

## LOVE OF ART

# THE 55 Project

Art, the Fabric  
that Bridges Communities

By Gina M. Pérez

**T**o paraphrase Émile Zola: If you ask me what I came to do in this world, I, an artist, will answer you: I am here to live out loud.

Art allows for individuals to express themselves, to live out loud. It engages conversation and can assist in bringing together a community. Maria Fulfaro understands this at the very core. A journalist and the Sales and Marketing Manager at the Broward Center for the Performing Arts, she along with Flávia M. Pecego, Director of Carré Art, an online platform that promotes contemporary Brazilian art, are co-founders and the driving force behind The55Project, launched in 2016. They recognized the unique role art plays in our daily lives — how it crosses all boundaries touching and uniting people from all walks of life from all over the world.

The concept behind The55Project is simple: bring communities together through art, education, and social projects. “The main idea was to create a unique concept that promotes Brazilian art through different kinds of projects,” said Fulfaro. Maria and Flávia work closely with Brazilian artists, social project founders, cultural leaders and educators to curate art exhibits, art talks, conferences, and solo projects for artists seeking international exposure. Adhering to three fundamental principles — culture, community, and commerce — they create events that enrich, educate, and introduce the artist to the community. If you are wondering about the meaning of the name, The55Project, it’s a nod to Brazil, their home country. Fifty-five is Brazil’s country code.

The55Project hit the ground running since its inception with events in Miami, Ft. Lauderdale,



Maria Fulfaro with  
artist Grazi Gadia.

Flávia M. Pecego  
and Maria Fulfaro.

and New York City. To date, they have collaborated with such groups as AnnexB in New York City, Focus Brazil, Aluna Art Foundation, the Doral Contemporary Art Museum, the City of Doral, and Arte Fundamental Gallery to name just a few.

The programs for the second season are well underway and getting noticed in the art community. The season, which runs from October through May, includes art socials, educational presentations, and exhibits. For their inaugural season, they successfully hosted 13 events in diverse settings and communities.

Although their focus is promoting Brazilian art in the USA, they are open to working with artists from other countries. “We are always open to collaborate, to integrate and reinforce diversity; and we truly believe that together we are stronger,” Fulfaro said. If you are interested in learning more about the project, visit their website at [the55project.com](http://the55project.com).

