN Room
**SESI:
A TRANSFORMATIVE
PRESENCE**

Throughout its eighty-year history, SESI has responded strategically to the needs of both industry and society, helping to build a more healthy, innovative, and inclusive productive environment.

The exhibition **SESI IN DIALOGUE: HISTORY IN MOTION** invites visitors to explore the connections between SESI's institutional trajectory, historical contexts, and the social and economic transformations that have shaped Brazil. The exhibition also highlights SESI's presence across all Brazilian states—from major urban centers to small municipalities and communities—through initiatives driven by the global challenges of our time, including the energy transition, digitalization, and the circular economy. Complementing the perspectives of temporality and reach that characterize SESI's work, interactive installations allow visitors to explore themes that are fundamental to the country: education, culture, occupational health and safety, body and movement, and robotics.

The past sustains and inspires what lies ahead. By immersing themselves in this universe, revisiting history, traveling across the country, and discovering the SESI way of doing things, we hope that visitors will leave inspired to formulate their own questions about the present, develop proposals for the future, and imagine new paths—for SESI and for Brazil.

DEMOCRACY

“

The preservation of political and economic democracy, and the strengthening of its institutions are considered essential to the pursuit of social well-being and human dignity.”

(Social Peace Charter, 1946)

CITIZENSHIP

“

[...] nothing can be achieved without the closest understanding between employers and employees, enabling the former to carry out their activities freely and securely, and the latter to enjoy a dignified existence and an increasing share in the wealth produced.”

(Social Peace Charter, 1946)

THE SOCIAL PEACE CHARTER

(JANUARY 1946)

Published in the year SESI was founded, the Social Peace Charter became particularly significant for expressing the search for a tripartite pact among business leaders, workers, and the State around a development project grounded in social justice. The text advocated a new economic order for Brazil, based on cooperation and aimed at balancing economic growth with social well-being. More than a historical document, it remains a living commitment that enables SESI to promote education, health, and leisure, helping to shape its identity.

INNOVATION

“

[...] to contribute to the development and advancement of vocational education, fostering the professional and artistic vocation of employees and workers who demonstrate them.”

(Social Peace Charter, 1946)

SESI IN DIALOGUE: HISTORY IN MOTION

Over eighty years of activity across Brazil, SESI has carried out hundreds of initiatives, impacted thousands of lives, and accumulated countless memories throughout the country. As an institution in constant transformation, SESI contributes through practical initiatives to significant advances in citizenship, democracy, innovation, health, education, and culture.

This exhibition presents SESI's major initiatives and achievements, as well as their connections to historical contexts and broader social and economic transformations. This trajectory highlights how industrial development is closely linked to the promotion of social rights, workforce development, and the capacity for innovation.

Discover more about the history of SESI and its contribution to the well-being of people across Brazil.

Service station,
1940s
SESI-PR Memory
Center Collection

Recreation at the
Workers' Club,
1950s
SESI-SP Collection

1940s

Founded in 1946, SESI began its activities by addressing the basic needs of industrial workers, providing food, prefabricated housing, and legal, medical, and dental services. The institution quickly expanded with the creation of Social Centers focused on sports, health, and leisure. Educational initiatives were a hallmark from the outset, as was support for culture, exemplified by the creation of the SESI Workers' Theatre in 1948. The children's character Sésinho also made his first public appearance in the comic book that bears his name, aimed at the children of industrial workers.



1950s

SESI established a presence in Brasília even before the city's inauguration, with the goal of supporting the workers building Brazil's new capital. During this decade, the institution expanded into new states and invested in workforce development through initiatives such as the First National Seminar of Technicians and the Model Worker Award. In Paraná, the first Mobile Health Unit was inaugurated. Sésinho no Rádio [Sésinho on the Radio] was also launched in partnership with Rádio MEC.



1960s

In a decade marked by the inauguration of Brasília and the military coup, Sesi invested in workforce development and strategic planning, expanding its initiatives nationwide through the Social Centers Commission. Eighty new units were created. The focus shifted toward Community Education and Environmental Technology, with the goal of preventing workplace accidents in an industry undergoing rapid modernization.



1970s

SESI further expanded its presence across Brazil. With the publication of its First National Plan, the institution unified its strategies to accompany industrial expansion into Acre, the Federal District, and Mato Grosso. It was also during this period that Sesi began moving away from a welfare-based approach to become the industry's strategic social arm, balancing technological modernization with advances in public health.

1980s

SESI concentrated its efforts on promoting citizenship, relocated its headquarters to Brasília, and significantly expanded and decentralized its physical network. The number of activity centers and operational units grew from 448 to 1,634. Initiatives such as the Brazilian Talent Award, focused on intellectual property, and the Women's Health Program, which promoted education and STI/AIDS prevention in workplaces, demonstrated Sesi's leadership in combining technological modernization with the social rights emerging in Brazil's new democratic era.

Dental care, 1960s
SESI-GO Collection

Elementary school graduation ceremony, 1970s
SESI-GO Collection

Presentation of medals to swimmers, 1980s
SESI-GO Collection

1990s

During this decade of democratic consolidation and economic stability, SESI redefined its mission, becoming a provider of social services focused on productivity and effectiveness. Major partnerships were established, including Telecurso and Ação Global, which offered free services to the public. Strategic programs included SESI Worker Education and the National Program for Environment, Health, and Safety.



**Haircut during
Ação Global,
Natal, Rio Grande
do Norte, 1997**
SESI-RN Collection

**Student in a robotics
class, 2010s**
SESI-PB Collection

**Students in the Youth
and Adult Education
(EJA) program,
2000s**
SESI-RR Collection

2000s

SESI made combating hunger a central priority through Cozinha Brasil and promoted literacy initiatives that reached more than three million people. These were also years of technological expansion, marked by SESIeduca and the Industry of Knowledge centers. The award-winning ViraVida program focused on the socioeconomic inclusion of vulnerable young people. At the same time, the Marcantonio Vilaça Award, dedicated to culture, and support for high-performance sports reaffirmed SESI's role as an essential link between productivity and human development.

2010s

SESI adopted education as a strategic priority and increased its investment in technology. The establishment of the Education and Technology Division (DIRET) brought together SESI, SENAI, and IEL, strengthening professional education. The institution exported social technologies, such as Cozinha Brasil, to Africa and other countries across Latin America. The decade also established SESI as a leader in educational robotics, with teams winning awards in international competitions in the United States and Europe.





2020s

The 2020s began under the impact of the pandemic, artificial intelligence, and the climate crisis. In response to these transformations, SESI supported industry during the COVID-19 pandemic and assisted the state of Rio Grande do Sul during devastating floods. Education became increasingly central to its strategy, with the expansion of its school network and the standardization of educational practices nationwide. Through SESI Lab in Brasília and the Copaiba Boat in the Amazon, the institution once again demonstrated its capacity for innovation in science, art, citizenship, and health. To celebrate SESI's achievements in robotics, Sesinho was reimagined as a robot in the SESI 80th Anniversary Award.

Preventive action during the COVID-19 pandemic, 2020s
SESI-PB Collection

THEMATIC AREAS

IT ALL BEGINS WITH FOOD

Founded in 1946 in response to the social crisis and supply shortages of the postwar period, SESI took on the mission of providing food for industrial workers. Since then, food security and nutrition have remained among its core areas of activity. Today, in addition to offering balanced meals in SESI facilities and industrial cafeterias, this work is reflected in programs such as Cozinha Brasil, which promotes awareness of healthy and sustainable eating habits.



BODIES IN MOTION



Since its founding, SESI has been committed to promoting physical activity as a foundation for well-being and health, whether in factories, schools, or leisure centers. The institution has expanded access to sports facilities and a wide range of disciplines, promoted tournaments, and takes pride both in the athletes it has helped develop and in its pioneering role in strengthening Paralympic sport in Brazil.

Healthy eating at school, 2020s
SESI-RJ Collection

2nd National SESI Run
SESI-RR Collection do SESI

OCCUPATIONAL HEALTH AND SAFETY

SESI promotes the well-being and quality of life of industrial workers and their communities through a comprehensive approach to health. Focused on disease prevention, health promotion, and workplace safety, it reaches every region of Brazil through fixed facilities and mobile units. This impact is further strengthened by Health Innovation Centers and Hubs, which provide technological and strategic solutions to companies across the country.



THE SESI APPROACH TO EDUCATION



**Workplace
vaccination, 2026**
SESI-MS Collection

**Maker Education in
Linhares, 2020s**
SESI-ES Collection

**Performance of
Don Quixote, 2025**
SESI-MT Collection
Acervo SESI-MT

**SESI Robotics
Tournament, 2024**
Photo by George Lucas
SESI-CE Collection

As the largest private education network in Brazil, SESI provides education from early childhood through secondary school, as well as Youth and Adult Education (EJA) programs. For eighty years, it has remained at the forefront of educational innovation—from pioneering literacy initiatives in the 1940s to today's STEAM approach (Science, Technology, Engineering, Arts, and Mathematics). Its proprietary educational system is grounded in active learning methodologies aligned with the BNCC (National Common Curricular Base) and the guidelines of Brazil's New Secondary Education framework. Its goal is to expand access to opportunities, raise educational attainment, and develop competencies such as critical thinking, creativity, problem-solving, and technological fluency.

CULTURE AND IDENTITY

SESI's understanding of culture has evolved significantly over time, expanding from leisure and recreation into a realm of experimentation, creation, and knowledge production, as well as a fundamental right. From traveling libraries and Workers' Theatre, which marked its history, to today's innovative museums, SESI supports and promotes artistic production through open calls and awards. For SESI, culture fosters critical citizenship, celebrates Brazil's diversity, and serves as a strategic driver of the creative economy.

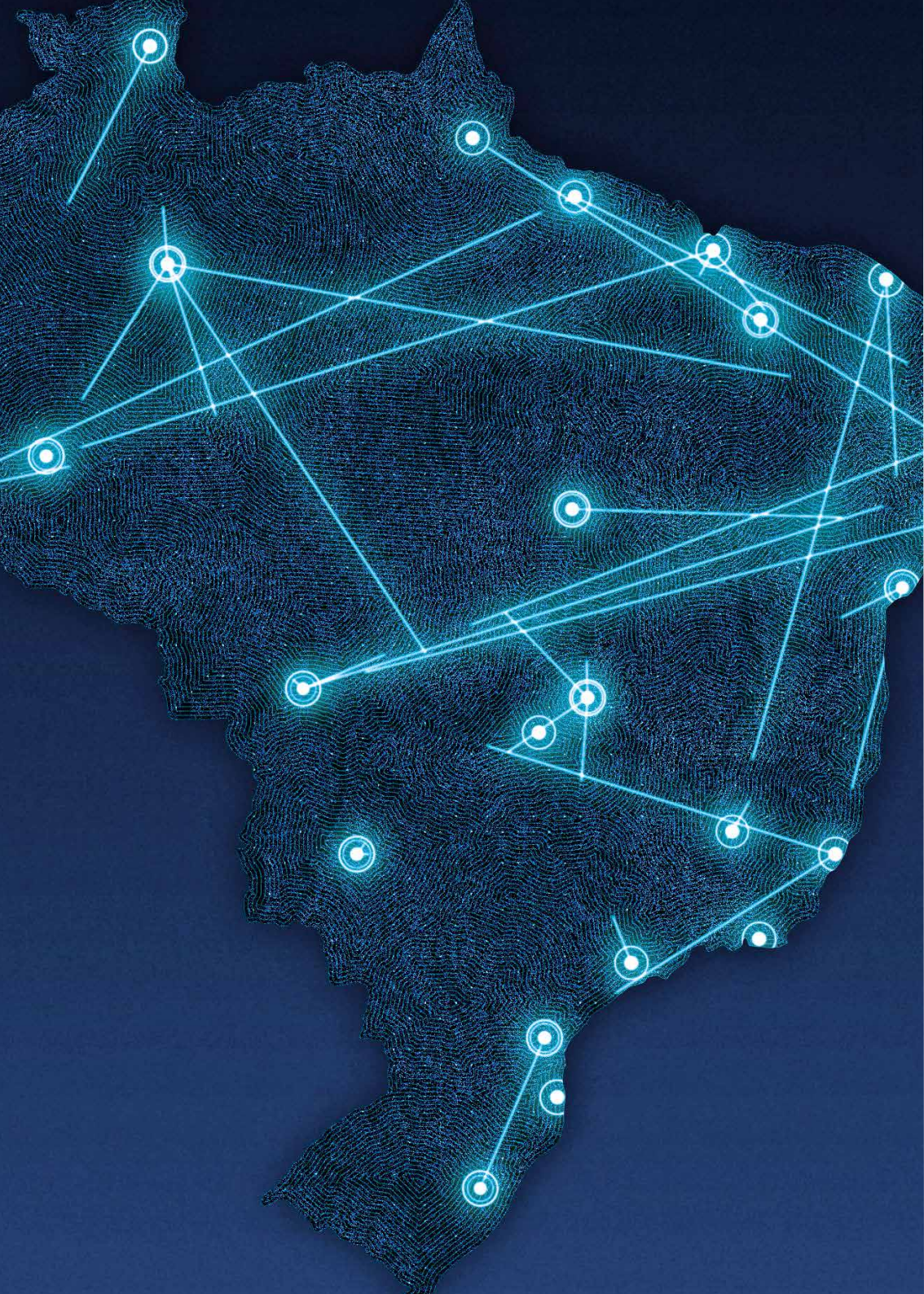


ROBOTICS



Since 2009, SESI has invested heavily in educational robotics to spark children's and young people's interest in the professions of the future, linked to science, technology, engineering, arts, and mathematics. Integrated into school curricula across Brazil, robotics develops skills such as programming, creativity, and teamwork, helping to prepare talent for a world in constant transformation. In addition to its classroom programs, SESI organizes the SESI Robotics Festival, which brings together thousands of students aged 9 to 19 from across Brazil to compete in scientific and technological challenges.



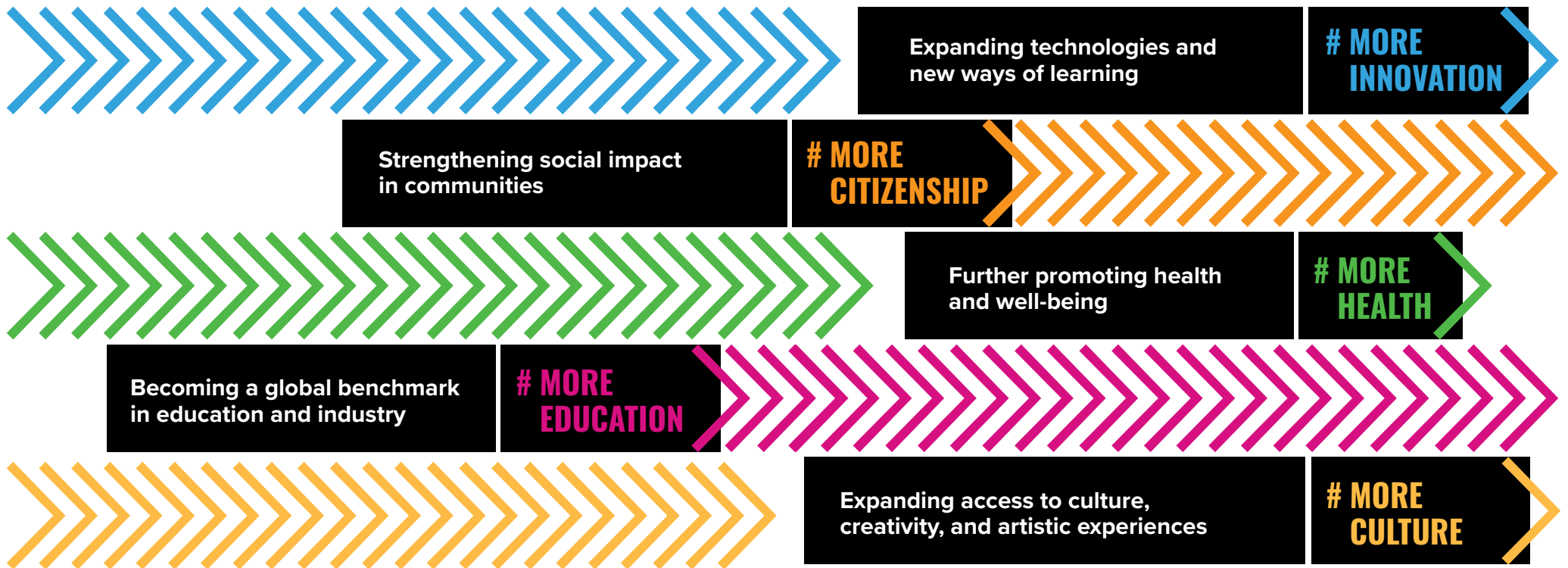
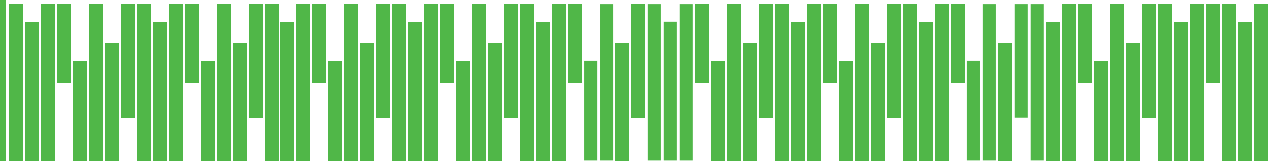


SESI: A TRANSFORMATIVE PRESENCE

Over the course of its history, SESI has established itself as one of the main social infrastructures supporting Brazilian industry, operating in the fields of education, occupational health and safety, culture, and sports. Today, SESI takes pride in being present in every Brazilian state and in the Federal District. This broad reach is one of the institution's greatest strengths, enabling innovative solutions to reach diverse social and productive realities.

This work takes shape through countless initiatives that impact millions of people, including workers, students, and audiences attending its cultural programs. These efforts are made possible by a vast network of professionals working across Brazil. Here, visitors are invited to engage in an immersive experience, exploring SESI's current initiatives and future plans through the lens of their own interests and memories, while envisioning an increasingly innovative and inclusive Brazilian industry.

THE FUTURE OF SESI BEGINS WITH YOU



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SESI IN DIALOGUE: HISTORY IN MOTION

July 1, 2026 – December 20, 2026

OPENING HOURS

Tuesday to Friday, 9:00 a.m. to 6:00 p.m. (last admission at 5:00 p.m.)
Saturdays, Sundays, and public holidays, 10:00 a.m. to 7:00 p.m.
(last admission at 6:00 p.m.)

ACCESSIBILITY

The museum features tactile paving around the building and to indicate the location of restrooms and elevators, as well as accessible entrances for wheelchair users.

Tactile models and raised floor plans allow visitors to explore the building's architecture, its surroundings, and the exhibition spaces of SESI Lab.

Selected exhibits include labels and orientation texts in Braille and large-print formats. Audio description and Brazilian Sign Language (Libras) videos are also available via QR code.

On the second Sunday of each month, SESI Lab hosts Accessible Day, when the museum environment is adapted to better welcome neurodivergent visitors and visitors on the autism spectrum.

Admission:

Full Admission: R\$20.00

Reduced Admission: R\$10.00*

*In accordance with applicable legislation.

FREE ADMISSION*

Free admission for all visitors on the first Sunday of each month, from 10:00 a.m. to 7:00 p.m. (last admission at 6:00 p.m.).

*Please refer to our website for the full free-admission policy.

EDUCATIONAL PROGRAMS

SESI Lab offers guided educational visits for scheduled groups, professional development programs for educators, workshops, and other activities. For more information, please contact our team at: educativo@sesilab.com.br.

Visit the SESI LAB website



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