

Category: Social Affairs

Project: Vira-Casacas da Câmara

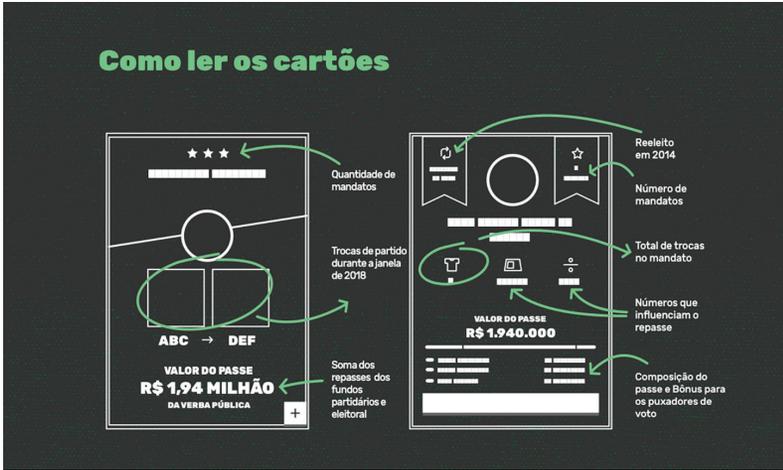


What was the challenge?

In 2018, Brazilian Congressmen had a free pass to change parties without the risk of losing their mandate for party infidelity. With the end of corporate campaign funding, getting a new Congressman is great for parties because the Electoral and Partisan Fund's rules say the money given to parties is directly proportional to how many Congressmen they have. Money that is primarily used for campaign spending.

Vira-Casacas da Câmara (Turncoats at the House of Representatives) is an independent project that, by showing which congressman changed parties, pointing out the economic impacts of this change, and placing a value on each politician, poses political critique in form of visualization. Our first goal was the critique itself. The second was to involve the whole team around an authorial project with no clients.





What was the solution?

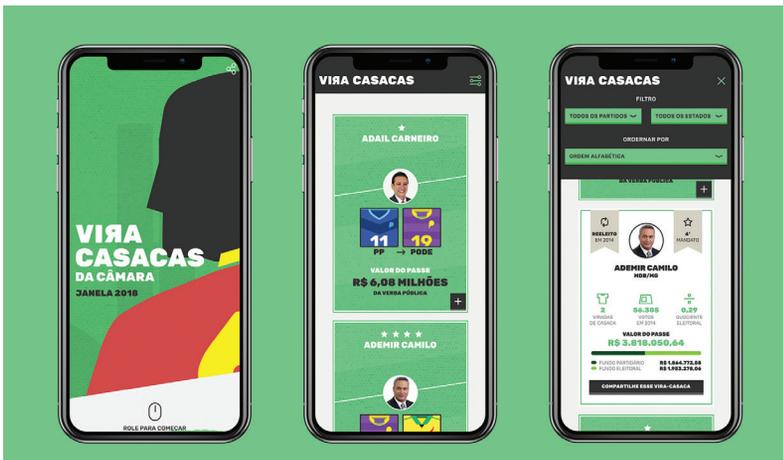
Without financial support, the project was guided by the mindset of achieving the greatest impact with the lowest possible energy output. The project was done in just over 6 weeks, from data collection to its publication.

To get the audience engaged we used the football metaphor paired with great visuals. Datawise, we decided to focus on (1) "players" rather than "teams", (2) one main number (player value) betting that its what would get the most visceral reactions, and (3) creating a simple visualization that would not require much of the user.



What was the effect?

We feel it is extremely important to have initiatives that explain to civil society, in detail but in an easy-to-read way, the rules of the political game. Since it's launch we acquired many fans and just as many haters. Gladly, the project has received nominations, honorable mentions, and awards: Information is Beautiful Awards, Bornancini Award, the London International Creative Competition, Brasil Design Award, Prêmios Clap, Biental Iberoamericana de Diseño, Latin American Design Awards, and the Brazilian Graphic Design Biennial.



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