



The 18th International Conference on Arts and Cultural Management

Rio de Janeiro, Brazil
June 29 – July 3
2026



Conference Highlights

International Conference on Arts and Cultural Management (AIMAC Rio 2026)

The AIMAC – International Conference on Arts and Cultural Management is recognized as one of the leading academic conferences in the field. For the first time in its more than 40-year history, the conference will take place in Brazil, hosted at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio), from June 29 to July 3, 2026.

The event will bring together approximately 230 participants from 31 countries and around 120 national and international institutions, including researchers, cultural managers, university representatives, cultural organizations, and professionals working in the fields of creative economy, culture, innovation, and public policy.

The AIMAC Rio 2026 program combines academic, institutional, and cultural activities, highlighting Brazilian cultural production, the creative economy, and Rio de Janeiro's cultural soft power.

The activities described below are among the main institutional, networking, academic, and cultural highlights of the conference, selected for their potential to foster international exchange, knowledge sharing, and dialogue on themes related to culture, creativity, innovation, cultural management, and soft power.

1. WELCOME COCKTAIL – AIMAC RIO 2026

Date

June 30, 2026 (Tuesday)

Time

6:30 PM – 8:30 PM

Location

Pastoral Hall – PUC-Rio

The Welcome Cocktail will officially open AIMAC Rio 2026, bringing together researchers, professors, cultural managers, and international participants from around the world.

Before the cocktail reception, participants will have the opportunity to join a guided visit to the Candido Portinari artworks at PUC-Rio, including a brief presentation about the artist and the Projeto Portinari.

As part of the conference's official cultural program, a special performance by the Camerata de Sopros Aprendiz Musical Orchestra will take place at 7:00 PM. The initiative is organized by the City of Niterói through the Municipal Department of Creative Economy and Strategic Actions in partnership with the Municipal Department of Education.

Created in 2001, the Aprendiz Musical Program is recognized as one of Brazil's leading public initiatives in music education and social inclusion through the arts, currently serving approximately 10,000 public-school students.

The orchestra will present a special Brazilian music repertoire prepared for the conference's international participants.

Schedule

- 5:00 PM – Registration and badge pickup at IAG PUC-Rio
- 5:30 PM – Guided visit to the Candido Portinari artworks at PUC-Rio (optional activity)
- 6:30 PM – Welcome Cocktail begins
- 7:00 PM – 7:30 PM – Camerata de Sopros Aprendiz Musical Orchestra performance
- 7:30 PM – 8:30 PM – Cocktail reception and networking

2. OFFICIAL OPENING CEREMONY

 **Date**

July 1, 2026 (Wednesday)

 **Time**

9:00 AM – 10:30 AM

 **Location**

Pastoral Hall – PUC-Rio

The Official Opening Ceremony will bring together institutional representatives from PUC-Rio, international researchers, cultural managers, and official conference guests.

3. INTERNATIONAL SPECIAL SESSIONS

 **Date**

July 1, 2026 (Wednesday)

 **Time**

5:45 PM – 7:00 PM

 **Location**

IAG Business School – PUC-Rio


The International Special Sessions will explore contemporary themes related to cultural governance, artificial intelligence, creativity, innovation, organizations, and arts and cultural management.

The sessions bring together international scholars and researchers from different countries and academic perspectives, fostering interdisciplinary dialogue and international exchange on emerging challenges in the cultural and creative sectors.

Featured Sessions

Negotiating Governance: Authority, Legitimacy and Coordination Across Cultural Systems


Organizer: Bianca Araujo

 *Location: IAG Auditorium*

Discussion on governance, legitimacy, accountability, and coordination across cultural organizations and systems, bringing together international scholars from different countries and perspectives.

Arts & Cultural Management in the Age of AI: Implications, Practices, and Futures


Organizer: Alice Demattos Guimarães

 *Location: IAG Room 4*

Roundtable discussion about artificial intelligence, creativity, cultural industries, governance, and the future of arts and cultural management in times of technological transformation.

When Management Learns from the Arts

Organizers: Marilena Vecco & Francesco Chiaravalloti

 *Location: IAG Room 1*

Session exploring how artistic practices can inspire new ways of thinking about management, organizations, creativity, and cultural innovation.

4. CULTURAL TOUR – ESTAÇÃO PRIMEIRA DE MANGUEIRA

Date

July 2nd, 2026

Time

3:30 PM – 8:00 PM

About the Experience

We will visit the workshop (*barracão*) of Estação Primeira de Mangueira, one of Rio de Janeiro's most traditional and iconic samba schools.

The *barracão* is the creative production space where the samba school develops its Carnival parade, including floats, costumes, sculptures, artistic structures, and other elements of the performance.

This is a unique and exclusive experience created for AIMAC participants in partnership with Mangueira.

Participants will have the opportunity to learn about Carnival as one of the world's largest creative production ecosystems, involving art, music, design, logistics, management, tourism, innovation, and community engagement.

The visit also includes an institutional presentation about Mangueira's history, cultural legacy, and social impact in Rio de Janeiro.

PUC-Rio volunteers will accompany the groups throughout the experience, providing support and English translation.

Practical Information

Participants who purchased the Full Package or the Cultural Tour received the official voucher inside the welcome kit.

Participants who purchased the tour for an accompanying guest should ask the guest to arrive at PUC-Rio by 2:30 PM on July 2nd to complete registration, sign the liability waiver, and collect the voucher.

Buses will depart from PUC-Rio at 3:45 PM sharp. Please arrive on time.

Only participants presenting the official voucher and signed liability waiver will be allowed to board the buses.

Volunteers will be available in the parallel session rooms and at the IAG registration desk to guide participants to the buses.

The buses will depart from inside the PUC-Rio campus, near the main entrance.

There will be no coffee break before departure. Participants will receive a snack bag for the bus ride.

Round-trip transportation between PUC-Rio and Cidade do Samba is included.

Since the visit takes place inside an active production/workshop environment, **all participants must wear closed-toe shoes. High heels and sandals are not permitted for safety reasons.**

Visit Dynamics

The visit will begin with a 40-minute presentation by Rafaela Bastos, Vice-President of Special Projects at Mangueira, introducing the history, organization, and cultural significance of the samba school.

After the presentation, participants will be divided into five groups for a guided circuit through different areas of the workshop (*barracão*). Each participant will receive a colored wristband identifying their group.

Each group will be accompanied by AIMAC volunteers, who will also assist with English translation during the visit.

Participants will experience different dimensions of Carnival production, including percussion and music with members of Mangueira's *bateria*, costume and sculpture creation processes, float construction, and backstage coordination of large-scale Carnival operations.

The visit offers a unique opportunity to understand Carnival not only as a cultural celebration, but also as a creative industry ecosystem involving art, innovation, logistics, tourism, and community engagement.

We will leave Cidade do Samba at 7:00 PM and return to PUC-Rio by bus. The estimated arrival time back at PUC-Rio is 8:00 PM.

5. SPECIAL SESSION – BOSSA NOVA, RIO DE JANEIRO AND SOFT POWER

Date

July 3, 2026 (Friday)

Time

2:00 PM – 3:30 PM

Location

Pastoral Hall – PUC-Rio

This special session will explore the relationship between music, cultural identity, internationalization, and the soft power of Rio de Janeiro, discussing how Bossa Nova contributed to shaping the international image of both the city and Brazilian culture.

The session will feature:

- Roberto Menescal – one of the founders of Bossa Nova and recipient of the Latin Grammy Lifetime Achievement Award
- Arthur Dapieve – professor, journalist, and writer
- Coordination: Ingrid Buckmann
- Moderation: Prof. Isabella Perrotta

The session is part of the strategic cultural program of AIMAC Rio 2026 dedicated to discussing Brazilian culture as a symbolic, economic, and diplomatic asset.

6. AIMAC CLOSING NIGHT – GALA DINNER

Date

July 3, 2026 (Friday)

Time

8:00 PM – 12:00 AM

Location

Fogo de Chão Botafogo

Av. Repórter Nestor Moreira, s/n – Botafogo – Rio de Janeiro

The Gala Dinner is part of the official closing program of AIMAC Rio 2026 and will take place in an exclusive venue reserved for conference participants.


The dinner will bring together researchers, institutional representatives, and international guests in a networking and social experience inspired by Rio de Janeiro's culture and hospitality.

Program Includes


- Traditional Brazilian churrasco experience
- Buffet with vegetarian options and accommodations for dietary restrictions
- Open bar
- DJ performance
- Surprise musical performance

The event will take place at a restaurant facing Sugarloaf Mountain and Guanabara Bay, offering panoramic views of one of Rio de Janeiro's most iconic landmarks.

Additional Information


 Official Website

[AIMAC Rio 2026 Official Website](#)

 Social Media


Instagram: [@aimac_conference](#)

LinkedIn: [AIMAC – International Conference on Arts and Cultural Management](#)

 Main Conference Venue

IAG Business School – PUC-Rio

Rua Marquês de São Vicente, 225 – Gávea – Rio de Janeiro

 Official Conference Dates

June 29th – July 3rd, 2026