



artHivism

ART+HIV+ACTIVISM



# Using the arts to talk about hiv/aids

The arthivism space is an idea and wish to create the first digital connection in the world between artists and NGOs that use the arts in their plurality to impact a global response to the AIDS epidemic.

Our goal is to register artistic actions in a collaborative space, promoting the integration between artists, projects and the art market to exchange and share experiences about arthivism aiming at sustainability.

The main objective is to collect data to create the first Worldwide Network of Arthivism to discuss the impact of the arts on the global response.

How arthivism can collaborate to promote prevention, adherence to ARVS, break stigma, discrimination and more?

Developing this multi-sector, multimedia tool on a digital and online platform using the arts is our challenge to impact new generations.

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# W H Y

From the beginning of the epidemic in the early 1980s to today, the AIDS theme is present in literature, theater, music, visual arts, cinema and other languages that express arts in their plurality of artistic categories. The theme has undergone countless transformations time, but remains an object of research, artistic creation and activism.



We are in the 4th decade of the AIDS epidemic.

If the number of HIV continues to rise in some countries, as in key populations in Brazil, especially among young people, we have to stop and think!

It's time to ask:

Where are we failing prevention messages in the dialogue?

How can we reconstruct this dialogue?

What does the world have to teach us? Especially where the epidemic has stabilized,

What are the successful cases? What do you have to share?

Artistic manifestations and movements have been protagonists in HIV / AIDS worldwide. Art speaks of AIDS.

Artists are Activists, Activists are Artists.

How we can together growing up through art?

**art + hiv + activism**

**=**

**artHivism**

artHivism is a concept created by adriana bertini, who since 1996 has been building a narrative between art, activism and hiv / aids.



## HOW

- 1st Register on Google Forms
- 2nd Online Meeting
- 3rd Creating strategies

[bit.ly/arthivism](https://bit.ly/arthivism)

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ONLINE  
VIRTUAL



## GET-TOGETHER

Adriana Bertini and André Canto met about 1 year ago and since then they are developing several projects in common, all starting from the idea of arthivism, the union of art, HIV and activism, we are looking together to create this international network.



André Canto, filmmaker, producer and independent activist, creator of the #PrecisamosFalarSobreIsso Project.

Canto, leads a research on the history of HIV and AIDS in Brazil since 2017, the result of this research can be seen in the feature film "Carta Para Além dos Muros", launched in September 2019 in cinema in Brazil, and in December 2019 on Netflix Brazil and Portugal.

The audiovisual project, led by André Canto, also includes a 13-episode television series on the reality of HIV and AIDS in Brazil today (launching forecast, second half of 2020) and a book on the importance of sexual education in Brazilian society (expected to launch in 2021). In parallel to this work, Canto coordinates a Communication Channel on sexual and reproductive health on the internet, @precisamosfalarsobreisso, today with more than 30 thousand followers on instagram. As an activist, he works mainly at the intersection between the LGBTQIA + Movement in Brazil and the HIV / AIDS Movement. Unfortunately, in our country, these movements have distanced, currently working for them to reconnect.

André Canto

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*Filmmaker, advertising, executive producer and activist in hiv aids since 2015*

# WHO

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In 1994, at GAPA (SC), she started volunteering at Lar Recanto do Carinho, doing recreation and painting with children living with HIV / AIDS. The experience gave impetus to the creation of works of art related to the theme with the preservative input to bring the understanding of prevention and not restriction.

Her works are present in 24 art museums across the Americas, Africa, Asia, Europe, Oceania and in more than 36 countries, in galleries, museums, governmental and non-governmental headquarters and United Nations agencies. At the academy, she is / was a speaker and artist in residence at several American universities such as UCLA, Columbia College Chicago, Brooklyn College, among others. Acts as visual artist and consultant for social projects, creative strategies and innovation in favor of education, prevention and ARVs adherence.

*Visual artist, criative, cinema producer, enthusiast and activist in hiv aids since 1994.*





**Keep in touch**  
**Let's build a new global narrative together**  
**Please make your registration form at:**

**[bit.ly/arthivism](https://bit.ly/arthivism)**