



Urban Art Project 'Street Decoration through Recycled Art'

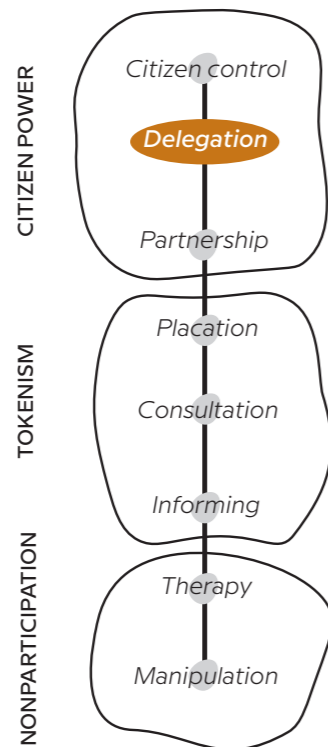
Projeto arte urbana "ORNAMENTAÇÃO DE RUAS COM ARTE RECICLADA"

LOCATION
Câmara do Lobos, Madeira Island, Portugal

TIME PERIOD
Since 2016

THE PROJECT

The actions carried out in the frame of the project described have taken place in the center of Câmara de Lobos. The project's aim is to **decorate the rather bare streets of the town center**. The association that has taken the lead with the activities decided to add an internal objective: **to reason, through art, on the issue of the environmental impact of our daily consumption**.



receives young international volunteers.

RESULT

The objectives have not only been achieved but exceeded. The initiative has been repeated every year since 2016 and **enriches the city center of Câmara de Lobos each time with new art and urban decoration interventions. The decorations have become part of the landscape.** Câmara de Lobos has begun to attract visitors, who like to stroll through the colorful streets of the center. The success of TM's activities are to be found in the constant presence of the association in the daily life of the town. The association has an office open every day in the center of the town, and many volunteers. **Credibility, constant presence and belonging to the community have certainly played a fundamental role in the success of the activities.**

DESCRIPTION OF THE SPACE

10 km away from Funchal city center, Camara de Lobos is mainly a **fishermen village. It's well served by public transportation** and there are enough public spaces to respond to the community needs. In the interviews carried out, researchers collected the perception of a place that until **recently was considered rough by the inhabitants** of the island: somehow Câmara de Lobos had a sort of stigma. There was a tendency not to visit this town that was **considered dangerous**.

embellishment of the city center with other stakeholders.

ROLE OF THE LOCAL COMMUNITY & METHODS USED

All the actions have taken place within the local community. For each new project, **Teatro Metaphora makes a public call, explaining objectives and needs and everyone can respond.** There can be the need to build elements, for transportation, but also simply to collect waste materials that will be used for the making. In the project, the initial idea was to refer to Portuguese traditions with the decorations (e.g. celebrations for patrons and saints). The activities of Teatro Metaphora receive annual fundings from local public institutions. In addition to this, Teatro Metaphora participates in many international projects, including Erasmus +, and constantly

INITIATION AND ACTORS

The project was initially **born from a request from the Municipality of Câmara de Lobos**. Teatro Metaphora, an association founded in 2009 with more than 100 active volunteers, responded to this invitation and has organized the



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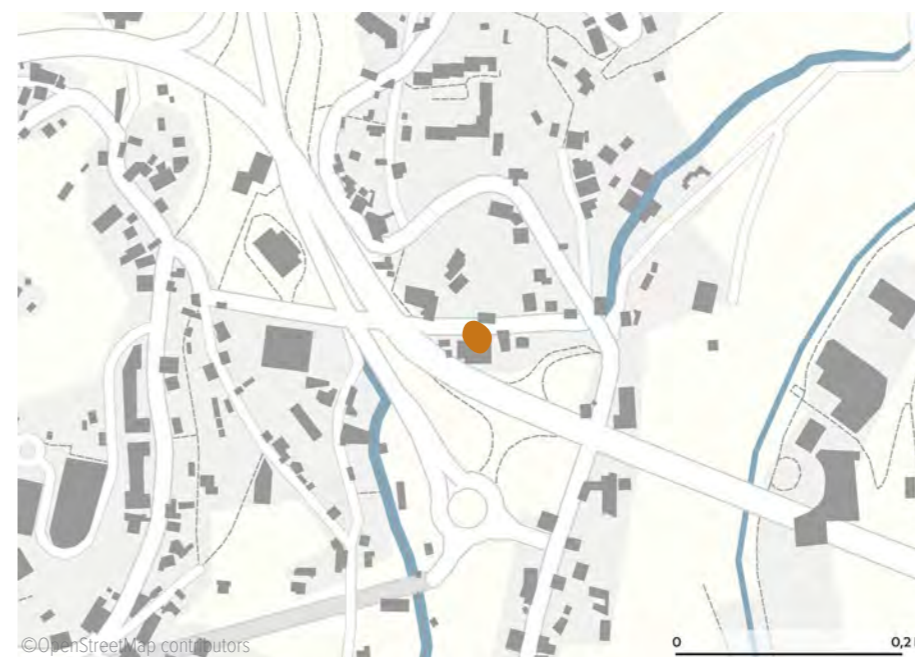
Street Intervention ©Teatro Metaphora – Associação de Amigos das Artes



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Câmara de Lobos, Madeira Island, Portugal

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<http://www1.uirs.si/en-us/book/id/119>