



INSTITUTO CRIAR
DE TV, CINEMA E
NOVAS MÍDIAS

Light, Camera, Social Action

Established in 2003 by TV host Luciano Huck, the purpose of the **Instituto Criar de TV, Cinema e Novas Mídias** is to promote youth professional, socio-cultural and personal development by means of filmmaking and media production.

Every year, 150 youth aged 17 to 20 years from the cities of São Paulo and Osasco and with average family income of up to half a minimum salary enroll in the Audiovisual Training Program.

Instituto Criar provides both learning and work opportunities to youth in the pursuit of personal independence and fulfillment. Trainees are offered specialized training courses in one of five technical areas: **Arts** (Hair and Makeup Workshop, Costume Design Workshop and Set Design and Creation Workshop); **Photography** (Camera and Equipment Workshop, Lighting Plan and Electrical Workshop and Photography and Workshop); **Production**; **Sound**; and **Post Production** (Animation Workshop, Editing Workshop and Graphic Design Workshop).

Aside from participating in one of the technical areas, all trainees attend five sociocultural workshops whose purpose is to further personal and sociocultural development: Screenwriting, Reading, Writing and Storytelling Workshop; Direction, Language and Image Workshop; Creativity and Research Workshop; Human Development Workshop and Social Inclusion Workshop.

Youth work on several audiovisual products related to citizenship and youth interests during the academic year. Such production is later used to promote reflection on key social issues in the communities, non-profits and public schools.

Instituto Criar is located in the district of Bom Retiro, downtown São Paulo, and its 3,000 m² facilities include a professional production company used for educational purposes.

Instituto Criar also has an Insertion Department whose role is to connect Criar veterans to professional practice opportunities in production companies, TV networks, advertising agencies and other companies in the filmmaking industry.

Instituto Criar not only offers professional and technical training and opportunities to join the labor market, but also invests in audiovisual production for its students and veterans to express their perspective of the world and to play an active role in social transformation. Every year, Criar organizes the Criando Asas (or Building Wings) Award, which offers financial support for the winning groups to make their projects happen.

Criar also offers students and veterans the necessary means to produce original videos. Editing rooms, cameras and audio equipment are available to youth, cost-free, at Usina Criar. Over 1,700 youth have profited from the Audiovisual Training Program since it was established. Over 1,700 voices and life projects. A world of increased opportunities in which youth experience audiovisual as a means for transformation.

Criar conducted a socioeconomic impact survey in September 2014, having interviewed those who were part of the program in its ten years of existence. Below are some of the results:

When students joined Criar:

- Age group: 17 – 20 years old
- Either enrolled in the senior year or had finished high school; · Unemployed; · Average monthly per capita income: less than one minimum salary.

Socioeconomic Impact Survey (at least two years after graduation):

- Age group: 19 – 30 years old; · **52% continued studying and either finished or are currently enrolled in higher education programs; · 89% are working, 52% in audiovisual production (44% in production company and 16% in TV networks);**
- Only 3% of the families of such youth remain in the initial per capita income profile of up to half a minimum salary. The per capita income of 10% of the families ranges from one-half to one minimum salary; **the per capita income of 74% of the**

families ranges from one to five minimum salaries and 13% are above such cap;

- **89% of the youth are working with monthly income of up to five minimum salaries – 11% are above such salary range;**

- 62% of the youth are involved in social initiatives – 23% joined initiatives after attending Instituto Criar;

- 65% of the youth are involved in cultural projects – 27% joined such initiatives after attending Instituto Criar;

Instituto Criar also develops activities in public schools and non-profits in São Paulo with project Vídeo Criar, video workshops whose purpose is to engage youth in audiovisual production as a tool for educational and communication.

Key Partners Itaú, Microsoft and Motorola believe and invest in the mission of Instituto Criar.

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