

**Live audio description  
to the 2017 Samba Carnival  
Parade in Florianópolis, Brazil**

**Natalia Kiser  
University of Warsaw**

**16th March 2017, ARSAD, Barcelona**

# Overview

- 1. Project presentation**
- 2. Brazil in numbers**
- 3. Challenges of the project execution**
- 4. What is samba?**
- 5. Preparation for AD**
- 6. Audio introduction & AD script**
- 7. AD delivery**
- 8. Suggestions for the future**
- 9. What is next?**

# Project

**Out of the passion for samba and Brazilian culture, I applied for and was granted the Fellow Mundus Scholarship at the Federal University of Santa Catarina in Florianópolis, Brazil.**

## **Tasks:**

- **desk research on Brazilian culture and social life**
- **AD workshops for UFSC staff and students**
- **visits to Rio de Janeiro & Salvador**
- **live AD at the Sambódromo in Flopranópolis**



# Challenges of the project execution

**Former president Dilma Rousseff lost impeachment trial, Michel Temer assumed presidency on 31st of August 2016 and due to his reforms, the wave of strikes has paralysed Brazil. Students occupied universities and the City Hall cut off 50% of funds for Carnival, including the budget for audio description.**



# What is samba?

- **Lively, rhythmical dance of African origin that was first brought by African slaves to Salvador (Bahia, Brazil) and cultivated there, then transferred to Rio de Janeiro. Today, it is the dance of Carnival that symbolises fight for liberation and equality, social satire, mockery of authorities, sense of social unity among various social classes.**
- **An extremely symbolic, colourful, details-saturated event.**
- **Samba parades, referred to by Brazilians as the “Greatest Shows on Earth”, consist of samba schools parades, with participation of up to 3,500 people at each school placed on giant platforms /carros/ and walking in columns /alas/ - they are drummers, dancers, acrobats and extras.**
- **Every year, each samba school writes lyrics and composes music of their samba piece /samba enredo/, using scenography and sets of the platforms as well as costumes /fantasias/ of participants to interpret it.**

# **Samba school parade**

# Preparation

- **travel to Salvador, visits to qiolombos, participation to Bahian National Ballet show**
- **visit to Museu do Samba in Rio de Janeiro, watching 8 Parades during the 2017 Carnival at Sambódromo in Rio de Janeiro**
- **watching on YouTube recordings of samba schools rehearsals for 2017 parades**
- **a thorough study of the media guide and schools' websites**
- **analysis of samba enredo of each school**

# Audio Introduction & AD script

- **description of the venue, its dimensions, exits, toilets, food & drink courts, parades schedule**
- **brief school's history, founders, victories, artistic team**
- **texts on the grandstands**
- **samba enredo**

- 
- **subsequent elements appearing on the avenue**
  - **costumes description**
  - **dance movements description**
  - **meaning (story) of platforms and costumes**

# Delivery



# Suggestions for the future

- **Touch tour including touching fabrics, costumes, props, instruments & platforms**
- **Samba workshop for the visually impaired conducted by a samba dancer, during which samba movements would be explained and showed (and touched by the participants), different positions and rhythms would be presented, so that they could be referred to during the audio description**

# What's next?



# Thank you!

## n.kiser@uw.edu.pl

- Fryer, L. (2016). *An Introduction to Audio Description*,. London and New York: Routledge
- Snyder, J. (2014). *The Visual Made Verbal*. American Council of the Blind
- Remael, A., Reviere, N., Vercauteren, G. (2015). *Pictures painted in words: ADLAB Audio Description guidelines*. Trieste: Edizioni Università di Trieste
- Snyder, J. & Geiger, E. (2010). *Listening to Movement: LMA and Audio Description*. *The International Journal of the Arts in Society* , Vol. 5, Nr 1, Common Ground Publishing: Illinois
- Margolies, E. (2015). *Going to hear a dance. On audio describing* Pages 17-23 Published online: 26 Nov 2015, access on 03 Mar 2017  
<http://www.tandfonline.com/doi/full/10.1080/13528165.2015.1111044>
- Wolf, S. (2014). *How blind people experience dance?* Colorado Public Radio, published online: 21 Feb 2014, access on 03 Mar 2017  
<http://www.cpr.org/news/story/how-blind-people-experience-dance>
- [www.liesf.net](http://www.liesf.net)
- <http://museudosamba.org.br/>