



EXHIBITION

Women in Sport

Pioneering, Challenges, Inspiration, Equality

Tour Guide



EXHIBITION

«Women in Sport Pioneering, Challenges, Inspiration, Equality»

The exhibition celebrates the remarkable trajectory of women in the world of sports, from pioneers to contemporary athletes who defy gender stereotypes. It is a tribute to the strength, passion and determination of athletes who shape sport and drive the fight for equality.

The exhibition is divided into seven sections where you will discover why we should fight for a less unequal world and learn inspiring stories of athletes who became global legends by transcending barriers. Also noteworthy is the presence of female athletes in the media and their impact on women's sports.

Some pieces from the National Sport Museum (NSM) collection punctuate the exhibition, celebrating and symbolizing these achievements. Along the way you will find other digital experiences, such as connections with information and other multimedia content, through qr-codes and Augmented Reality. In the end, you can take a selfie on the digital screen, to share and remember later. On the interactive digital table, some games, videos and additional information complement the exhibition.

Visitors are invited to embark on this inspiring journey, exploring, reflecting and sharing their experiences. Together, we can make a difference and shape a future where sport reflects gender equality and where women continue to shine and push boundaries.

Place: Temporary exhibition center at the Jamor Interpretive Center

Date: from September 23, 2024

[SOON AVAILABLE FOR ITINERANCY]

FREE ENTRANCE



MULHERES NO DESPORTO

**Pioneirismo Desafios
Inspiração Igualdade**

**Uma notável trajetória
das mulheres no mundo
do desporto, das
pioneiras às atletas que
continuam a desafiar
estereótipos de género.**

EXPOSIÇÃO
ENTRADA
GRATUITA
TEMPORÁRIA

CENTRO INTERPRETATIVO
Complexo Piscinas

JAMOR
centro desportivo nacional

REPÚBLICA
PORTUGUESA

ipdj

MUSEU
NACIONAL
DE DESPORTO

Paralelo³
ATIVISMO AO CUBO

PLANING OF SECTIONS

1 **ENTER**
Presentation



2 **UNDERSTAND**
Definitions, Rights
and Challenges



3 **AWARENESS**
Beyond Statistics



6 **INSPIRE**
Multimedia



5 **CONSCIENCE**
to ACT




4 **EXEMPLARY**
Strategies and the
Olympic Games



7 **TIMELINE**
Navigate



MEDIA ART
& DIGITAL SCREENS



MIRROR
& CREDITS

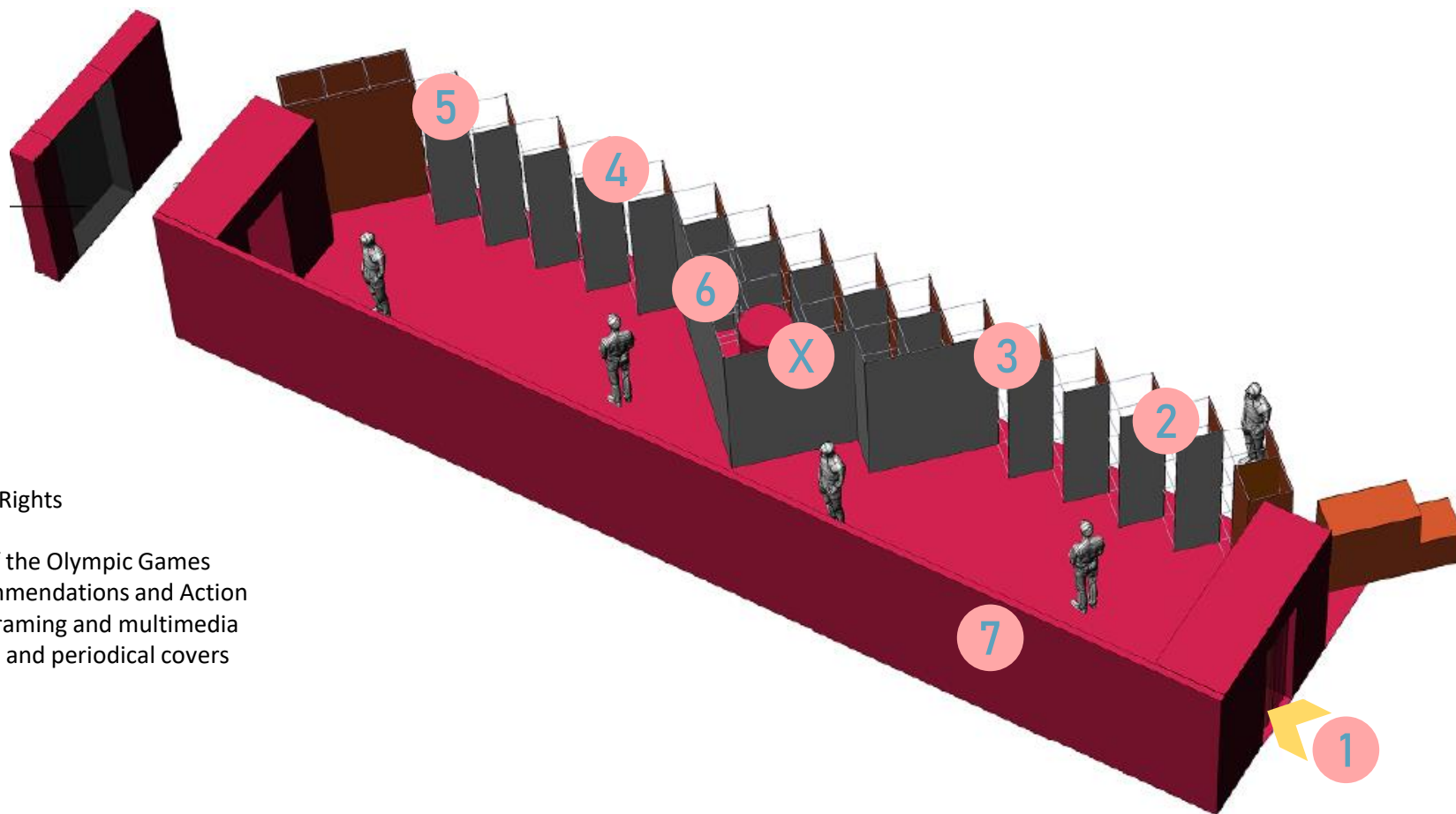


1

ENTER Presentation



The visitor is invited to enter the «Women in Sport» exhibition as he was entering through an equality portal. Distributed in 7 sections, to which digital interactivity is added, the visit can start on the chronology [section 7], on the left side wall (from those who enter through the north door [1] or/and get to know the contents of the sections on the right side [sections 2-6]. On the following pages you will find a visiting guide for each of the sections.



SECÇÕES

1. ENTER – Presentation
2. UNDERSTAND – Definitions, Challenges and Rights
3. AWARENESS - Beyond Statistics
4. EXEMPLARY – Strategies and the example of the Olympic Games
5. RAISE AWARENESS to ACT – Benefits, Recommendations and Action
6. INSPIRAR – Representation in the media – Framing and multimedia
7. TIMELINE- Chronology: icons, determination and periodical covers

MAD - Media Art and Digital Screens



170cm
150cm
80cm

2 **Comprender**

3 **Consciencializar**

4 **Exemplar**

5 **Sensibilizar**

6 **Agir**



170cm
150cm
80cm

ECRA

2

UNDERSTAND Definitions, Rights and Challenges



Roots of Inequality

In this section, we dive deep to understand the roots of gender inequality in sport. Discover the definitions and context behind this persistent problem, which is also a cause and one of UNESCO's Sustainable Development Goals. In addition to clarifying the difference between Gender and Sex, you will learn about the framework of Gender Equality in the Portuguese Constitution and in the Universal Declaration of Human Rights by the UN General Assembly.

Definitions and Context: Exploration of the concept of gender inequality in sport and its context.

Gender or Sex: What are we talking about?

Definitions and Context: Exploration of the concept of gender inequality in sport and its context.

Rights: Gender equality in the Portuguese Constitution and in the Universal Declaration of Human Rights by the UN General Assembly.

The cause: UNESCO Sustainable Development Goal 5.

Compreender

QUE DIREITO DE ESTÁO EM CAUSA?
... mulheres jogam futebol desde há muitos séculos
... mulheres jogam futebol desde há muitos séculos
... mulheres jogam futebol desde há muitos séculos

DESAFIOS DE ESTERÓTIPO
De acordo com o relatório da UNESCO, os estereótipos de género são uma das principais causas da desigualdade de género.
... mulheres jogam futebol desde há muitos séculos

DIFERENÇA
A diferença entre o sexo biológico e o género é fundamental para entender a desigualdade de género.
... mulheres jogam futebol desde há muitos séculos

DA DIVERSIDADE PARA A JUSTIÇA
A diversidade é uma das principais causas da desigualdade de género.
... mulheres jogam futebol desde há muitos séculos

... mulheres jogam futebol desde há muitos séculos

5

CONSCIENCE to ACT



Take Action

Why should we fight for a less unequal world? Discover the benefits and how you too can help. Discover the inspiring stories of Athletes and Activists who are shaping the future of sport.

For a less unequal world: **Why? What benefits?**

How to achieve Equality?

How Can I Help: Strategies for individuals to contribute to gender equality in sport.

Promotion of Gender Equality by the IPDJ: The role of the Portuguese Institute of Sport and Youth in promoting gender equality.

Other actors and Good Examples: Highlighting success stories in promoting gender equality in sport.

Athletes and Activists: Women who are working to promote gender equality in sport.

Media, Art and Activism: The activist Digital Media-Art project Parallel 3 - Cubed Artivism. Find out more about the project and about Media Art and the digital screens in the exhibition.



6

INSPIRE Multimedia

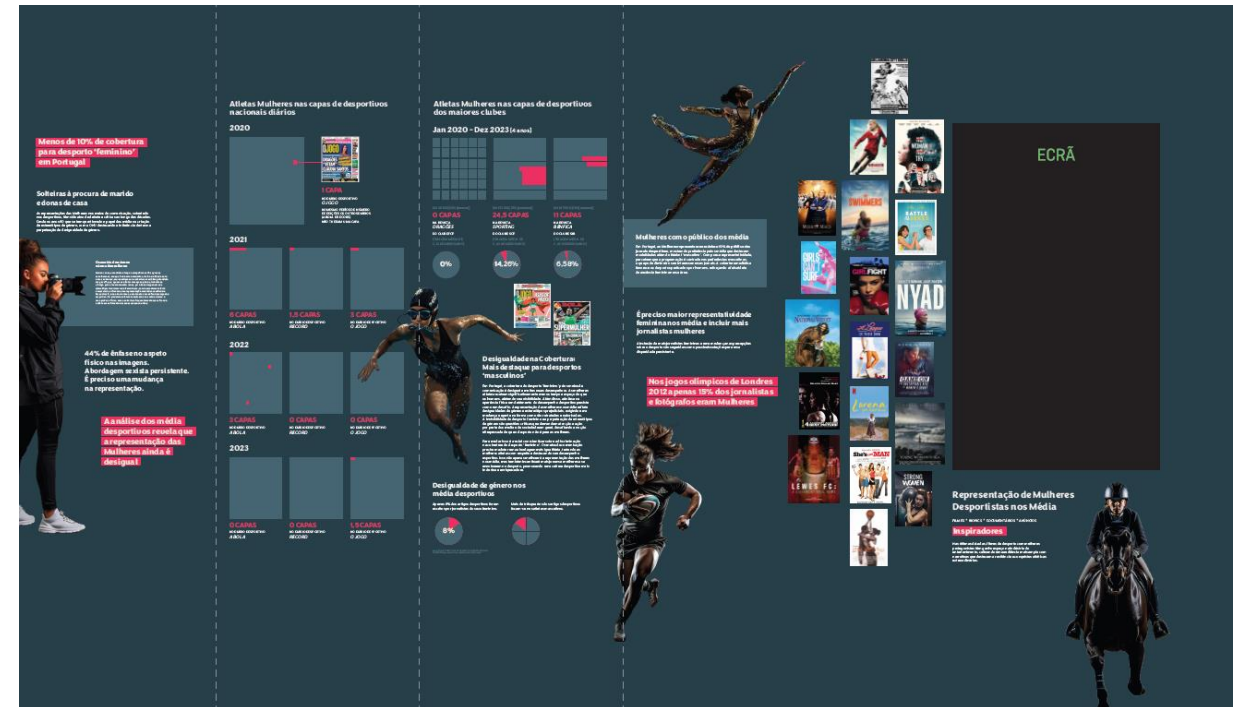


The Impact of the Media and inequality in the media coverage of women's sport.

Discover how media coverage has shaped and is shaping the perception of women's sport over the years.

On a digital multimedia screen, you will have access to **Educational and Awareness-Raising** videos, including trailers for films, documentaries and biopics, or commercials, that illustrate, address or support the cause of gender equality in sport. There are dozens of videos that you can choose from in an interactive tactile menu.

Also check out the **periodical covers** in the **TIMELINE** section.



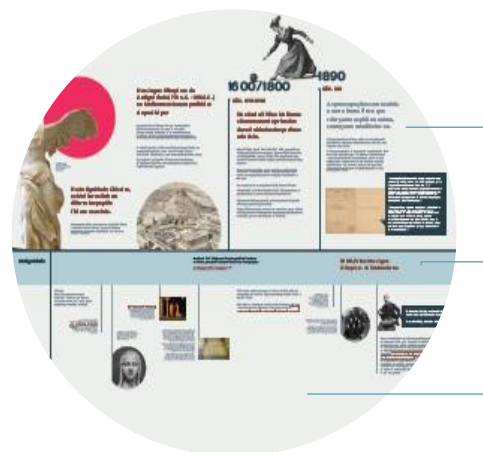
7

TIMELINE Navigate



Legends of Equality

This section celebrates the Global Legends who transcended cultural barriers and challenged the status quo in sport, in a chronology that begins in Antiquity and spans long centuries to modern times. Explore stories of determination that overcame all challenges spanning decades.



Historical Context

Each decade summarizes the way women practiced sports and how they were seen by public opinion.

The Olympics Games

The middle line highlights some Olympic facts, including the names of all the athletes who participated in the Olympics.

Stories of Determination

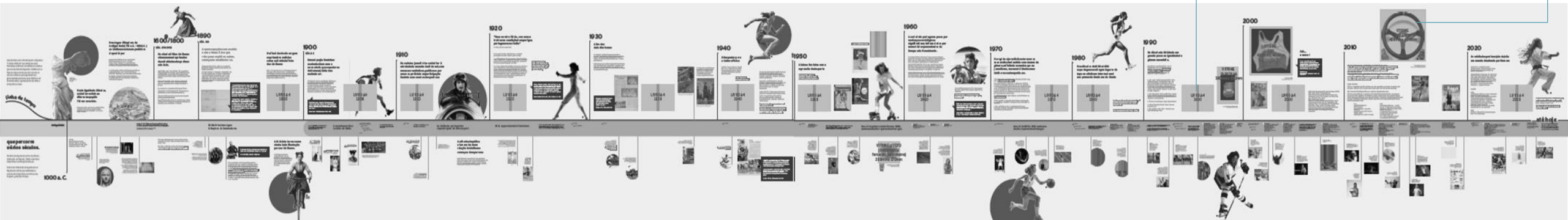
Features athletes who overcame challenges, their sporting achievements and events that contributed to reducing inequality.

Periodical covers

By decade, visitors are invited to literally peel back the countless covers that athletes have created. The journey through the chronology thus becomes more interactive.

Objects from the NMS collection

A selection from the Museum's collection symbolizes some of the countless achievements that have shaped the world of women's sport. They are testimonies of the power of determination that symbolize some milestones and figures in the history of women's sport, such as Fernanda Ribeiro or Elisabete Jacinto.



MEDIA ART & DIGITAL SCREENS



INTERACTIVE
DIGITAL TABLE



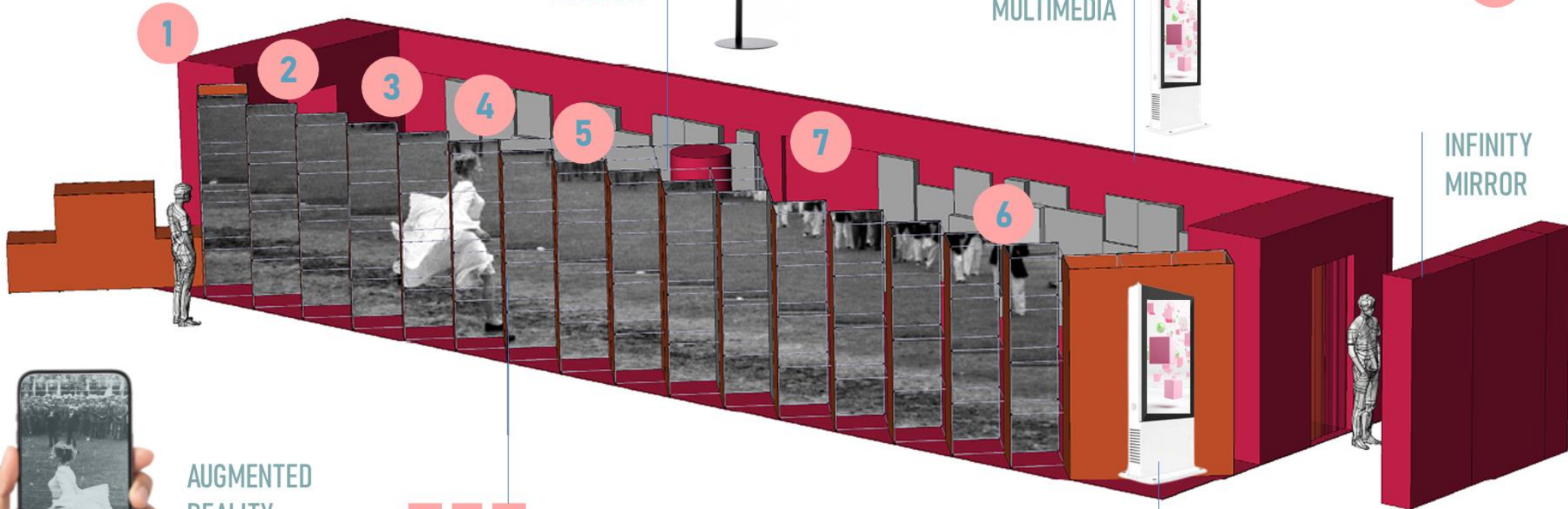
GENERATIVE
VIDEOART



MULTIMEDIA



INFINITY
MIRROR



AUGMENTED
REALITY



QR CODES

SELFIE
SCREEN

MEDIA ART & DIGITAL SCREENS



ARTIFICIAL INTELLIGENCE (AI)

The Glórias Kúbicas are characters from a 'tribe' of athletes created using AI based on a concept linked to the exhibition. In addition to accompanying the visitor through the exhibition, they illustrate the sections. Thus, a fictional and dystopian universe is mixed with the inspiring stories of real athletes and facts related to sport and the cause of Gender Equality.

Click to **KNOW**+

AUGMENTED REALITY AND QR-CODES

When images come to life! Some images throughout the exhibition are prepared using Augmented Reality (AR) technology. Visitors will only have to install the free ARTIVIVE application, point their cell phone at the image and it will come to life on their screen, with an animated message. The exhibition becomes even more interactive, allowing visitors to become even more immersed in the history, knowledge and cause of gender equality in sport.

Access the app store via qr-code or [HERE](#).

(The qr-code will recognize the correct app store (Google Play/iTunes) and open it directly)

Throughout the exhibition you will find other qr-codes that link to additional information about the respective contents of each section. Follow them for a transmediated experience beyond the physical exhibition space.



MEDIA ART & DIGITAL SCREENS



SELFIE SCREEN

Take a photo and share it. At the end of your visit to the exhibition space you will find a digital screen where you can take a selfie alone or in a group, with family and friends. Choose one of the available scenarios, wait a few seconds for the selfie and if you like the result, send it to your email and share! If you don't like it, you can always try again or choose another scenario.



INTERACTIVE DIGITAL TABLE

Have fun knowing (even) more. On the screen of the interactive digital table, placed on the wall opposite the exhibition space, you can see some videos on the theme of the exhibition, such as the animated illustration «Salto Alto» by Jaqueline Moreira or the video art from the Parallel 3 - Cubed Activism project, about gender equality in sport.

You will find information about the exhibition «WOMEN IN SPORT», with lots of fun facts and games, such as puzzles, memory, correspondence or a quiz, which can also be played online [HERE](#) (available in Portuguese).



GENERATIVE VIDEOART

«JUSTAPOSIÇÃO» («JustPosition», 2024) is a work of artist generative video art by artist Pedro Alves da Veiga, which explores gender inequality in sport through the juxtaposition of historical images and poetic texts. Using generative art, it combines chaos and order: the system randomly decides the selection and position of images, while the flow of text is pre-defined. Four pillars support the work: the intrinsic equality of human beings based on common chemical elements, credible statistics on gender inequality, the chronophotographic work of Eadweard Muybridge, and an original poetic text in 11 acts. The semantic overlapping of layers builds a narrative about gender (in)equality in sport. Created with Processing 4.0 and Adobe Premiere, the work was captured in real time, reflecting a complex and iterative research and creation process.

Click to **KNOW+**



ANIMATION SHORT

«SALTO ALTO» («Jump High or High Heels», 2024) is an animation that artist and illustrator Jaqueline Moreira created, inspired by the theme of the exhibition. When two children, a girl and a boy, receive two totally different gifts and show us how much these objects demonstrate the need to review the way we treat gender identity in our daily lives and with our children. A simple short that makes us reflect on the need to rethink that gender equality should be present in our children and in all our actions.

TECHNICAL CREDITS

Illustration and creation: Jaqueline Moreira; Music: Fargo (author: Riot); Technical Support: Campos; Review: Ana Beatriz Campos; Augmented Reality: Artive – Parallel 3 CubedArtivism .

Click to **KNOW+**

MEDIA ART & DIGITAL SCREENS



VIDEOART

«INTRUSA[S]» («Intruder[s]», 2024) shows a woman running through the streets without leaving her place, in vain. Hands try to order, prevent, touch and threaten. Initially, we didn't understand the reason for the difficulty in running, but then we realized the boycott was happening. Inspired by Kathrine Switzer, the first woman to run the Boston Marathon in 1967, but who was tried to be prevented from happening. Even though the marathon ended, the event was emotionally remarkable. «Intruder[s]» reflects events where women were accused of invading men's spaces and suffered physical invasions, in sport, work or everyday life.

TECHNICAL CREDITS

Director: Cristina Cavalcanti; Editing and Sound: Rodrigo Menck; Images: Cottombro Studio; Collaboration: Matilde Dias;
Acknowledgments: Renata Ferraz and colleagues from the Research and Shared Creation Laboratory (UBI); Augmented Reality: Artivive – Parallel 3 Cubed Artivism.

Click to **KNOW+**



VIDEOART

«É PRECISO UMA RAMPA?» («IS A RAMP NEEDED?», 2024) is a video installation that celebrates the universality and accessibility of sport, using the recently opened SkatePark in Sines as the setting. Projected on a skateboard ramp, the video art shows young people from Skate Brothers Academy, especially girls, mastering tricks and facing falls with courage. This work highlights cultural diversity and gender equality in urban sport, symbolizing the ramp as a means of physical progress and evolution of thinking about gender equality.

TECHNICAL CREDITS

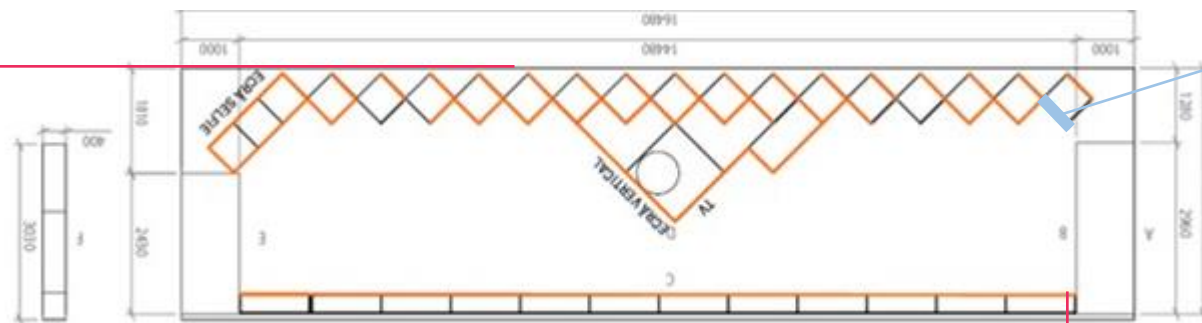
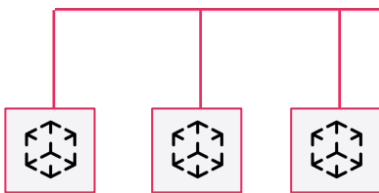
Creation and direction: Silvia Jermias; Augmented Reality: Artivive – Parallel 3 Artivism Cubed.

Thanks: Skate Brothers Academy

Click to **KNOW+**

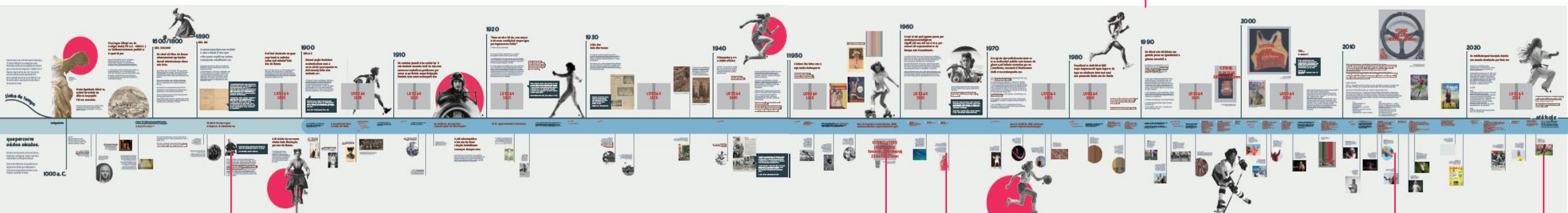


AUGMENTED REALITY [SPOTS]

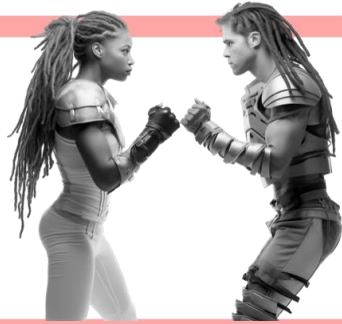


[Instructions for the
Augmented Reality
experience]

TIMELINE



MIRROR & CREDITS



The exhibition ends with the visitor leaving through the equality portal to find an infinite mirror, which invites them to REFLECT INSIDE THE BOX, the motto of the activist Parallel 3 project that was the basis of the concept and curation.

Learn more about the concept (and the Digital Media Art artifact that inspired it) [HERE](#).



Credits

COORDINATION, CONCEPT AND CURATORY

IPDJ • National Sport Museum • Parallel 3 – Cubed Activism

DIGITAL MEDIA ART

«JUSTAPOSITION» (2024), Generative Videoart by Pedro Alves da Veiga

«Salto Alto» (2024), Videoart/ Short animation by Jaqueline Moreira

«Intrusa[s]» (2024), Videoart by Cristina Cavalcanti

«É preciso uma rampa?» (2024), Videoart by Silvia Jermias

Augmented Reality: ARTIVIVE • artivive.com

Images by AI (Artificial Intelligence): Concept and Creativity: Jorge Santos • Parallel 3 – Cubed Activism

AI: Midjourney • discord.com

DESIGN, PRODUCTION AND ASSEMBLY: Unveil

THANKS

Cristina Cavalcanti • Jaqueline Moreira • Pedro Alves da Veiga • Silvia Jermias

PRESERVING THE PRESENT FOR FUTURE MEMORY



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