

# RHi

*Think Arts  
Talk Business  
Make Culture*

## ÉVORA



# TALK | ART & BUSINESS

*18 September - Colégio Mateus d'Aranda*

---

## 11:30 H - 13:00 H Case Studies

Projects that developed platforms or tools during the pandemic so that artists could continue their activities and have access to remuneration. We intend to know the proposals, how they were carried out and what the results were. Ex: RHI Stage; A Teia; P'la Arte.

---

- Speaker: Ana Miranda - RHI Stage
- Speaker: André Gago - A Teia
- Speaker: Carlos Moura-Carvalho - P'la Arte

# TALK | ART & BUSINESS

*18 September - Colégio Mateus d'Aranda*

---

14:30 H - 15:30 H

Lectures with programmers from cities participating in RHI

Cities talk about what they did during the pandemic, in order to draw important conclusions and case studies to be used as examples for the future.

- 
- Speakers: Catarina Faria and Sandra Nóbrega (Teatro Municipal Baltazar Dias - Funchal)
  - Speaker: Inês Silva (Vereadora da Cultura - Alcobaça)
  - Speaker: Ana Umbelino (Vereadora da Cultura - Torres Vedras)
  - Speaker: Paulo Pires (Programador Cultural - Loulé)
  - Speaker: Lurdes Nobre (Armazém 8 - Évora)
  - Speaker: Celeste Afonso (Leiria Cidade Criativa da Música UNESCO) e José Pires (Diretor-Geral do Teatro José Lúcio da Silva)

# WORKSHOP

*18 September - Colégio Mateus d'Aranda*

---

## 15:30 H - 17:00 H Art&Business Workshop

Workshops on how to create important and relevant projects for companies to be accepted and promoted. We aim to develop new working methods among arts and culture professionals and companies.

- 
- Trainer: Pedro Laranjeira - Representative of Caixa Geral de Depósitos (Marketing)

# WORKSHOP

*18 September - Colégio Mateus d'Aranda, Sala dos Espelhos*

---

17:00 H - 21:00 H

Digital Marketing Workshop/Masterclass

- 
- Trainer: André Tentugal - We trust

Low-budget Video and Digital Marketing Masterclass

4-hour session with a break:

- 1 - Introduction to the image
- 2 - Camera Positioning Techniques / Filming Material
- 3 - Lighting Techniques
- 4 - Editing Techniques
- 5 - Work Promotion

# SHOWS

*18 September - Colégio Mateus d'Aranda*

---

18:00 H  
Local Artists' Showcases

---

- Momma T
- Seven Dixie
- Raia