

RESUME

Rodrigo Tarchiani Savazoni

Brazilian

Married

34 years old

2 Children

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Professional Goals / Areas of interest

Project elaboration and consultancy services on communications, audiovisual, journalism, digital culture, cultural production, cultural management and public policies.

Professional Resume

My professional and intellectual trajectory has been characterized by the linking various different processes. I have worked as a journalist, writer, researcher, professor, manager of public policies and multimedia producer. Beyond that, I have also been dedicated to political activism for open digital culture. I am one of the co-founders of Casa da Cultura Digital (House of Digital Culture), an experimental collaborative cluster that emerged in São Paulo in 2009. Between 2013 and 2014, I served the City Secretary of Culture of São Paulo as a Chief of Office, having acted as Deputy Secretary in several occasions. In 2013, I obtained a master's degree in Human and Social Sciences from Universidade Federal do ABC (UFABC), where I still participate in research groups.

As an activist, I've co-founded Intervozes – Coletivo Brasil de Comunicação, a collaborative platform dedicated to citizen journalism, and the Brazilian Laboratory of Digital Culture. I've also participated, lead and supported various civil society mobilizations for an open and democratic Internet.

As a journalist, I joined Eugênio Bucci as the Chief Editor of Agência Brasil, Brazilian public news agency then managed by Radiobrás (today, by EBC). One of the projects I am most proud of is the CulturaDigital.Br Platform, a social network dedicated to the drafting of public policies. This project has been granted a Honourable Mention by Prix Ars Electronica, the main European prize of art and technology. CulturaDigital.Br is the digital platform that hosted the drafting of Internet Civil Mark, a Bill Proposition on Civil Rights Framework for Internet, a pioneer process of a draft bill made collaboratively online.

As a professor, I taught at PUC-São Paulo's postgraduate department of multimedia journalism between 2009 and 2010. In 2013, I was invited to teach at Escuela Internacional de Cine y Televisión de San Antonio de Los Baños, Cuba.

Education

- Master's degree in Human and Social Sciences from Universidade Federal do ABC (UFABC). 2013
- Communications degree with a major in journalism from Faculdade de Comunicação Social Cásper Líbero. 2001

Professional Experience

CANOA COMMUNICATIONS AND DIGITAL CULTURE – April/2014 to now
Partner director of the digital culture and communications agency

- Consultancy services to Brazilian Institute of Cultural Management, the organization in charge of the executive management of Teatro Municipal de São Paulo. Development of the “Municipal Digital” project expected to be launched in 2015;
- Consultancy services to Instituto Brasil Leitor, an organization that has created and built libraries in over 17 Brazilian States;
- Political and Digital Communications Counsellor for Dilma Rousseff's political campaign to Brazilian Presidency. Collaborated in the creation of Primavera com Dilma strategy (www.primaveracomdilha.cc);
- Project Development of Porto de Cultura Digital, a partnership with the City Hall of Santos–SP and the Ford Foundation that will create a laboratory of digital creations at the port area of Santos in 2015;

SÃO PAULO CITY HALL

Chief of Office/ Deputy Secretary – Jan/2013 to Apr/2014

Position filled through Juca Ferreira's invitation, the former Minister of Culture (2008-2010) who then served as São Paulo Secretary of Culture. Responsibilities included political management of the City Secretary of Culture and elaboration of public policy draft bills.

HOUSE OF DIGITAL CULTURE (Casa da Cultura Digital)

Founder and facilitator – Jan/2009 to Dec/2012

- Partner in the digital culture and communications agency FLi Multimídia, alongside André Deak and Lia Rangel. Responsibilities included the development of projects in partnership with public and private institutions such as CPFL Cultura, Rede Nacional de Ensino e Pesquisa (RNP), Canal Futura, Revista Cult, Cinemateca Brasileira, among others;
- Director of the Brazilian Laboratory of Digital Culture, a non-governmental organization focused on the development of social and cultural projects supported by international institutions and foundations such as the Ford Foundation;
- Facilitator of the innovative entrepreneurship network that became a country-wide hub often featured on some of the most important Brazilian magazines and newspapers: Globo News (<https://archive.org/details/CasaDaCulturaDigital-EspaoAbertoCinciaETecnologiaGloboNews>) and Projeto Rede Labs (<http://blog.redelabs.org/tags/casa-da-cultura-digital>)

- Founder of the CulturaDigital.Br network (www.culturadigital.br), a public platform developed in partnership with the Ministry of Culture and the National Network of Research and Education (Rede Nacional de Ensino e Pesquisa) that became a pioneer platform for the development of public policies for culture in Brazil;
- Founder and coordinator of Brazilian Digital Culture Forum, an international meeting in two editions (2009 and 2010) that brought together artists, activists, producers and citizens to debate and create public policies for culture in Brazil;
- Founder of CulturaDigital.Br Festival, a major event in Rio de Janeiro that was granted the master support of Petrobras and other public and private institutions and engaged artists, activists and producers from over 23 countries in 2011 – www.culturadigital.org.br
- Promoter and agitator of the space for civil society to meet and connect politically that served as reference to various social movements and achievements such as the approval of **Internet Civil Mark**, National Broadband Plan, Democratization of Communication; CopyRight Reform; among others;

O ESTADO DE S. PAULO NEWSPAPER – PORTAL DO ESTADÃO

Digital Content Editor – April/2008 to Dev/2008

- Creation of projects and publishing products in digital media for the website Portal do Estadão;
- Editing of Portal do Estadão's websites content;
- Management of editors, writers and reporters team;
- Participating in defining digital media strategies of Grupo Estado;
- Redesign of the newspaper's digital culture section, Caderno Link;
- Redesign of the newspaper's gastronomy section, Caderno Paladar;
- Redesign of website Coluna Direto da Fonte, by Sonia Racy;
- Special coverage projects for the city elections of 1998, among which 'Vereador Digital', winner of Prêmio Estadão's Best Multimedia Reporting prize in 2008;

RADIOBRÁS – AGÊNCIA BRASIL

Editor/Writer/Editor in chief – Feb/2004 to Nov/2007

National Forum of Public TVs – Oct/2006 to Jul/2007

- Radiobrás representative at the intergovernmental work group that conducted the National Public TVs Forum, a process that resulted in the transformation of Radiobrás into Empresa Brasil de Comunicação (EBC);
- Rapporteur and writer of the Final Report of National Public TVs Forum;

Editor in chief – Agência Brasil – Jan/2006 to Nov/2007

- Editorial and technological redesign of Agência Brasil;
- Creation of Agência Brasil's new website in Free Software;
- Reshaping of Newsroom into a multimedia station;
- Creation of the *Infographics and Special Multimedia Reporting Department* at Agência Brasil;
- Multimedia Report *Nação Palmares* – winner of Vladimir Herzog Human Rights Prize, Internet Category;
- *Coordination of the editorial redesign of Agência Brasil – production of exclusive news*

and reports that lead to the increase of the agency's credibility;

Writer in chief – Agência Brasil – Oct/2004 to Dec/2005

- Content management;
- Editing of Agência Brasil First Page;
- Design of Agência Brasil's editorial reform towards a public news agency with emphasis on the citizens;
- Redesign of Agência Brasils webpage;
- Team management;
- Editorial Coordination of special coverages;

Multimedia Coordination – Journalism Board of Directors – Feb/2004 to Sep/2004

- Deployment of the multimedia integration policy in the company, bridging radio, television and internet;
- Development of special projects of multimedia integration, such as *Brazil Interrupted– 40 years of 1964 Military Coup*;

CARTA MAIOR NEWS AGENCY

Editor/Reporter – Oct/2003 to Dec/2003

- Member of Carta Maior's team in Brasilia-DF headquarters;
- Production of reports and articles based on investigations in Federal Government, National Congress and Social Movements;

FEDERAL GOVERNMENT OF BRAZIL

Advisor – Feb/2003 to Sept/2003

- Member of president Luiz Inácio Lula da Silva's speechwriters team in the General Secretary of the Presidency of Republic;
- Writer and interview producer at the Extraordinay Ministry of Food Security and Hunger (MESA) in charge of the Fome Zero (Zero Hunger) program;

LUIZ INÁCIO DA SILVA PRESIDENTIAL CAMPAIGN – LULA PRESIDENTE

Writer – Apr/2002 to Dec/2002

- Production of content for the Lula Presidente campaign website;
- Coordination of Database for the production of interviews, articles and reports on behalf of candidate Luiz Inácio Lula da Silva;
- Management of transitional government website content;

AGÊNCIA ESTADO – PORTAL DO ESTADÃO

Reporter and Writer – Jan/2000 to Dec/2001

- Reports on music for Estadão Internet Portal;
- Reports on tourismfor Estadão Internet Portal;
- Editing and writing of articles and notes for Estadão's internet Portal;
- Reports for Jornal da Tarde and O Estado de S. Paulo newspapers.

ALTERNATIVE MEDIA COLLABORATIONS

Writer and Reporter – 2001 to now

- Reports for Fórum Magazine;
- Articles for Carta Maior News Agency;
- “Em Transe” columnist at Revista do Brasil – Rede Brasil Atual;
- Columnist at Gol Airlines Magazine – Editora Trip;
- Articles for Le Monde Diplomatique;
- Articles for Brasil de Fato newspaper;
- Active participation in pioneer experiences of collaborative content production at Ciranda da Informação Independente (World Social Forum) and writing for Centro de Mídia Independente (CMI)

Teaching Experience

- (2012) Design of the TV and New Media Course of Escuela Internacional de Cine Y Televisión de San Antonio de Los Baños Cuba – professor
- (2009-2010) Professor of the Multimedia Journalism Postgraduate Course at PUC-SP, teaching classes about digital culture and interactive information;
- (2008) Assistant to Prof. Eugêio Bucci at the ECA-USP Digital Journalism Course;
- (2007) Professor of the Audiovisual and Cinema Course at Usina de Arte João Donato (Rio Branco-Acre), teaching classes on interactive multimedia production;
- (2008-2011) Member of Teaching Coordination of the Repórter do Futuro Project developed by Oboré Projetos Especiais;

Multimedia Producer

Through the years, I've developed various projects bridging art, design and digital content such as:

- (2011) CulturaDigital.Br Festival website (<http://www.culturadigital.org.br>)
- (2009-2010) CulturaDigital.Br Project – public platform of digital culture – Honorable Mention at Prix Ars Electronica 2010 (<http://www.culturadigital.br>)
- (2010) Cultural Production in Brazil Project - <http://www.producaocultural.org.br/>
- (2010) Retalhos da Cultura Digital – A collection of Digital Culture experiences created on collaborative networks;
- (2010) 5xCulturaDigital.Br – Production of five videos by five different collective of producers about digital culture, and direction of Remixofagia – Allegories of a Revolution, in partnership with *Filmes para Bailar* (<http://vimeo.com/24172300>)

Writing

- “Poemas a uma Mão” (2014), Editora Azougue. Book of poetry;
- “Os Novos Bárbaros – The Political Adventure of Fora do Eixo” (2014), Editora Aeroplano
- “A Onda Rosa-Choque – Thoughts on contemporary networks, culture and politics” (2013), Editora Azougue
- “Produção Cultural no Brasil” - Organizer. Series of four books of interviews with the

- main cultural producers of Brazil, Editora Azougue;
- “CulturaDigital.Br” – Interviews about digital culture (2009), Editora Azougue;
 - “Vozes da Democracia” – Co-editor of book on alternative journalism produced by Intervezes (2005);