



"AMAZONIA VIVA", ESTÊVÃO CIAVATTA'S FIRST VR FILM, IS AN IMMERSIVE EXPERIENCE IN THE HEART OF THE AMAZON RAINFOREST

In January 2023, the film won the award for the Best 360° Virtual Reality Film at the Barcelona Planet Film Festival.

Uniting and integrating people from different parts of the world with indigenous peoples, local communities, environmentalists, public administrators and scientists for the restoration and conservation of the Amazon, the largest rainforest in the world, may seem like an improbable dream. Yet, it is one of the innovative strategies in "Amazônia Viva", a new film by Estevão Ciavatta.

The film is a project of the Interfaith Rainforest Initiative in Brazil (IRI Brazil) - a collaborative action platform created by the UN to enable religious leaders and communities to contribute to preserving forests, biodiversity and promoting the rights of their guardians - the film marked the director's debut using virtual reality technologies to showcase the most important biome on the planet and raise awareness about the importance of its preservation.

"Amazônia Viva" is a 10-minute, 360° immersive experience through the Tapajós River region in Brazil, unveiling one of the most important places on the planet and thus bringing it ever closer to people. The film was premiered at the Rio Innovation Week, in November 2022, in Rio de Janeiro.

"If cinema and TV have already been able to take us to another reality, virtual technology now really provides us with an opportunity to encounter the exuberance and grandeur of the forest. It is a unique and transforming experience, which I hope will contribute to people's understanding of the richness, the whole dimension, and how necessary it is to protect that environment," says Ciavatta.

Raquel Tupinambá, an indigenous leader from the Surucuá community, welcomes the viewer into her homeland and guides them through a fully interactive virtual journey. Along the way, the majesty of the world's largest rainforest is revealed, as are the imminent threats it faces. During the trip, the audience has the feeling of physically being in the region; feeling the energy of the beautiful surroundings and hearing the sounds of the forest - the sunrise, the birds

singing, the leaves swaying, the river water moving - and really enjoying all the sensations that a 3D experience can provide. Like this, the viewer gets closely connected to the reality of the forest and becomes aware of the importance of preserving it and offering solutions to fight the climate crisis and the devastation of the Amazon. "By experiencing the region, everyone will become aware that we belong to the space, that it is necessary to keep the forest alive, and that it is part of the people and their culture. Only through this proximity can an understanding be born that it is not worth destroying everything and that conservation must not only be for the forests, but also for its people, especially the indigenous. As an activist, I accepted to participate in this project and be part of the cause to preserve this place while looking at the population that is being impacted by the consequences of the actions by those who want to destroy the forest", Raquel concludes.

Specialized in the creation, production, and distribution of 360° and 3D videos, Studio KwO XR gave the film a technological quality compatible with Ciavatta's vision and script, with the Tapajós National Forest as the protagonist. The state-of-the-art technology was adopted to impact the viewer - physically distant - about the immensity of the place. "We had the role of expanding the director's vision and adapting it to the language of virtual reality. We took this vision to the limit to make something very complex and special so that the public could get to know content that they normally wouldn't have access to in the big cities; from the contact with an indigenous woman to the feeling of belonging to nature, with that vegetation, those animals - seeing everything from the top of a giant Samaúma, in first person and from angles that one isn't used to seeing, for example," says the artist and one of the studio partners, Nelson Porto.

Scripted by Estevão Ciavatta, produced by Pindorama Filmes, and financed by the Instituto Clima e Sociedade (iCS), "Amazônia Viva" is one of the main communication tools that IRI Brazil uses in its awareness-raising, training, and engagement programs for religious leaders and communities, and for the general public. "We need to create opportunities for people to get to know a little bit of the Amazon rainforest and to marvel at its beauty, to better understand its complexity, threats, and the gigantic environmental, social, cultural, and economic importance it has for Brazil and the planet. We understand that valuing the Amazon is a fundamental step for people to exert more influence on governmental actions, legislators, and businessmen, in order to stop the absurd process of destruction that has been taking place, to put an end to the atmosphere of violence in the region and the violation of the rights of indigenous peoples, quilombolas, and local communities. Visiting the Amazon is a possibility that is beyond the reach of most of the Brazilian population, but the intelligent use of technology and art can provide many people with a transformative experience of contact with the forest, its biodiversity, and its native peoples," explains the National Facilitator of the Interfaith Rainforest Initiative in Brazil, Carlos Vicente.



About the Interfaith Rainforest Initiative - IRI

An international, multi-religious alliance that aims to bring the commitment, influence and moral authority of religions to global efforts to halt tropical deforestation. It is present in Brazil, Colombia, Peru, the Democratic Republic of Congo, and Indonesia, the five countries that together comprise 70% of the world's remaining rainforests.

About the Institute for Climate and Society - iCS

The Institute for Climate and Society (iCS) is a philanthropic organization that supports projects and institutions that aim to strengthen the Brazilian economy and the country's geopolitical position, in addition to reducing inequality by addressing climate change and sustainable solutions.

About Pindorama Filmes

Specialized in the creation and production of audiovisual content and with many years of experience in broadcast TV, it has conquered recognition through the quality and repercussion of its projects. The popular vocation and the focus on content as entertainment are the main characteristics of the production company, which believes that people can be happier celebrating diversity in a world where market and socio-environmental responsibility, work and fun, real and fiction, preservation and transformation, go together. We are proud to be the first Brazilian audiovisual company to neutralize the carbon of all our activities.

About Studio KwO XR

Specialized in immersive and interactive media, Studio KwO XR blends technology and narrative to create impactful experiences for the general public, companies, and institutions - bringing the richness of the real world to the digital one through techniques such as 3D scanning, photogrammetry, and motion capture. Addressing issues related to culture, environment and social innovation in their authorial projects, Studio KwO XR creates interactive exhibitions to bring experiences to as many people as possible and be a conscious voice in the digital transition we are living in society towards the Metaverse.

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