

Histories for the Present

MUSEU
DO IPIRANGA
— USP

130
— YEARS





CONTEXT

A museum of history, memory and change



Museu do Ipiranga, part of the University of São Paulo's Museu Paulista, is a landmark of the city, a symbol of Brazil's Independence and one of the country's best-known cultural institutions.

Over 130 years, millions of people have built memories around the Museum: school visits, family outings, photographs monumental building or with the painting Independence or Death.

This symbolic strength is reflected in a survey of 2024 that investigates Culture in the main cities of Brazil: Museu do Ipiranga was the museum most mentioned by São Paulo residents when asked about their most recent visit to a museum or exhibition. The same survey also showed that 33% of respondents knew the Museum but had never visited it, which is a great opportunity for us.

At the same time, the institution itself was changing. Since the 1990s, it has consolidated its role as a history and material culture museum, dedicated to understanding society through objects and to bringing new perspectives into its research, collection policies and curatorial work.

Its reopening in 2022, after restoration, expansion and modernisation of the building, gave this process greater visibility and attracted 2 million visitors by December 2025. Despite that impact, a significant part of the public still recognised it mainly as the "Independence Museum", a museum that we weren't anymore.

Based on a communication diagnosis and conversations with different audiences, we identified the Museum's 130th anniversary as an opportunity to build a new institutional narrative showing how reflecting on the past is also a way of thinking about the present. ✨

CHALLENGE

Communicating a history museum in the Present



Our challenge was to make the Museum's transformation more visible. The institution had expanded its questions, themes and ways of telling stories, but that shift was still not clear to many audiences.

Without denying its connection to the Brazilian Independence, we needed to show that its objects, research, exhibitions and cultural programmes also dealt with inequality, representation, diversity,

accessibility, memory and belonging. The anniversary became an opportunity to reposition the Museum and bring its many narratives into a more coherent whole.

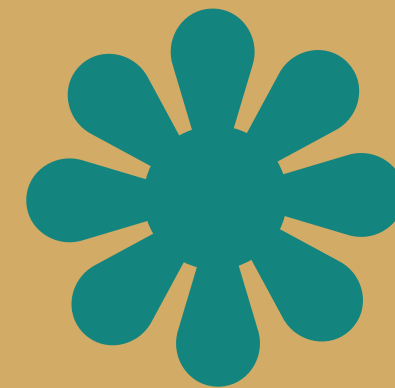
The answer could not be merely informative. We had to present this transformation in a sensitive, accessible and consistent way, broadening how people perceived the institution without breaking the emotional bonds built over generations. ✨





STRATEGY

Starting from memory to open up dialogues



The strategy began by recognising the public attachment that already existed with the Museum. Rather than correcting perceptions or rejecting well-established images of the Museum, we chose to embrace this shared emotional memory as the starting point for new connections.

That was the origin of the campaign concept: **Histories for the Present**, a simple expression of the Museum's institutional proposition. The campaign was built on the idea that looking back is also a way of reading of contemporary Brazil: a museum able to update itself, engage with multiple experiences of Brazilian society, reappraise inherited narratives and remain open to listening and diversity.

The campaign was designed as a three-act journey. The first act would recognise the public's memories and present the Museum as it is today. The second would deepen reflection on its role in shaping

Brazil's historical narratives. The third would recognise the people who make the institution possible.

The journey began in the Independence Day of 2025, when the Museum celebrates its 130th anniversary. The miniseries *Museum of Ipiranga 130 Years: Histories for the Present* welcomed existing memories and proposed new connections to the public. The podcast *Thinking the Present: Stories of a Museum in Transformation* critically revisited historical narratives that the Ipiranga Museum helped to shape. *Shared Histories: Voices That Make Museu Paulista* record the stories of people who work, and have worked, at the institution.

Alongside these three acts, the Museum refreshed its visual identity, brought collections, research, behind-the-scenes work and staff stories into its social media, and developed a press strategy to broaden the way the institution was covered. ✨

EXECUTION

The campaign

The campaign was launched on 7 September 2025, during Museu em Festa, the institution's largest annual cultural event, held in Independence Park and attracting an average audience of 50,000 people. The date was chosen because of the public and media attention it naturally brings.

The event became part of the campaign. The 130 Years Space presented the first two episodes of the videos, an institutional timeline and a positioning manifesto. The launch also created a new angle for 7 September coverage of the media: beyond the symbol of Independence, a living, plural and contemporary museum, dedicated to research, collections, accessibility and the reappraisal of historical narratives.

Creative partners strengthened the strategy. The miniseries was directed by documentary filmmaker Marcelo Machado, and the podcast was produced by Estúdio Novelo. These partnerships raised the quality of the projects and helped them circulate among audiences and media outlets beyond the Museum's usual channels.

The visual identity reorganised forms taken from the building's architecture into a contemporary, diverse, inclusive and youthful language. On social media, the campaign increased content about research, objects, exhibitions, accessibility, behind-the-scenes work and the Museum's professionals. ✨



EXECUTION

Act 1: turning information into experience



The miniseries was the first moment in the journey. Its role was to create emotional proximity and, starting from familiar references, present a contemporary institution committed to research, accessibility and new interpretations of history.

The audiovisual project brought together testimonies, collections, spaces and professionals in an accessible language. Across four episodes, it built a path from emotional connection to lesser-known aspects of museum work.

One Museum, Many Bonds gave visitors and their personal stories with the Museum a central role. *New Perspectives, Other Histories* showed how new questions broaden historical interpretation and include experiences that had previously been absent. *Crafting Accessibility* presented accessibility

as part of how experience and knowledge are created. *Where's That Carriage?* started from a recurring public question to explain how the Museum's roughly 450,000 collection items can create new relationships and produce other histories.

On YouTube, the episodes (available only in Portuguese), accessible versions and launch materials totalled 10,808 views, 473.5 hours watched and 204 new subscribers. The episodes accounted for 96% of total watch time, showing consumption beyond promotional pieces. The accessible versions recorded 1,201 views and 66.2 hours watched, turning accessibility into a distribution practice as well. The miniseries was also broadcast on ARTE1 channels, with a potential monthly reach of 22.5 million people. ✨

MINISERIES



**One Museum,
Many Bonds**



**New Perspectives,
Other Histories**



**Crafting
Accessibility**



**Where's That
Carriage?**

ACCESS THE COMPLETE PLAYLIST WITH ACCESSIBLE VERSIONS [HERE](#).

EXECUTION

Act 2: presenting change with depth and honesty

While the miniseries presented the Museum as it is today, the podcast *Thinking the Present* positioned the institution as an interpreter of Brazil. The production shows how the Museum revisits narratives it helped consolidate, acknowledges omissions and presents research that supports new interpretations of society.

The priority audience included intellectuals, academics, journalists, cultural professionals and opinion leaders who still saw the institution mainly as the "Independence Museum". Across five episodes, objects from the collection lead discussions on the transformation of historical themes and reveal people and groups that had previously been underrepresented.

Audio was chosen because it offers time, attention and intimacy for complex subjects. The format made it possible to contextualise change, develop layers of interpretation and share how a historic institution revisits certainties and asks new questions.

The podcast totalled around 25,000 plays, 8,500 listeners and 6,000 listening hours on Spotify. Average consumption was 34 minutes and 47 seconds per episode, with retention above 50%. During the five-week launch period, it remained among Spotify's most-listened-to History podcasts, reaching 14th place. On Apple Podcasts, it entered the top 80 most popular programmes and reached fourth place in History. On Spotify, 62.1% of the audience was female, concentrated mainly in the 35-44, 45-59 and 28-34 age groups. ✨



PODCAST

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1. Water under the bridge
- 

2. Sweet memories
- 

3. Presence in absence
- 

4. Know how
- 

5. Family photo album

EXECUTION

Act 3: recognising the people who make the Museum



Scheduled for launch in August 2026, *Shared Histories: Voices That Make Museu Paulista* brings together on a digital platform and in a book, testimonies from professionals at Museu do Ipiranga and all its ecosystems, which includes Museu Republicano de Itu, Fundação de Apoio ao Museu Paulista and contracted teams.

Through first-person accounts and photographic portraits, the project presents emotional ties, trajectories, challenges

and forms of belonging. Its purpose is to recognise that institutional history is also built by the people who carry out the Museum's public mission every day.

The third act completes the journey: from the public's memories to reflection on Brazil's narratives, and finally to the people who make the Museum possible.

Read all the histories [here](#). *



RESULTS

When communication changes the conversation

REACH AND SUSTAINED ENGAGEMENT

The miniseries used memory, image and emotion to reach broad audiences; the podcast relied on extended listening to deepen the conversation.

In addition to the YouTube and ARTE1 channel results, campaign content stood out on social media. On Instagram, the 130th anniversary post reached 26,698 views, 2,498 likes, 198 shares and 968 clicks. On Facebook, the first two episodes totalled 8,258 views, 816 reactions, 174 shares and 2,422 clicks. The podcast's presence in Spotify and Apple Podcasts History rankings also showed its ability to compete for attention beyond the Museum's own channels. ✨



MINISERIES

22.5 million people

POTENTIAL MONTHLY REACH ON ARTE1 CHANNELS



10.808 VIEWS ON YOUTUBE

473,5 HOURS WATCHED ON YOUTUBE

PODCAST

25 k PLAYS

6 k HOURS PLAYED

8,5 k LISTENERS



SHIFT IN MEDIA COVERAGE

The launch at Museu em Festa broadened the traditional Independence coverage. Independence remained the entry point, but it also led to stories about collections, research, accessibility, the reappraisal of historical narratives and institutional transformation.

There were 392 mentions directly linked to the campaign, the anniversary or the launch event, in outlets including all Brazil major media coverage like Folha de S.Paulo, O Estado de S.Paulo, Meio & Mensagem, Veja São Paulo, CNN Brasil, Agência Brasil, Jornal da USP, TV Globo and TV Cultura. Highlights included a TV Globo report of more than five minutes on the Museum's collection and projects, and a double-page feature in Folha de S.Paulo.

The campaign was part of a year of strong growth in institutional visibility: in 2025, the Museum registered 4,179 media mentions, 75% more than in 2024. Of these, 98.09% were positive, with an estimated earned media value of R\$138.8 million. Although these figures refer to the year as a whole, they show the visibility context in which the campaign unfolded. ✨

BUILDING INSTITUTIONAL LEGACY

The 130th anniversary consolidated a platform capable of bringing together audiovisual content, audio, social media, press, visual identity, accessibility and internal memory around a shared idea: Museu do Ipiranga as a place for thinking about the present through the past.

Its legacy lies in an editorial logic that goes beyond the anniversary itself: the collection as a source of new questions, research made more visible, accessibility embedded from the start, and recognition of the people behind the institution.

Even before the third act has been completed, the campaign has made clearer the role the Museum intends to play over the next 130 years: to be an accessible, plural public institution that studies the past in order to understand the present. ✨



Folha de S.Paulo



O Estado de S. Paulo



Meio & Mensagem



CNN



Veja São Paulo



TV Globo

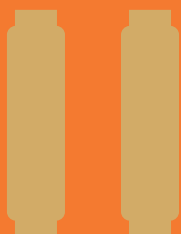


TV Cultura



Execution

FAAMP - Fundação de Apoio ao Museu Paulista
Museu Paulista
ConteúdoInk



MUSEU
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