

Art-Based Intervention as A Response to The Impacts of the COVID-19 Pandemic in Brazil: A Case Study of The Inspirarte Project (IFG, 2020)

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Abstract

This research presents a case study of the InspirArte Project, developed by the Federal Institute of Goiás (IFG) in Brazil in the second half of 2020. The project was created in response to the economic, social, and psychological impacts of the COVID-19 pandemic on the lives of low-income students and aimed to offer them a monthly income by financing virtual artistic productions. The study analyzed the application and development of InspirArte in the Brazilian context, using document analysis, statistical data published by IFG, and audiovisual material released after the project execution on the IFG Comunidade YouTube channel. The research design followed a qualitative approach, with data collected from various sources and analyzed through content analysis. Results showed that InspirArte had a highly positive impact on the lives of young Brazilian students, as it provided them with financial support and opportunities to showcase their artistic talents. The project helped students survive a challenging economic situation and contributed to their personal and professional development. The art pieces created during the project were later showcased at the XV Art Festival of Goiás and are still publicized in events promoted by IFG. This case study provides insights into the potential of virtual artistic productions to support low-income students during times of crisis. It highlights the importance of creative initiatives for personal and social development. The findings contribute to the literature on arts-based interventions for vulnerable populations and can inform future efforts to support students and promote cultural diversity in Brazil and beyond.

Keywords: art-based intervention, case study, COVID-19 pandemic, digital art