



ciclovia musical

When we talk about cycling in Brazil, most of the newspapers and TV headlines are from the police news.

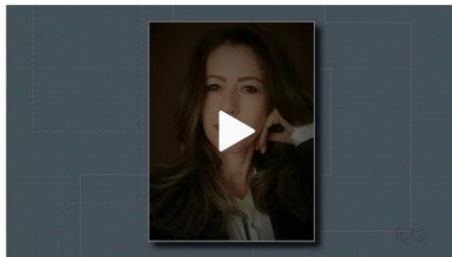
Pilgrim on bicycle unbalances in road hole, falls and dies en route to the Our Lady's day celebrations.

Romeira de bicicleta desequilibra em buraco de estrada, cai e morre a caminho de celebrações do Dia da Padroeira

Mulher, de 45 anos, seguia com um grupo de fiéis para o Santuário de Nossa Senhora Aparecida em Itaipulândia.

Por G1 PR e RPC Foz do Iguaçu

12/10/2018 12h03 · Atualizado há 8 meses



22-year-old man reacts to assault and is killed in Osasco, in São Paulo.

Bike was thrown over the victim while she was shot.

Thieves fled with the woman's purse.

Jovem de 22 anos reage a assalto e é morto em Osasco, na Grande SP

Bicicleta foi jogada sobre a vítima enquanto comparsa dispara; ladrões fugiram com bolsa de mulher.

Por Giba Bergamim, Bom Dia SP

15/10/2018 09h46 · Atualizado há 8 meses



Jovem morre em assalto em Osasco

Cyclist is run down on Paulista Av. and has arm amputated in the accident.

According to police, the driver fled and threw the victim's arm into a stream.

Ciclista é atropelado na Av. Paulista e tem braço amputado no acidente

Segundo a polícia, motorista fugiu e jogou braço da vítima em córrego. Vítima está internada com saúde estável; acidente ocorreu neste domingo.

10/03/2013 08h25 - Atualizado em 10/03/2013 17h31

Do G1 São Paulo



Três faixas foram bloqueadas na Avenida Paulista após o acidente (Foto: G1)

Killing and Scape

Driver speaks after five years:

"I did not hit him"

Victim says he forgives him.

"Nothing will bring my arm back."



Message to the audience

Bike is dangerous and can kill.

This is the way bike is shown to society in Brazil.

After having the bicycle stolen man prevents minor lynching.

Young man injured after cycling in Juiz de Fora.


Man rents shared bicycle to assault.

google.com.br


Após ter bicicleta furtada, homem impede linchamento de menor ...
TV Jornal - 3 horas atrás



Jovem fica ferido após cair de bicicleta em Juiz de Fora
G1 - 10 horas atrás



Homem aluga bicicleta de aplicativo para assaltar na Asa Norte e ...
Correio Braziliense - 20 de jun de 2019




Matérias relacionadas

Homem aluga bicicleta de aplicativo para assaltar no DF e é preso
Diário de Pernambuco - 20 de jun de 2019

Ver t

Mostrar menos

Bicicleta é furtada em condomínio do Parque Verde
CGN - 8 horas atrás



When I was invited to work in the press relations and to direct documentaries of Ciclovía Musical that was a big challenge. How to change it? The leitmotiv of dangerous is so strong that on the first phone call to a television station the news chief did not realize I was really working in the project. Offered me to cover someone who was going to be in vacation. She thought I was on the project because I was unemployed.

"Combining pedals and musical chords was a dream since I had not walked for eight months and I began to see mobility in another way. I have always believed in the power of transformation of art and citizenship. That was Walking Gallery in São Paulo, where the artists took their work to walk. I took a black and white image.



Ciclovia Musical is an idea of Giane Martins, a cultural producer, to attract more audiences to a chamber music festival. She realized some people were coming by bike to the concerts. And thought why not do concerts for bikers? Bike tours with stops for concerts in different places. Four editions have been done with money from the private sector through laws to improve culture.

A project able to show the pleasure of life on two wheels and keep cyclists away from the sad news of violence. Instead of running over, sport. Instead of accidents, culture. Yes, this is possible and is carried out by a team that relies on a better life, a more humane and less polluted city, music outside concert halls and accessible to all.

Ciclovía Musical has helped to change the paradigm. Bike left the police news and entered the newspapers, radio and TV as a choice of culture and leisure.

The last edition was on air at the most important tv news, Jornal Nacional. In the country where not only bicycle, but the culture needs more visibility and investments.

World Car free day had music to encourage the use of the bicycle in São Paulo.



1

globoplay

Jornal Nacional >

Dia Mundial Sem Carro teve música para incentivar o uso de bicicleta em São Paulo

2 min Exibição em 23 Set 2018

Ciclistas assistiram a dezenas de apresentações musicais na zona leste da cidade.

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f t g+ w

Our documentaries were recognized and one received an Honorable Mention at Mobifilm 2018, the Mobility and Traffic Safety Film Festival. And ArteMatriz, producer of the project, has just won an Honorable Mention in the VI Prize Promoting Mobility by Bicycle in Brazil.



Most journalists understood the importance of Ciclovía Musical. To buy the fly tickets to be here with you today I did a crowdfunding. Conductors, musicians, lyrical and popular singers contributed.

But most of the supporters were journalists from television. I got the tickets in 4 days.

Cycling, playing and recording we show the reach and strength of Ciclovía Musical: a cycle circuit with stops for music performances. An initiative capable of mobilizing hundreds of people, encouraging sports and stimulating art.

For us, art is as important as the bicycle.

I am Denise Silveira, a Brazilian woman, mother of Clara, Alicia and Lucas, journalist, documentary filmmaker and choir soprano at the University of São Paulo.

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