

## RACE – GENDER - TECHNOLOGY



**Film screening and presentation by  
Silvana Bahia, PretaLab.  
5<sup>th</sup> October 2017, 5pm-7pm  
Centre for Latin American Studies  
Alison Richard Building  
7 West Road Cambridge, CB3 9DT**

The appropriation of new technologies by black women in Brazil has both enhanced their visibility and multiplied the production of positive narratives about black women's trajectories, knowledge and ways of knowing. The influence of these digital technologies has contributed to the creation of new platforms that aim to increase the number of black female protagonists in spaces from which they were previously absent.

In this event, Silvana Bahia will discuss three projects that are increasingly being acclaimed in Brazil for combining questions of gender, race, and technology. The first, *KBELA*, is a short film released in 2015 and directed by Yasmin Thayná, a young black filmmaker from the Baixada Fluminense region of Rio de Janeiro. The film's production drew on affective and internet-based networks to create a film about the relationship of black women to their natural hair - the experience of "being a woman and becoming black." Following this is *Afroflix*: an online platform for films containing at least one black artist in the role of director, screenwriter and / or producer. Finally, the PretaLab project is an initiative that aims to stimulate black and indigenous women in the realms of technology and innovation based on an elaboration of data that examines intersections of gender and race in these fields. One strand of the project has been the creation of an audiovisual campaign promoting women whose work in these areas is both relevant and has attained recognition, in order to inspire other women of all ages.

Silvana Bahia currently works as project manager at Olabi, a Rio de Janeiro based 'maker space', where she coordinates a series of initiatives designed to combat racism, including PretaLab. She is on the board of the organizations Gênero e Número (Gender and Number) and Coding Rights and was a facilitator at Maratona RodAda Hacker – workshops to empower women in new technologies. From 2013-2015 Silvana coordinated the communications strategy of KBELA the film, and has been a collaborator of the platform Afroflix from its inception. She is a trained journalist and holds a masters in Culture and Territoriality from the Universidade Federal Fluminense in Rio de Janeiro.

This event is facilitated by Mary Freedman (PhD candidate, University of Queens, Belfast) in collaboration with the Centre for Latin American Studies, University of Cambridge.

The event will include the first ever Cambridge screening KBELA, recent winner of best short film in the African Diaspora at the African Academy Awards.

Links:

- Teaser KBELA: <https://www.youtube.com/watch?v=MsUIXEnnCJo>
- Afroflix: <http://www.afroflix.com.br/>
- PretaLab website: <http://pretalab.com/>
- PretaLab in English: <https://medium.com/@olabimakerspace/who-are-the-brazilian-black-and-indigenous-women-in-technology-35d29dea0063>
- Teaser of the PretaLab audiovisual campaign with subtitles: [https://www.youtube.com/watch?v=ug\\_owovLc8M](https://www.youtube.com/watch?v=ug_owovLc8M)
- PretaLab video playlist: <http://bit.ly/PretaLabVideos>