

**FEDERAL UNIVERSITY OF JUIZ DE  
FORA DEPARTMENT OF CULTURE  
CINE-THEATRO CENTRAL**

**PUBLIC CALL FOR ARTISTIC AND CULTURAL OCCUPATION OF CINE - THEATRO  
CENTRAL - Nº 1/2019**

The Federal University of Juiz de Fora, through the Department of Culture, publishes this call for the constitution of the Cine-Theatro Central (CTC) calendar, establishing criteria for its occupation in the period of April 1, 2019 to 30 April, 2020, according to the following table:

|   |                                     |
|---|-------------------------------------|
| Enrolment                                 | From<br>14/01/2019 to<br>14/02/2019 |
| Evaluation Period                         | Until 19/02/2019                    |
| Partial Results                           | Until 20/02/2019                    |
| Deadline for the submission of<br>appeals | From<br>21/02/2019 to<br>27/02/2019 |
| Final Results                             | Until 01/03/2019                    |

With the creation of the public call, we will select adult and children theater, dance shows, musical concerts, conferences, lectures, graduation ceremonies and similar events that contribute to the use and fruition of the cultural assets of the city, that stimulate the development and improvement of artistic productions and that bring spectacles of good quality to the public of Juiz de Fora.

**1. OBJECTIVES**

1.1. The objectives of this Public Call are:

a) To collaborate with the policy of transparency, publicity and democratization of the access of artists and producers to public projects and guidelines, in consonance with the directives of the control agencies;

b) To broaden the access to cultural goods and to promote new talents in cultural production scene, national and local.

c) To disseminate the various arts, as well as development activities in a scenic space destined for this purpose.

## 2. OBJECT OF THIS CALL

2.1 The object of this Public Convocation notice is the selection of proposals for the constitution of the Cine-Theatro Central calendar in up to 120 schedules, to be distributed as follows:

- **Public Call** - Up to 60 schedules that will be destined to events related to adult theater, children's theater, dance shows, music concerts, conferences, lectures, graduation ceremonies similar events;
- **Call for Projeto Luz da Terra** - Up to 15 schedules destined to hold events related to theater, music and others, which contemplate artistic and cultural activities of producers from the city of Juiz de Fora, which will be open to the general public at lower prices, Edital Luz da Terra 01/2019;
- **Spontaneous Demand** - Up to 45 schedules, in which producers of events related to adult theater, children's theater, dance shows, music concerts, conferences, lectures, graduation ceremonies and the like may apply to the dates remaining on the theater calendar, at any time between April 1, 2019 to April 30, 2020, , provided that the request is made at least 30 days prior to the event.

2.2 In case the dates destined for Projeto Luz da Terra are not occupied, they will be directed to the modality of Spontaneous Demand. This change will be made within the period of validity of this Public Call.

2.3 Legal entities (theater producers, class associations, organizations, theater groups, among others) and individuals may register, provided that they prove by means of documentation to have a minimum of three (3) years of previous experience in the field, as well as the technical and operational capacity to carry out the activities envisaged and to fulfill the established goals.

2.4 The submitted proposals will be exclusively for presentations at the Cine-Theatro Central.

2.5 For each event, a single proposal must be submitted. The presentation/show /ceremony period cannot exceed four (4) hours.

2.6 Proposals should be forwarded with the definition of the seating area to be used as follows: occupation of the main floor or total occupation. The respective rental values are described in the tables below;

2.7 The selected shows will not receive any financial assistance from the Federal University of Juiz de Fora, and will be submitted to the payment of a contribution related to the onerous permission to use the CTC as follows, except for the Luz da Terra Project:

- 90% of the box office for the production team;
- 10% of the box office for Cine-Theatro Central;

OR the value corresponding to the following tables, whichever is greater:

| <b>TYPE OF EVENT</b>                                    | <b>Rental Value</b> |
|---|---------------------|
| Graduation Ceremonies: public schools                   | R\$ 5.636           |
| Graduation Ceremonies: universities and private schools | R\$ 11.640          |
| Performances and Shows: Sunday to Wednesday             | R\$ 3.711           |
| Performances and Shows: Thursday to Saturday            | R\$ 4.106           |
| Lectures, Debates, Conferences and Seminars             | R\$ 10.070          |
| Rehearsals and Spectacle Development                    | R\$ 2.812           |
| Luz da Terra Project                                    | R\$ 1.419           |

Table 1: Capacity of 1232

| <b>TYPE OF EVENT</b>                                    | <b>Rental Value</b> |
|---|---------------------|
| Graduation Ceremonies: public schools                   | R\$ 8.462           |
| Graduation Ceremonies: universities and private schools | R\$ 17.482          |
| Performances and Shows: Sunday to Wednesday             | R\$ 5.573           |
| Performances and Shows: Thursday to Saturday            | R\$ 6.166           |
| Lectures, Debates, Conferences and Seminars             | R\$ 15.119          |
| Rehearsals and Spectacle Development                    | R\$ 2.812           |
| Luz da Terra Project                                    | R\$ 1.419           |

Table 2: Capacity of 1851

a) Any amount or percentage related to copyright, as well as municipal taxes and fees referring to the use of credit and debit cards, if applicable, will be deducted from the 90% of the box office belonging to the production team.

b) The values set out in tables 1 and 2 (above) will be used only in cases when they are higher than 10% of the box office.

c) The proposals selected in this call will pay the specific amount presented in Tables 1 or 2, through a Guide to Single Collection (Guia de Recolhimento Único- GRU), according to conditions to be broken down in the specific Use Permission Term signed between the UFJF and the selected production teams.

d) The proposals selected in this call shall be governed by all the norms contained in the Use Permission Term, to be sealed between the UFJF and the selected production teams.

2.6 The proposals for the Luz da Terra Project must respect the rules and deadlines disclosed in the Public Call Luz da Terra nº 01/2019.

### 3. CHARACTERISTICS OF THE PROPOSING PARTIES

3.1 Proposals will be registered by legal entities (producers, class associations, organizations, groups of artists, among others) or by natural persons, who will henceforth be called Proponents.

### 4. CONDITIONS TO THE PARTICIPATION

4.1 Proposals submitted by natural persons or legal entities may participate in this Public Call, in accordance to item 2.3

### 5. REGISTRATION OF PROPOSALS

5.1 Proposals for this Public Call can be made as follows:

During the registration period, at the headquarters of Cine-Theatro Central (Pç. João Pessoa, S / No., Centro, Juiz de Fora / MG), from Tuesday to Friday, from 9am to 12pm and from 2pm to 5pm. The documents must be delivered in a single envelope, sealed, or sent by mail (exclusively by sedex), duly registered, until the deadline for the registration period, and the envelope must contain the following documents:

- The Proposal Registration Form, fully typed (fill out a form for each date request);
- A copy of an official document with a picture (identity card, work card, driver's license, passport or other documents which are valid in Brazilian territory), of the person in charge of the proposal;
- Proof of Residency from the proponent.
- A statement that the proponent represents the artist / group / main institution involved in the proposal and that the artist / group / institution is aware of the date suggested for the event.
- Contract or other documentation proving that the producer holds a registered license for the use and performance of the proposed show, in the case of a registered trademark.
- Proof of at least three years of experience, evidenced by registration with the CNPJ for legal entities and by a producer's card for natural persons.

The entire registration process will be available at [www.theatrocentral.com.br](http://www.theatrocentral.com.br) and [www.ufjf.br/procult](http://www.ufjf.br/procult), from January 4, 2019 to March 1, 2019. It will be published in the Federal Register and in the local press;

5.2 The period for submission of proposals may be extended through a free decision made by the Federal University of Juiz de Fora.

5.3 Each proponent should send attachments such as videos, photos, audio, CDs, DVDs, newspapers and others to assist in the decision of the Directing Council of the Cine-Theatro Central. None of the attachments sent will be returned to the proposer.

5.4 The envelope shall include the following statement:

**CHAMADA PÚBLICA 1/2019 – OCUPAÇÃO ARTÍSTICA E CULTURAL DO  
CINE-THEATRO CENTRAL**

**PRÓ-REITORIA DE CULTURA UNIVERSIDADE  
FEDERAL DE JUIZ DE FORA**

**“NAME OF THE PROPOSAL”**

**Pç. João Pessoa, S/Nº, Centro, Juiz de Fora, MG CEP:  
36.010-150**

5.5 Registrations will be free.

5.5 Modifications and substitutions of content or of documents in the proposal will not be accepted after the registration is completed.

5.7 The proponent must provide all the information requested in the form, being subject to the disqualification if the information given is false . It is essential to present all the documents requested in this announcement. The absence of any document will imply the non-registration of the individual as proponent.

5.8 When the event is held, the proponent will be responsible for the costs of renting, assembling, operating and dismantling any additional equipment not offered by the Theater.

## 5.9 APPEALS

5.9.1 Upon the disclosure of the partial result of this public call, proponents who have had their proposals rejected may request the reviewing of the obtained scores.

5.9.2 If the proponent so wishes, he/she may file an appeal that must be filed in person or sent via e-mail to [cinetheatrocentral@ufjf.edu.br](mailto:cinetheatrocentral@ufjf.edu.br), within 5 days of disclosure, under penalty of debarment. The proponent must present his/her justifications that will be analyzed later by the Council of the Cine-Theatro Central.

## 6. SELECTION

6.1 It shall be the responsibility of the Board of Directors of Cine-Theatro Central to judge the proposals presented in this Public Call.

6.2 The Board of Directors of Cine-Theatro Central's sole function in this Public Call is to examine the content of the proposals in accordance with the criteria established herein. No other administrative branch of CTC will be given the right to make decisions regarding this Public Call.

## 6.3 BANNED PROPOSALS

6.3.1 Performances of religious or political-party nature are be prohibited;

6.3.2 Productions that use water, fire or any kind of material that represents a possible damage or danger to the audience and / or to the theater are prohibited. Performances that use animals will also be prohibited;

6.3.3 Performances that violate the universal human rights are prohibited.

Should it be verified that the proponent or the proposal fits within any of the aforementioned banned items, the presentation may be cancelled at any time.

6.4 The criteria for the selection of proposals are established in terms of the National Culture System. (The selection of projects should be done by a committee, composed of members of the Culture and Civil Society Management Body and be guided by the level of adherence to the proposals of the Municipal Plan of Culture. The objective criteria are: evaluation of the three cultural dimensions of the project - symbolic, economic and social -, budget adequacy, feasibility of execution and technical-operational ability of the proponent. Available at: [http://www.cultura.gov.br/documents/10907/963783/cartilha\\_web.pdf/8cbf3dae-0baf-4a30-88af-231bd3c5cd6e](http://www.cultura.gov.br/documents/10907/963783/cartilha_web.pdf/8cbf3dae-0baf-4a30-88af-231bd3c5cd6e), p 49). They are:

- Merit (originality, presence of creative and unique characteristics in its form, innovation, novelty in approach, concept and / or execution);
- Feasibility (Coherence in relation to the values and objectives of the Cine- Theatro Central and the UFJF, as well as feasibility and capacity to be carried out);
- Cultural relevance (recognition of cultural values arising from the proposal for the local and / or national scenario);
- Diversity (Contemplation of diverse areas, innovative, unique and outstanding ideas).

6.5 The Directing Council of the Cine-Theatro Central will evaluate the cultural proposals presented according to the following criteria:

| <b>Criteria</b>    | <b>Score</b>   |
|--------------------|----------------|
| Merit              | 00 to 25 marks |
| Feasibility        | 00 to 25 marks |
| Cultural relevance | 00 to 25 marks |
| Diversity          | 00 to 25 marks |

6.6 In the case of a tie between the final score of the proponents, the tiebreaker will follow the following order of scoring criteria:

- a) Higher 'merit' score
- b) Higher 'feasibility' score
- c) Higher 'cultural relevance' score
- d) Higher 'diversity' score

6.7 Should the tie between the scores persist, the Cine-Theatro Central's Board of Directors will establish the tiebreaker. The warnings that the producer / artist may have received from Cine-Theatro Central may be used as a tie-breaking criterion. In this case, a lottery will be held between the parties.

6.8 Public workers of the Department of Culture, members of the Board of Directors of Cine-Theatro Central and their relatives up to 3rd degree cannot apply for projects.

## 7 RESULTS

7.1 The Board of Directors of Cine-Theatro Central will announce the results of the selection in the local press, in the Federal Register and in the website [www.ufjf.br/procult](http://www.ufjf.br/procult) [www.theatrocentral.com.br](http://www.theatrocentral.com.br) for public knowledge, according to the approvals of the proposals.

7.2 The interested parties who have their proposal rejected will be able to send administrative appeals and to ask for reviews (according to item 5.9 of this call), according to articles 56 to 65 of Decree 9,784 / 99.

7.3 After the selection, if the selected proponent does not wish to present him/herself, he / she must communicate this wish via a written notice. There may be sanctions on the part of the CTC Board of Directors.

7.4 The sanction mentioned in the previous item is a prohibition to participate in similar Public Calls for 02 years for the proponent who gives up.

## 8 PRESENTATION

8.1 The proponents who have their proposals selected will sign the Permission to Use Agreement with Cine-Theatro Central, approved by the Attorney General's Office of the UFJF.

8.2 In the event of partial or total non-performance of the proposer, the same penalty mentioned in item 7.4 will apply.

8.3 The costs related to Copyright (ECAD) are of the responsibility of the proponent. The artist/producer must obtain the license for use with the copyright-holding entities and settle the percentages of payments, and delivered to the Theater Office, respecting the Permission to Use the Cine-Theatro Central.

## 9 DEADLINES

9.1 The Schedule with the evaluation stages and the selection of proposals will be available on the Portal of the Department of Culture of the UFJF [www.ufjf.br/procult](http://www.ufjf.br/procult) and [www.theatrocentral.com.br](http://www.theatrocentral.com.br), and will be attached to the Public Call process, as well as any important changes, with reasonable deadlines for the execution of the respective stages.

## 10 GENERAL PROVISIONS

10.1 The list of existing equipment in the theater, as well as its floor plans, are available on the website (<http://www.theatrocentral.com.br/historico/ficha-tecnica/>). The proposal must be appropriate to the space and technical layout of Cine -Theatro Central, and the proponent must adapt the original proposal if necessary.

10.2 When the event is held, the costs of hiring, assembling, operating and dismantling any additional equipment not offered by the theater will be of responsibility of the proponent.

10.3 The proponent shall ensure that his proposal is fully operational between April 1, 2019 and April 30, 2020.

10.4 Clarifications regarding the contents of this Public Call can be obtained in person at the Cine -Theatro Central office, from Tuesday to Friday, from 9 am to 12 a.m. and from 2 p.m. to 5 p.m., or by calling (32) 3231-4051 and by contacting this e-mail: [cinetheatrocentral@ufjf.edu.br](mailto:cinetheatrocentral@ufjf.edu.br).

10.5 The Board of Directors of Cine -Theatro Central reserves the right not to select any submitted proposal, if it so chooses.

10.6 Since it refers to a precarious act, the permission to use the Cine-Theatro Central may be revoked at any time, in the interest of the Administration and without any right to a financial restitution to the proponent.

10.7 7 In the eventual need of structural or emergency repair or by reasons of force majeure, Cine -Theatro Central may be closed for an indicated period, in order to make the repairs, thus meeting the public interest. In this case, the Permission to Use Term will be suspended pursuant to the current legislation, and the proponent will not be entitled to any financial compensation.

10.8 Any omissions shall be managed by the Board of Directors of the Cine - Theatro Central.

10.9 In order to choose the dates for the proposals, it is necessary to consult the program of Cine- Theatro Central, available at <http://www.theatrocentral.com.br/programacao-2/>.

10.10 The Board may suggest the re-scheduling of dates, which will be done in agreement with the proposers.

Juiz de Fora, 4th of January, 2019.

**Valéria de Faria Cristófaró**  
**Dean of Culture**



