



**INSTITUTO
LAMBARI**

Introduction:

Created in 2002, the Instituto Lambari, Arte Cultura e Educação (Lambari Institute, Art Culture and Education) has as its mission:

To support, encourage, develop, and promote culture, education, citizenship, environmental preservation and conservation, and sustainable growth.

History:

Since 2000, Fazenda Lambari and Astro Café have sponsored a cultural project whose main focus has been to encourage reading in the rural area of the municipality of Poços de Caldas, in the state of Minas Gerais (MG). Coordinated by A COR DA LETRA – Center for Study and Research on Reading, Literature, and Youth – teachers from two schools were trained to become reading mediators, and collections of children's and teen books were donated to the schools' libraries.

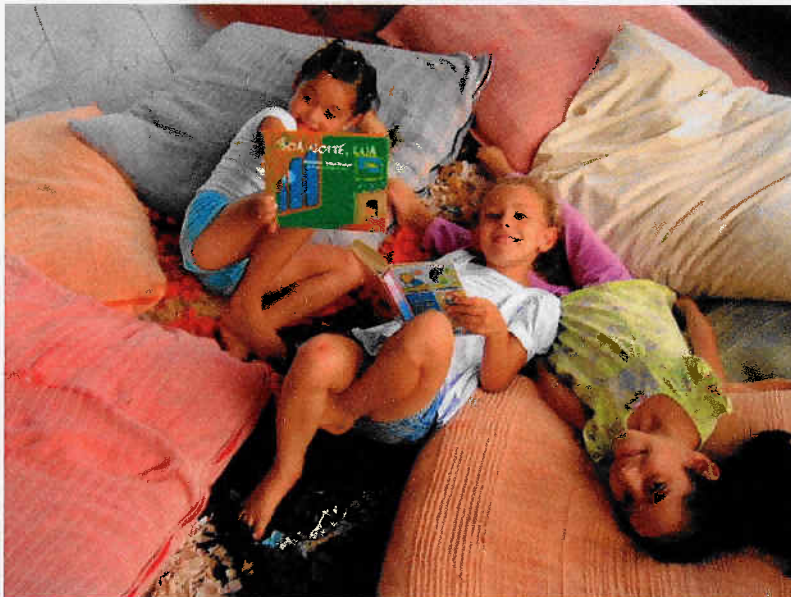
An organization was created in 2002, the Lambari Institute – Art Culture and Education, whose purpose was to support these actions.

Astro Café and Fazenda Lambari – in partnership with Kaffehuset Friele S.A. – expanded this program by building the Kaffehuset Friele Educational and Cultural Center (Centro Educacional e Cultural Kaffehuset Friele), in October 2003.

The mission of the Kaffehuset Friele Educational and Cultural Center (CECKF) is to promote and disseminate regional, Brazilian, and universal culture in Poços de Caldas. The Cultural Center values the diversity of cultural experiences of a society as complex and heterogeneous as the Brazilian one; it supports cultural manifestations that contribute to the expansion of the freedom of expression and artistic and intellectual creativity and creation, and encourages the conception of cultural actions.

Considering culture as an essential axis for the construction of the country's identity, and one of the most effective in promoting citizenship, the Cultural Center offers the public a diverse program free of charge. Also, it provides an accessible collection of literature and a computer room, available for use, search, content production, and the promotion and stimulation of the production and dissemination of artistic expression in different areas.

The space is open every day of the year including Sundays and holidays, and for occasional night time programs.



Context:

Poços de Caldas has a total population¹ of 152,435, with 3,720 living in the rural zone. As can be seen, the percentage of the population still living in the country is small. All the children in this region have a guaranteed place in school up to the 9th grade of elementary education. After concluding elementary school, the only alternative for continuing their education is to attend school in the city. Therefore, not all these children are able to enter Middle School. Furthermore, the rural area has no cultural spaces such as libraries, cinemas, theaters, etc.

People of different ages frequent the Kaffehuset Friele Educational and Cultural Center and most of them live on the region's 17 farms, including Fazenda Lambari.

Two of the five rural schools in the municipality of Poços de Caldas, the José Avelino de Melo and Carmélia de Castro municipal schools, are directly involved in the activities offered by the Cultural Center.

Education in Brazil is still far from satisfactory. Although recent surveys have revealed more positive indices, much remains to be done. A large part of Brazil's rural population has very limited access to cultural goods. On the other hand, they have their own culture, their myths, and their stories. It is essential to ensure that this population retains its beliefs and customs so that it can value that which gives it an identity. But it is also necessary to enable these people to become acquainted with and have access to what is universal.

We believe that every action develops from reading literature. Reading enables contact with what is different, with other ways of thinking and relating to the world and with nature. Through reading, children expand their knowledge, imagination, and language. Language is the basic tool through which we relate to the world, imparting meaning to it and allowing us to interact within the different social contexts in which we live.

It was the opportunity of reading literature and being in contact with narratives in general that led to the creation and expansion of many other works along the six years of existence of the Kaffehuset Friele Educational and Cultural Center.



Timeline:

1999 - This Literary Reading action begins in this community 12 years ago by the initiative of the owners of Fazenda Lambari and Astro Café because the school did not have a library or a collection of books available for the children, youth, and teachers. At the time the reading habits and cultural communication customs of teachers and community residents were assessed through the use of questionnaires and taped interviews. Based on these findings meetings were held with teachers and criteria were established for the training and developing courses.

From the beginning a system was established for lending to the school children, an average of 375 students from the 17 farms and rural properties in the region.

2000 - Teachers from two schools were trained to become reading mediators, and collections of children's and teen books were donated to the schools' libraries.

2000-2002 - Monitoring and continued training implemented in schools through visits, offsite monitoring and bi-monthly supervisory meetings. Schools begin to loan books and some mothers ask to participate in the evaluation of reading at the school.

2003 - An idea sprung from the Lambari farm community to build a space where books could always be available for everybody and a Cultural and Educational Center to house a variety of activities was conceived with support from A Cor da Letra. This mobilization and the sum of an array of benefits worked to launch a partnership between the Norwegian company Kaffehuset Friele, Lambari Exports, Lambari Farm and Astro Café to sponsor building and implementation of the Kaffehuset Friele Educational and Cultural Center (CECKF) and of the work that followed. The Center was opened in October 2003. Initially two members of the local community along with two educators with a college degree were picked to be responsible for the daily operation of the Cultural Center with help from a trainee in information technology. However already in the second year this team was reorganized and today four of the five educators of the Cultural Center come from the Lambari farm community. The educators receive both in person and distance training and development and participate in the selection and implementation of the program, as well as the selection and renewal of the book collection. Since becoming involved, all have gone back to school on their own initiative and interest.

2005 - Creation of the Community Reading Space - Irarema and Santa Lina farms (São Paulo state, SP)

2008 - Work by the CECKF expands to other regions due to dissemination of the information and presentations at seminars and conventions; also due to courses by the CECKF to prepare new professionals and teens for reading mediation work and to greater dissemination through the media and professional institutions dedicated to the development of readers. The public that attends the Space becomes larger and more diverse; schools in the city begin to visit thus increasing the exchanges and the diversity available to attendees.

2009 – Rancho Grande Farm Cultural Space - Santo Antônio do Pinhal (SP)

2011 – Support for the 2011 Conversation over the Page Reading Seminar – São Paulo, SP

Awards Received:

ECO 2004 Prize (Projeto Guia de Histórias – A Guide to Histories Project)

2004 Curumim Prize – Fundação Nacional do Livro Infantil e Juvenil (National Foundation of Books for Children and Youth)

Premio Viva Leitura 2010 (2010 Hooray Reading Prize) -

www.vivaleitura.com.br

Publications:

- Cultura na Fazenda (Culture on the Farm): A study of the suitability of reading as a negotiation of meanings. Master thesis - Universidade de São Paulo – School of Communication and Arts – Amanda Leal de Oliveira

- The Art of Reading or how to resist adversity – Michele Petit- Published by Editora 34, 2009.

Videos:

- Guia de Histórias (A Guide to Stories) – 2004

- Era Uma Vez (Once Upon a Time) – 2008

Partnerships:

- Secretaria Municipal de Educação e Cultura de Poços de Caldas (Poços de Caldas Municipal Education and Cultural Department)
- Secretaria Municipal de Transporte de Poços de Caldas (Poços de Caldas Municipal Transport Department)
- Pontifical Catholic University of Minas Gerais (PUC-MG), Poços de Caldas campus. In the outreach project that involves trainees enrolled in the colleges of architecture, psychology and pedagogy.
- Rede Brasil de Bibliotecárias Comunitárias (Brazil Network of Community Libraries)
- EMATER- MG Unidade Verde Minas de Poços de Caldas (Green Mines Unit of Poços de Caldas)
- FLIP Poços- Festival Literário de Poços de Caldas (Poços de Caldas Literary Festival)
- SESC Unit - Poços de Caldas- MG

Partnership with PUC Poços de Caldas

A partnership was entered into with PUC Poços de Caldas, enabling professors and students enrolled in the colleges of architecture, psychology and pedagogy to meet with students and neighboring communities in a space offered by the farm. For example, tutoring activities are conducted for students with learning difficulties and psychological care is provided for local residents.



Work Team - Kaffehuset Friele Educational and Cultural Center

Educator Team

Hilda Márcia Albino Sebastião
Renata Ferreira Alves
Renato Donizetti de Carvalho
Vanessa Pampanini Vannucci

Cleaning and gardening - Maria Aparecida Sebastião

Collaborators

Drawing Workshop – Teodoro Carvalho Dias
Astronomy Workshop – Walimir Cardoso

Traveling Cinema - Technical Support: Renato Donizetti de Carvalho

Scholarship Recipients

Humberto Alves da Silva
Jéssica Lopes de Deus

General Management - Patrícia Bohrer Pereira Leite

Design, training and technical assistance

A Cor da Letra – Center for Study, Support, and Research on Children's Reading and Literature

