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## Bienal Sudoeste Paulista in Itapetininga: Expanding the City's Cultural Soft Power and International Projection

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### Abstract

The study aimed to analyze the role of the Bienal Sudoeste Paulista – Itapetininga, São Paulo - Brazil, in promoting literature, and cultural diversity, and expanding the City's Soft Power. Using a qualitative approach, through content analysis, the bibliographic research was employed to review studies on literary fairs and Biennials, adopting the Case Study method for an in-depth analysis. The results highlighted that book fairs promote cultural diversity, encourage active citizen participation in the cultural construction of their cities, and encourage collaboration and knowledge exchange. The presence of different voices enriches the debate and inspires the community to engage in cultural initiatives. Improvement suggestions emphasized the importance of enhancing the organization and offering of activities in cultural events to make them more inclusive. In summary, international book fairs play a crucial role in promoting literature and valuing cultural diversity, positively impacting the community and the local literary scene. Their role as agents of cultural promotion and stimulation of active citizen participation in building the cultural future was evidenced, highlighting the importance of these events for cultural and social enrichment.

**Keywords:** Biennial, Book Fairs, Cultural Promotion, Cultural Interaction.

### 1. Introduction

Itapetininga, a city located in the interior of the state of São Paulo - Brazil, has stood out not only for its rich history and traditions but also for its growing influence on the national and international cultural scene. One of the main drivers of this recognition is the Bienal Sudoeste Paulista. This innovative cultural event has established itself as a platform for promoting the region's literature and arts. By bringing together writers, artists, and culture enthusiasts, the Biennial has become a meeting point for ideas exchange, experiences and inspirations, contributing to the positive projection of Itapetininga on the Brazilian cultural scene.

With a proposal that values the diversity of voices and perspectives, the Bienal Sudoeste Paulista has played a fundamental role in promoting local and regional literature, highlighting the importance of collaboration and different visions for the city's cultural development integration. The event provided an enriching environment through exhibitions, lectures, book launches, book donations, and artistic presentations, stimulating dialogue and reflection on relevant contemporary social issues.

In addition to strengthening community bonds and stimulating creativity and innovation, the Bienal Sudoeste Paulista has helped cultivate a sense of belonging and shared responsibility for the city's future. The lasting impact left by this event extends beyond its actual dates, positively influencing how Itapetininga is perceived, both nationally and internationally. With a diverse program and the presence of talented exhibitors, the Biennial has established itself as a cultural landmark in the region, connecting people from different backgrounds through artistic expression and cultural enrichment.

Through content analysis, this study sought to highlight the importance of literary fairs, such as the Bienal Sudoeste Paulista - Itapetininga, in promoting literature and building cultural networks. Based on qualitative methods and case studies, the research highlighted the positive aspects of the event, such as the participation of local writers and the variety of titles presented, in addition to pointing out suggestions for improvement for future editions. The results included the local literary community strengthening, a diversity of voices and works promotion, and the region's cultural development stimulation.

## 2. Bibliographic Review

According to UNESCO (2010), Biennials and Literary Fairs are privileged spaces for cultural diversity dissemination, allowing the meeting of different literary expressions and strengthening the ties between market agents in the publishing sector. Additionally, book fairs have established themselves as important platforms for the internationalization of literature and the construction of collaboration networks among writers, editors, and readers worldwide.

Kaneva (2011), notes that international book fairs play a crucial role in promoting national literature on the global stage, enabling the dissemination of authors and works internationally. The presence of a country or state as a guest of honor at a book fair, for example, not only highlights the literary production of that country but also contributes to building its image abroad (Hochleitner, 2022). In this sense, book fairs become cultural showcases that expand the visibility and reach of literary productions on a global scale.

The internationalization of literature and translation has been a growing interest in literary and translation studies, reflecting the importance of the circulation of literary works among different cultures and languages. According to Sapiro (2016), translation plays a fundamental role in the dissemination and consecration of literary works internationally, allowing authors and texts to reach new audiences and be recognized in transnational contexts.

Globalization and new technologies have contributed to the expansion of the internationalization of literature, facilitating access to works from different countries and cultures. In this regard, Muniz Júnior & Szpilbarg (2016) emphasize the importance of international book fairs as meeting and negotiation among publishers, authors, and translators, promoting the circulation of literary works and encouraging cultural cooperation between countries.

The internationalization of literature is also related to cultural identity construction and linguistic and cultural diversity promotion. As Rubim (2015) asserts, translation plays a crucial role in valuing and preserving different literary traditions, contributing to the enrichment of global cultural heritage and strengthening intercultural dialogue.

Moreover, the internationalization of literature and translation can be seen as a means of promoting cultural diplomacy and strengthening relations between countries. According to Nye (2008), the translation of literary works and participation in international events, such as book fairs and literary festivals, are effective strategies for projecting soft power and building a country's positive image on the global stage.

The intersection of soft power, nation branding, and cultural industries has garnered increasing academic

interest due to its significant role in projecting and influencing a nation's international presence. According to Nye (2008), the soft power concept refers to a country's ability to achieve its objectives through attraction and persuasion, in contrast to coercion or payment. In this context, cultural industries play a crucial role in building and disseminating a country's image abroad.

Iglesias and Molina (2008) assert that the nation branding strategy has proven effective in promoting a nation identity and values in the global context. By projecting a positive and attractive image, countries seek to attract investments, tourists, and commercial partners, strengthening their international standing. Cultural industries play a fundamental role in this process, acting as vehicles for disseminating a country's culture and values.

In international cultural events such as book fairs and literary festivals, the presence of a country as a guest of honor can be seen as a strategy for soft power and nation branding (Galanes Santos, 2021). By highlighting a country's cultural and literary production, these events contribute to building a positive and attractive image abroad, influencing the perception and reputation of the host nation. Additionally, participation in international cultural events can generate business opportunities and partnerships that boost cultural industries and strengthen the country's global presence (Kleppe et al., 2002).

In summary, the combination of soft power, nation branding, and cultural industries plays a crucial role in projecting and influencing a nation's presence on the international stage. By promoting culture, art, and literature, countries can strengthen their position in the world, attract investment, and establish strategic partnerships that contribute to economic and cultural development. Thus, the interaction between soft power and cultural industries emerges as a fertile field for analyzing and understanding the dynamics of contemporary international politics.

In addition to promoting literature, international book fairs also play an important role in the creative economy and the development of cultural industries. According to Montanari et al. (2019), participation in book fairs can generate business opportunities, editorial partnerships, and translation agreements that drive the publishing market and foster the circulation of literary works in different languages. In this sense, book fairs are configured as spaces for commercial and cultural exchange that contribute to the dynamism of the publishing sector.

The relationship between cultural policies and creative economy has emerged as an interdisciplinary field of study that seeks to understand the interaction between culture, creativity, and economic development. According to Morillo (2019), cultural policies play a fundamental role in promoting and protecting cultural diversity, stimulating artistic and cultural production, and strengthening a society's identity. On the other hand, the creative economy, defined as the set of economic activities based on knowledge, creativity and innovation, has gained prominence as a growth and development engine in various countries (UNCTAD, 2008).

Moeran & Pedersen (2011) state that cultural policies aimed at the creative economy seek to foster job creation, increase competitiveness, and diversify the economy by stimulating cultural and creative production. In this sense, promoting sectors such as cultural industries, design,

fashion, cultural tourism, and performing arts becomes essential to drive economic and social development. The intersection of cultural policies and creative economy also reflects the promotion of innovation and sustainability. According to Acle (2021), creativity and innovation are key elements for economic growth and competitiveness, essential for generating value and differentiation in the global market. Furthermore, the creative economy can contribute to promoting sustainable development by encouraging cultural and artistic practices that value diversity, inclusion, and the preservation of cultural heritage.

### 3. Method

The Bibliographic research, which according to Sampieri, Collado & Lucio (2010), involves the review of published studies and the discussion of the authors, was conducted using the keyword "Literary Fairs" or "Biennials", yielding few studies on the subject.

The study was based on a qualitative approach, suitable for relationships requiring in-depth analysis in a research locus (Sampieri; Collado & Lucio, 2010). Given the specific context, the Case Study method was adopted, which provides sufficient resources to achieve the desired depth, making it suitable for this type of research, which will be applied to an intentional and specific sample (Yin, 2015).

Content analysis was used, categorizing classes to evaluate common elements, and addressing complex assumptions on topics requiring in-depth analysis (Bardin, 2015). According to Bardin, three aspects are fundamental for the content analysis development. The first is a floating reading, which aims to provide a general overview of the responses and initiate the process of strong reflection; followed by the association of common elements from categories, which are fields of knowledge expressed through words and phrases, forming key ideas of the analysis; and finally, relating and analyzing the categories to discuss the results.

### 4. Results and Discussion

Itapetininga city, located in São Paulo state - Brazil, boasts a rich and diverse history that reflects its cultural and historical importance. One of the significant landmarks is the region's participation in the 1932 revolution in Brazil, which left a legacy of resistance and patriotism. Additionally, the presence of tropeiros (itinerant cattlemen) in the area contributed to the formation of local identity, influencing the city's cultural and economic aspects over the years (Cardoso, Andrade & Reis, 2020).

The region was also notable in Brazilian popular music through the figure of composer and singer Teddy Vieira, born in Itapetininga in 1922. Many of his songs expressed resentment and gratitude, depicting familial conflicts with elderly relatives, as seen in the song "Couro de Boi" (Faustino, 2013).

Some of his notable compositions include: "A Caneta e a Enxada", "A Verdade Dói", "A volta do boiadeiro", "Menino da Porteira", "Rei do Gado", "Pagode em Brasília", "Couro de Boi", "O Mineiro e o Italiano" among others, always portraying the ingratitude, family disagreements that hurts those who only gave love, the joy of returning with friends and old acquaintances. His image is immortalized in Praça dos Amores in Itapetininga.

Another relevant aspect of Itapetininga's history is its

representation in the television soap opera "Éramos Seis", produced by the Globo, which brought to light the life of Anésia Pinheiro Machado, the first woman to fly, born in the city in 1904. A statue in honor of Anésia in Praça dos Amores in Itapetininga highlights the importance of this historical figure and her connection to the location (Cardoso, Andrade & Reis, 2020).

These historical and cultural events contribute to Itapetininga's unique identity, underscoring its relevance in the regional and national context. The city stands out not only for its remarkable history but also for its ability to preserve and celebrate its traditions, keeping alive the memory of important figures and significant events that shaped its development over time (Cardoso, Andrade & Reis, 2020).

Religious festivals play a fundamental role in Itapetininga's cultural and spiritual life, providing moments of celebration, devotion, and communion among the faithful and the local community. These events, marked by rituals, processions and expressions of faith, offer residents and visitors the opportunity to experience the city's religious tradition and connect with their deepest beliefs. Religious festivals in Itapetininga not only celebrate saints and sacred events but also strengthen community bonds, promote solidarity, and contribute to the preservation and transmission of religious traditions across generations.

In summary, Itapetininga's history reflects the region's diversity and cultural richness, highlighting the importance of preserving and valuing the historical roots that shaped the city's identity. Through notable events, emblematic figures, and local traditions, Itapetininga stands out as a place of historical and cultural relevance in the state of São Paulo (Cardoso, Andrade & Reis, 2020).

The 1st Bienal Sudoeste Paulista – Itapetininga, an innovative cultural event inspired by the models of the European Literary Fairs and Biennials of São Paulo and Rio de Janeiro, attracted participants from 15 cities (11 in the State of São Paulo) and 5 Brazilian States. Held in an atmosphere of creativity and artistic expression with 28 exhibitors, the event brought together book and music enthusiasts. On social media within 1 month there were over 25 thousand organic views of event videos.

In the musical aspect, at the event concluded with a show Brazilian Popular Music (MPB), where the history of music was narrated by Dinelson Junior and featured the special participation of the renowned MPB representative, Duca Leal, the Muse of Clube da Esquina. The Bienal Sudoeste Paulista - Itapetininga provided a diverse and enriching environment for all present, with the participation of the "Correio de Itapetininga" Newspaper and "LivrandoCast" Podcast. The varied cultural program and the presence of talented exhibitors contributed to making the event a celebration of local art and culture.

Innovatively, the book "Phrases and Letters for Itapetininga in 2030" was launched. It is a collection of thoughts, reflections, and aspirations from various regional citizens expressing their visions about the city's future. Covering themes such as culture, sustainability, technological progress, happiness, and creativity, the pages of this work reflect the community's diverse ideas and feelings regarding Itapetininga's destiny.

The book "Phrases and Letters for Itapetininga in 2030", organized by Prof. Alequexandre Galvez (Aleq. Galvez) and Claudia Maria Soares, aimed to highlight the

importance of collaboration and integration of different perspectives in seeking innovative and effective solutions to urban challenges in cities, with a focus on 2030. It emphasized the importance of listening to and considering diverse viewpoints in the search for sustainable and inclusive urban development. This promotes greater population engagement with the city, as they feel part of the process. Generally, in Brazil, people participate little and often do not have the opportunity to opine on the planning of their neighborhoods and cities.

The book embodies the concept of open innovation in various ways. Firstly, by bringing together a diversity of thoughts, aspirations, and visions for the city's future, the book represents a form of openness and collaboration, allowing different voices to contribute to the construction of a collective narrative. This approach reflects one of the fundamental principles of open innovation, which values the diversity of ideas and the participation of multiple actors in the creation and innovation process. It is akin to buy a product and being able to provide your feedback on it an open communication channel.

Furthermore, the book stimulates the exchange of knowledge and experiences among members of the Itapetininga community, promoting an environment conducive to co-creation and sharing ideas. This interaction and collaboration among citizens, present in the book's messages and reflections, are essential for fostering the idea that innovation can emerge from internal and external sources to the government organization.

The year 2030 was chosen in reference to the 2030 agenda, a global action plan adopted by the United Nations Member States in September 2015. It comprises 17 Sustainable Development Goals (SDGs) covering various areas such as poverty eradication, quality education, gender equality, clean energy, and others. The 2030 Agenda aims to promote sustainable development that considers not only the economic aspect but also social and environmental aspects, ensuring a more just and equitable future for all.

Analyzing the book and the goals related to the 2030 Agenda, it can see that:

**Sustainable Development:** Relates to Goal 8 (Decent Work and Economic Growth) and Goal 12 (Responsible Consumption and Production) of the 2030 Agenda.

**Community Quality of Life:** Aligns with Goal 3 (Health and Well-being) and Goal 11 (Sustainable Cities and Communities).

**Environmental Preservation:** Corresponds to Goal 15 (Life on Land) and Goal 14 (Life in Water) of the 2030 Agenda.

**Valuing Local Culture:** Relates to Objective 11 (Sustainable Cities and Communities) and Objective 4 (Quality Education).

**Sustainable Practices:** Aligns with Goal 12 (Sustainable Consumption and Production) and Goal 13 (Climate Action).

**Population Participation:** Corresponds to Goal 16 (Peace, Justice, and Effective Institutions) and Goal 17 (Partnerships for the Goals).

**Balance between Progress and Nature:** Relates to Goal 9 (Industry, Innovation and Infrastructure) and Goal 7 (Affordable and Clean Energy).

**Solidarity and Cooperation:** Aligns with Goal 17 (Partnerships for the Goals) and Goal 16 (Peace, Justice and Strong Institutions).

**Social Inclusion:** Corresponds to Goal 10 (Reducing

Inequalities) and Goal 5 (Gender Equality) of the 2030 Agenda.

**Family Strengthening:** Relates to Goal 1 (No Poverty) and Goal 2 (Zero Hunger and Sustainable Agriculture).

The book's legacy lies in its ability to stimulate dialogue, collaboration, and creativity among citizens, promoting greater awareness of important issues such as culture, sustainability, inclusion and innovation.

By bringing together a variety of voices and perspectives, the book creates a space for the diversity of ideas and experiences, enriching the debate about the city's development and encouraging citizens' active participation in shaping their future. The book's legacy also manifests in the inspiration it provides, motivating people to engage in community initiatives, explore new possibilities, and work together to achieve a common goal: the well-being and progress of Itapetininga.

Thus, the legacy of the book "Phrases and Letters for Itapetininga in 2030" transcends its pages, leaving a lasting impact by strengthening community ties, stimulating creativity and innovation, and cultivating a sense of belonging and shared responsibility for the city's future.

By promoting the appreciation of books and stimulating dialogue about the importance of culture in contemporary society, the Bienal Sudoeste Paulista has established itself as a landmark in the region, connecting people from different cities and states around artistic expression and cultural enrichment.

#### **4.1. Content analysis**

##### **4.1.1 Category: Positive Points of the Event**

According to Kaneva (2011), the participation of local writers, the variety of titles presented, and the opportunity to exchange experiences with regional authors highlight the importance of valuing local literary production and encouraging interaction between writers and readers. Furthermore, Hochleitner de (2022) emphasizes that cultural events such as the Bienal Sudoeste Paulista in Itapetininga play a fundamental role in promoting literature, building cultural networks, and valuing regional identity.

These positive aspects of the event contribute to strengthening the local literary community, promoting the diversity of voices and works, and stimulating cultural development in the region. The exchange of experiences between authors and readers can enrich the literary scene and inspire new productions.

"The participation of writers from the city and region"

"Book launches"

"Variety of titles"

"Exchanging experiences"

"The presence of Itapetiningan authors"

"Getting to know the writers of Itapetininga and their works"

"Being able to have a broader knowledge of the region's writers"

"Significant presence of young people"

"I loved talking with the authors"

"Congratulations to the team, as it was a well-organized event"

##### **4.1.2 Category: Improvement Suggestions:**

According to Kaneva (2011), participants' suggestions, such as encouraging reading for children, promoting

roundtables, expanding books and publishers' options, and including a publisher advisory table, demonstrate the importance of improving the organization and offering activities at cultural events. These suggestions aim to enrich the participants' experience, expand the event's reach, and meet the diverse demands of the public.

Implementing these suggestions can help make future events more inclusive, diverse, and attractive to a broader audience, strengthening the local literary scene and encouraging active community participation.

"For the next biennial, I suggest encouraging reading for children by creating a children's space"

"We should think about roundtables! I think it's interesting"

"I expected more, I thought there would be more book and publisher options"

"I think that next time we could have publisher advisory table so we can present our work as well"

#### 4.1.3 Category: General Feedback:

The general feedback from participants, which highlighted the importance of promoting local writers, the event's organization, and the expression of literary culture, reflects the appreciation of the region's artistic and intellectual production (Hochleitner, 2022). Participants' satisfaction with the event initiative and their anticipation for future editions demonstrate the positive impact of these activities on the community (Hochleitner, 2022). This positive feedback underscores the relevance of cultural events in promoting local literature, encouraging writers and readers participation, and strengthening ties between the community and artistic production.

"It was important to promote the city's writers"

"The important thing was that I got to know our city's writers "

"Wonderful, congratulations"

"Congratulations on a great initiative"

"Congratulations to everyone!!"

"The event itself was really cool"

"The event expresses the culture of literature, an additional booster for readers and writers"

"I hope there will be more events like"

## 5. Conclusion

Throughout this study, it was possible to observe the relevance of literary fairs, such as the Bienal Sudoeste Paulista - Itapetininga, in promoting literature and stimulating interaction among writers, editors, and readers. The main objective of analyzing the role of the Bienal Sudoeste Paulista - Itapetininga, São Paulo - Brazil, in promoting literature, cultural diversity, and expanding the City's Soft Power was achieved through the event's positive aspects, improvement suggestions, general feedback from participants, and the launch of the book "Phrases and Letters for Itapetininga in 2030". The active participation of the community and the positive impact on valuing local artistic and intellectual production underscored the significance of book fairs as agents of cultural promotion and creativity stimulation.

The results obtained from the content analysis reinforced the importance of cultural events such as the Bienal Sudoeste Paulista - Itapetininga in promoting the diversity of voices and works, strengthening the local literary community, and valuing regional identity. The participation of local writers, the variety of titles presented, and the

opportunity to exchange experiences with regional authors were highlighted as positive aspects, demonstrating how these events enriched the literary scene and inspired new productions.

By implementing the improvement suggestions pointed out by the participants, such as encouraging reading for children, promoting roundtables and expanding book and publisher options, a more inclusive and diverse future for upcoming editions was envisioned. Strengthening cultural networks, promoting local literature, and creating an environment conducive to dialogue and reflection will continue to be fundamental pillars for the region's cultural development and Itapetininga's positive projection of on the national and international cultural scene.

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