

CreativeSP

CreativeSP is an initiative developed by the Secretariat for Culture, Economy and Creative Industry in partnership with InvestSP — São Paulo's investment promotion agency, linked to the Secretariat for Economic Development. The program is designed to foster new business opportunities, attract foreign investment, and strengthen job and income generation within the state's vibrant cultural and creative industries. We carry out up to 10 international missions per year, covering a wide range of creative economy sectors — including games, music, literature, technology, and cinema. Fringe represents the mission dedicated specifically to the performing arts within our project.

10 delegates supported by CreativeSP for the Fringe Festival

01 - Blauengel Produções - BLAU

The Blauengel Produções - Blau was founded by actors and producers Domingas Person and Ivo Müller to create high-quality cultural projects with a focus on theater and audiovisual works.

Since its founding, Blauengel has produced theater pieces such as *Menàge* (2008–09), a production of Harold Pinter's *Celebration* (winner of the Cultura Inglesa Award), and *Huis Clos* by Jean-Paul Sartre, utilizing the classic translation by filmmaker Luis Sérgio Person. It also staged *Sutura* by Anthony Neilson (winner of the Zé Renato Theater Award), and it has developed Ivo Müller's research-based solo project inspired by Rainer Maria Rilke's writings, presented in multiple versions, including *Cartas a um Jovem Poeta* and *RILKE*. In January 2025, *RILKE* premiered in New York at Torn Page, an immersive experience that was warmly received by both audiences and critics. The company now plans an international tour of *RILKE* in 2026, coinciding with the centenary of Rainer Maria Rilke's passing, including a stop at the Edinburgh Festival.

Presents: *RILKE - One Million Words* connects an actor in the present with a poet from the past. It tells the story of a writer who, for nearly a year, struggles to create poetry and can only express himself through letters. These letters, originally written in Europe in the 1900s as mentorship to a young man aspiring to become a writer, are brought to life by a Latin American actor, who breaks the fourth wall and creates a deep connection with the audience. In the end, the play becomes not just the story of a poet, but an experience in which the audience is part of the journey.

Delegate: Ivo Muller Jr

Ivo Müller is a Brazilian actor and producer known for his work in theater and film, including *Tabu* by Miguel Gomes (winner of two awards at the 2012 Berlin Film Festival), *The Orphan* by Carolina Markowicz (Queer Palm, Cannes 2019), and *Night Act* by Marcio Reolon and Filipe Matzembacher (Panorama, Berlin 2025).

Since 2010, he has been developing *RILKE*, a research-based theater project inspired by the life and writings of Rainer Maria Rilke. In 2025, he premiered its latest version in New York at Torn Page, blending poetry and autobiography to explore identity and belonging.

02 - Associação SÙ

The Associação Cultural Sù was founded in São Paulo in 2022, born from the merger of the cultural management and production expertise of Substância Produções Artísticas, Superfície de Eventos, and Correia Cultural, along with independent producers. Over the past decades, these companies have excelled in cultural projects of national and international scope, bringing a legacy of excellence and innovation to SÙ.

SÙ's central mission is to create, produce, manage, and curate projects that celebrate not only the diversity of groups and the plurality of voices but also actively prioritize racial and gender issues. The association operates across various artistic disciplines—theater, dance, performance, opera, music, visual arts, audiovisual, and educational initiatives—always in collaboration with institutions and partners.

Committed to empowering and giving visibility to artists and collectives that represent a rich, inclusive, and also provocative, innovative, and norm-challenging cultural landscape, the association believes that true cultural evolution lies in the ability to embrace and foster the unexpected, the audacious, diverse, and at times marginalized existences, building a more vibrant and representative cultural future for all.

Delegate: Daniele Correia

Daniele Correia is a cultural manager and Black woman. Holding a degree in Business Administration, she has 23 years of experience in the conceptualization and management of cultural projects, with a strong focus on financial management and accountability. She is a project reviewer, professor, co-founder, and manager of Associação SÙ, specializing in the production direction of a wide range of cultural projects, both nationally and internationally. She is dedicated to giving visibility to diverse groups and breaking down barriers and stereotypes, inspiring other Black women to occupy positions of power and decision-making.

03 - Cia Jovem de Rio Preto

Founded in 2021, the company also performed at the Joinville Dancing Festival, the largest in the world. It was awarded by the Public Call No. 06/2023 SMC of the Department of Culture with the project Rastro, presented during the reopening of the Humberto Sinibaldi Neto Municipal Theater. In 2024, the company was awarded at the Santos Dance Festival, and has been selected to perform at “Passo de Arte Grand Prix” 2025, one of Brazil’s most prestigious dance festivals, held in Indaiatuba/SP. Currently, it is part of the Dancing Qualification Program 2025, under the direction of Cássia Navas and Samuel Kavalerski, with mentorship by Ló Guimarães. The company is artistically directed and choreographed by Thais Benites, with Sara Maciel as an assistant director.

Performance: “Rastro – From Manifestation to Expression”

The piece “Rastro” is performed by a cast of six women: Sara Maciel, Ana Beatriz Vieira, Regina Zama, Vitória Goslar, Ana Julia Vicentini, and Juliana Pereira. This powerful work explores the paths and stories of women, addressing their struggles, pain, victories, and resilience. Each performer carries unique marks, and through movement, the choreography gives voice to these lived experiences. Rastro is a dance of resistance, revealing the strength of the feminine and the traces women leave on their journeys. "Rastro is not just a dance — it is a manifesto. An invitation to reflect, to respect, and to honor the ongoing fight of women."

Delegate: Thaís Benites

Thaís Benites is a Performer and creator participated in a scene artist from Rio Preto for over 20 years. Has a bachelor's in Physical Education – UNIRP. She began her studies in theater and dance in 1999. Starting in 2005, she joined the Ballet of Rio Preto, performing as an actress and dancer to this day, in addition to being part of Cia 2 and Cia DoEu, from the Adverso Coletivo, all focused on contemporary dance. In 2021, she founded the Thaís Benites – Dance Center with the initiative to encourage exchange among artists and provide training through somatic education. In April 2023, she founded the Cia Jovem de São José do Rio Preto, where she serves as director and choreographer. In July 2023, she was invited to participate in the International Theater Festival – FIT Rio Preto as a dancer in the show Efectos Especiales – FX with the Krapp Group from Buenos Aires, Argentina, a continuous film sequence interwoven with dance, theater, and music in a choreographed setting driven by the urgency of the street and the audience. She was awarded the Nelson Seixas Municipal Law in 2021 for the show SOMA, in 2022 for the show “Corpo Casa”, and in 2023 for the show CENA, all featuring somatic approaches in contemporary dance and performance throughout her career. She was selected for an Artistic Residency with Morena Nascimento at the Arte Serrinha Festival in Bragança Paulista. She participated in the international FIT RIO PRETO 2025 festival with the show “Floresta Invertida” from Aflorar Cultura, produced by Cynthia Margareth and Isis Madi, and “Aos Que Aqui Estão” from the Ballet of Rio Preto, directed by Érika Moura. Currently, she is involved in the choreographic process “Inexistente” by Carlos Canhameiro.

"I believe that art transforms simple movement into poetry, into life." - Thais Benites.

04 - Cotiara Produtora

Cotiara Produtora seeks to expand the international reach of its works and artists, focusing on the circulation of hybrid performing arts projects, transnational co-productions, and the development of new curatorial networks. Among the main projects to be presented are the creations of Núcleo Fuga!, a transdisciplinary research collective in theater, dance, and performance; the work of the dancer Fran Meneses, who brings the trans body to the stage; the terreiro-based clowning, rooted in Afro-Brazilian traditions of the clown Antônia Vilarinho; and the actress Débora Veneziani and the powerful of her feminist approach to humor. This initiative also aims to support the third edition of “TEIMA — Festival de Artes”, which in this new phase intends to include international artists and works, expanding the dialogue among creators from different territories, languages, and aesthetics. Ana Elisa Mello and Samya Enes, Cotiara’s founders, are engaged in continuous research on new artists, creations and contexts, and see this mission as a strategic opportunity to strengthen institutional partnerships, promote residencies and transnational collaborations, and consolidate the company's role as a bridge between the Brazilian performing arts scene and the international circuit.

Delegate: Ana Elisa Mello

Ana Elisa Mello is a Creative Producer and Founding Partner at Cotiara Produtora. A performing artist whose career weaves together experience as an actress, dancer, and creative producer. She is the co-founder of Cotiara Produtora, where she develops hybrid projects in the performing arts, with a focus on artistic listening, curatorial process of original works, and the encouragement of collaborative processes. She is the creator and curator of “TEIMA — Festival de Artes”, as well as a guest curator of “Caixa de Dança” project at Sesc Ipiranga and the Jaraguá Film Festival. With around 20 years of experience in the cultural field, she navigates between artistic creation, production and project management through both public and private initiatives, with experience in Brazil and international contexts. She has been part of the teams of major festivals in the State of São Paulo, such as “Bienal Sesc de Dança”, “Palco Giratório” and “Sesc Circos”. She believes that good art is the one daring to start a conversation, and that building bridges between creators from different languages and worlds is her calling.

05 - Culturas em Movimento

At the Edinburgh Festival Fringe, Culturas em Movimento aims to expand the international reach of her author-driven projects in the performing arts. The company is seeking partnerships and touring opportunities for both completed and ongoing productions and is especially interested in connecting with professionals and institutions engaged in co-productions and artistic exchange. Immersion in the festival's programming, along with participation in networking and professional development activities, will be key to strengthening her internationalization strategy, attracting investment, and affirming her presence as a creative force in the global cultural landscape.

Delegate: Dinah Feldman

Dinah Feldman is an actress, storyteller, journalist, and creative producer with over two decades of experience in the performing arts. With a strong authorial voice, she develops projects that intertwine theater, orality, and performance, focusing on female narratives, attentive listening, and memory as core creative forces. Trained in Brazil and internationally, she studied at École Philippe Gaulier (UK and France) and Théâtre du Soleil (France), both renowned centers for artistic development. Her work blends aesthetic research with critical engagement and has been featured on stages, festivals, and cultural circuits across Brazil, Africa, and Latin America. Dinah creates works that move between traditional theaters and non-conventional spaces. She is involved in every stage of the creative process—from concept to performance — and her work is recognised for its artistic coherence, depth and capacity for dialogue with different audiences.

06 - Líria Cultural

Currently, in the performing arts, the production company Líria Cultural manages the careers of the theatre group Contadores de Mentira, which will celebrate its 30th anniversary in 2025, and Carolina Garcia Marques, a multi-artist and cultural manager of the Vale Arvoredo Artistic Residency Space.

Together, these artists have in common the fact that they have shows that perform nationally and internationally on a very large scale, as described briefly below:

The Contadores de Mentira Group researches ritual theatre and dramaturgical construction based on Brazilian traditions. For the Edinburgh Festival, they are presenting the show *Curra, Tempero sobre Medéia*, which introduces the audience to the Greek myth, with an approach based on Afro-Brazilian traditions. Medea is Iansã, an orisha. The play has already been presented to over 20,000 people at various festivals in Brazil and also in Peru, Colombia, Mexico, Spain, and at the Odin Teatret. They also present the play *Cícera*, a monologue inspired by a black Brazilian woman belonging to the indigenous peoples. Through *Cícera*, it is possible to learn about the traditions of Brazilian popular culture and also the themes of refugee mothers who leave in search of better living conditions.

In addition to their own productions, Grupo Contadores de Mentira has a theatre located in Mairiporã, in the interior of São Paulo, where they have welcomed artists, producers and researchers from countries in Latin America and the Caribbean (Ecuador, Peru, Colombia, Argentina, Bolivia, Uruguay, Mexico, Cuba, Paraguay, Venezuela, Chile, Puerto Rico, Guatemala and El Salvador), Europe (Portugal, Italy, England, Spain, France, Denmark, Norway, Poland, Switzerland and Germany), Africa (Angola, Guinea Bissau, Mozambique and Rwanda) and Asia (Japan, India, Korea and China). In total, they are in effective connection with 32 countries and more than 60 international groups and institutions.

Delegate: Lydia Helena Arruda

Lydia Helena Arruda is a Brazilian producer, cultural manager, and researcher. She's got a Master's degree in Economics and Politics of Culture and Creative Industries, Economics, and Cultural Management. In 2021, she founded Líria Cultural, which works with productions in Brazil, South America, and Latin America. The cultural production company's main objective is to democratise artistic languages for the most diverse audiences. All projects carried out by Líria Cultural have actions aligned with ESG practices and the UN's Sustainable Development Goals (SDGs).

07 - Companhia do Latão

Companhia do Latão has become a reference point in Brazilian theatre for its combination of advanced aesthetic research and politically engaged performance. Founded in 1997 by playwright Sérgio de Carvalho, the group's work spans theatre productions, publications, films, workshops, and artistic experiments. Its investigation into dialectical and epic theatre in the Brazilian context has been studied internationally, and key productions include *A Comédia do Trabalho* (2000), *Ópera dos Vivos* (2010), *O Patrão Cordial* (2013), *Os que Ficam* (2015), *O Pão e a Pedra* (2016), *Lugar Nenhum* (2018), and *A Banda Épica na Noite das Gerais* (2025).

The group frequently works in dialogue with social movements, especially the Landless Workers' Movement (MST). In 2022, it collaborated on *Ensaio da Paixão* with Grupo Asas, staged at Assentamento Santana. In recent years, Latão has presented repertory performances in Portugal, Venezuela, and Cuba, where it received the *El Gallo de La Habana* award from Casa de las Américas for its contribution to Latin American theatre.

Participating in the International Mission at the Fringe Edinburgh Festival, organized by CreativeSP, is an opportunity for me to connect personally with creators from all over the world, both behind the scenes and on stage. I am looking to expand Companhia do Latão's international network to explore opportunities for presenting our work abroad, following recent experiences in Cuba, Venezuela, and Portugal, and to collaborate on new creative projects with international artists and groups.

On a personal level, it is also an opportunity to connect with artists and groups interested in collaborating with Brazilian creators, building partnerships like the one I recently experienced as local assistant director for the *Firebird Project*, a Japan-Brazil collaboration produced by Periplo.

Delegate: Maria Lívia Nobre Goes

Maria Lívia Nobre Goes is a theatre researcher, writer, and assistant director, currently pursuing a PhD at the University of São Paulo, where she also earned her master's degree. Her work spans both theatre and cinema, focusing on themes such as women's experiences, political culture, and resistance to the Brazilian dictatorship. Since 2016, she has been a member of Companhia do Latão, a São Paulo-based theatre group recognized for its critical theatre.

Her debut play, *Quase Nuvem: memórias de um espetáculo na Torre das Donzelas* [Nearly a Cloud: Memories of a Performance at the Maidens' Tower], co-written with Sérgio de Carvalho — founder, writer, and director of Companhia do Latão — was published this year by Hedra and has not yet been staged. Together, they also co-authored *Teatro Anticapitalista: o caso TUSP (1966–1969)* [Anticapitalist Theatre: The TUSP Case (1966–1969)], released by Hedra in 2024. Among her other publications is a contribution to *TAIB: a theatre's history* (Icib; Narrativa Um, 2023).

08 - MD.Cabanas Produções Artísticas

A company formed from the association of professionals with many years of executive and consulting experience in the legal, financial, production and marketing areas, who identified the opportunity to develop innovative work in the areas of cultural, social and environmental marketing. We form a multidisciplinary team capable of integrating the various disciplines in a cultural/social marketing project, for example: Executive Project Management, Implementation of cultural spaces, Strategic Planning and Cultural Marketing, Finance and Legal (Legal), Operations (Production) and Human Resources.

The Edinburgh Festival Fringe represents a strategic opportunity to strengthen professional networks and stay abreast of contemporary trends in the performing arts internationally. My goal is to establish connections with playwrights, directors, actors, actresses, producers, and curators from different countries, expanding artistic dialogue and fostering future collaborations. I intend to actively participate in the program, both as a spectator—attending theater, dance, music, and hybrid performances—and in educational spaces such as workshops, debates, and meetings hosted by the festival and partner institutions.

Delagate: Sandra Regina Rodrigues dos Santos

Sandra Regina Rodrigues dos Santos is a lawyer and cultural manager, managing partner of Relacionarte. With extensive executive training in art and culture strategies, she is a consultant for the management and development of cultural projects, especially those implemented through incentive laws, such as the Rouanet Law. Responsible for the executive management of several projects, she has provided consulting services to renowned institutions such as Cultura Artística, Teatro São Pedro, and the Museum of the Portuguese Language, among others. Her work includes managing important initiatives such as the Luz Cultural Complex, the reconstruction of Teatro Cultura Artística, and Teatro B32. She currently serves as Director of Management and Projects at Cultura Artística, curating plays for Culturinha and Sala.

09 - Teatro Volátil Produções Artísticas

Teatro Volátil Produções Artísticas was created with a vocation for touring, reflecting its founder, Bruna Longo, who spent years living and working across continents (Europe and the Americas). Established in São Paulo in 2017, the company has since expanded its horizons to Asia (with a festival in Turkey) and Africa (having visited Angola twice and Cape Verde once). Today, its main objective is to promote and facilitate the access of Brazilian shows to international festivals, seeking to forge partnerships and understand the potential economic viability of international cooperation. Teatro Volátil currently presents the solo works "Creature, An Autopsy," and "Whale Fall, or Song to Dance with My Death", both by Bruna Longo, but intends to expand its portfolio to include shows by other artists, especially female creators.

Delegate: Bruna Fernanda de Lima Longo

Bruna Fernanda de Lima Longo is an actress, playwright, producer, movement director, and educator. Worked on dozens of projects in Europe, Brazil, and the United States. Collaborated with the Danish company Odin Teatret, directed by Eugenio Barba, from 2006 to 2010, and was a member of Cia. da Revista, in São Paulo, from 2010 to 2016. Holds a Master's degree in Movement Studies from the Royal Central School of Speech and Drama – University of London, United Kingdom, 2010.

10 - WeDo! Entretenimento

The e-Teatro WeDo! Platform e-Teatro WeDo! is the first virtual and gamified theater venue in the world, a platform designed to expand and develop audiences while contributing to the decentralization of the arts—particularly theater. Between its experimental versions (2021 and 2023) and its official launch, scheduled for May 2025, the platform has already reached an average of 40,000 visits, featuring performances by some of Brazil's most renowned theater artists.

Participation in the international mission will directly contribute to the strengthening and expansion of e-Teatro WeDo!, positioning it as a global cultural space capable of connecting artists, producers, and institutions across borders.

This initiative presents a unique opportunity to showcase e-Teatro WeDo! as an innovative solution that expands the reach of artistic productions beyond geographical limits. The platform offers new pathways for audience development, digital ticket-based revenue generation, brand partnerships, and the democratization of cultural access.

Delegate: Carol Guimarães

Carol Guimarães is an award-winning director who blends tradition and innovation to transform audiovisual media into immersive and impactful experiences. Her body of work—spanning fiction, animation, and vertical cinema—explores new narrative languages and the intersection of digital culture, art, and technology.

In 2024, she directed the animated short films *Shorts Resto de Papel* and *Um Abraço*, marking her transition into the field of animation. *Shorts Resto de Papel* was selected for FESTin – Itinerant Portuguese Language Film Festival, the 21st Athens Digital Arts Festival, and was nominated for Best Animated Short at FilmOneFest 2025. *Um Abraço* won Best Animated Short at the Pupila Film Festival and was a finalist at the comKids Festival 2025. Her short film *Hamlet* (2022) received the Best Vertical Short Award at COLIFFE – Italy and surpassed 10,000 views on social media, highlighting her command of digital-native narratives. With over a decade of experience in the audiovisual industry, Carol is also an executive producer specializing in the strategic management of cultural projects and sponsorship acquisition. She led the executive production of the 50 Years of the Brazilian Grand Prix Exhibition, coordinated production for the São Paulo Formula 1 Grand Prix, and served as content director for the first official Formula 1 Fanzone in Brazil. She is currently the executive producer and artistic director of the Fanzone São Paulo GP.

Carol also serves as the executive producer of the IA Film Festival – Brazil Edition, scheduled for December 2025, hosted on the platform she founded and created: e-Teatro WeDo!, the world's first virtual and gamified theater venue. The platform has become a hub for innovation and audience development in digital theater.