

Constructing Herstory: Women's Football at the Brazilian Museum of Football

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Introdução

The Museum of Football (MF) actively constructs the "herstory" of women's football in Brazil. Historically sidelined by male narratives and cultural biases, women's football faced prohibitions and invisibility. The MF, particularly since 2015, addresses this heritage gap, showcasing achievements, challenges, and resistance. It uses women's football to spark dialogues on gender equality, sexualization, and body objectification. By formally recognizing these memories, the museum promotes social awareness, inspires action, and plays a vital educational role, transforming societal paradigms.

Problema de Pesquisa e Objetivo

This article aims to understand how the MF evokes and constructs the "herstory," of women's football in Brazil. Since its inception as a sport, football has been dominated by male narratives. On the other hand, prohibitions, interdictions, derogatory statements, salary differences, misogyny, restrictions, and resistance linked to biologizing ideas, based on anachronistic concepts such as "women's condition" or "female nature," are part of the daily reality of women's football and are, likewise, deeply rooted in Brazilian culture and Society.

Fundamentação Teórica

Memory is a social construct, shaped by present perspectives and political uses. Brazilian football's collective memory, particularly for women, highlights this. The Museum of Football (MF), established in 2005, acts as a "place of memory," documenting football's history. Initially, it overlooked women's contributions, reinforcing male dominance.

Metodologia

This qualitative case study explores the Museum of Football's portrayal of women's football history. The case study examines the long-term, temporary, and online exhibitions, and considers the accounts of guides during visits. Thematic narrative analysis (Riessman, 2008) was used to interpret the data, revealing how the museum communicates and constructs this "herstory."

Análise dos Resultados

The analysis reveals that, starting in 2015, the museum began to dedicate greater attention to the history of women's football, seeking to overcome the heritage invisibility that the sport faced for decades. The exhibitions not only celebrate the achievements of women in football but also address the challenges, prejudices, and acts of resistance that marked this trajectory.

Conclusão

It was observed how the museum uses the history of women's football to promote debates on contemporary social issues, such as gender equality, the sexualization, and the objectification of the female body.

Contribuição / Impacto

By giving visibility to the history of women's football, the Brazilian Museum of Football contributes to the construction of a more inclusive and critical memory, in addition to playing an important educational role in society.

Referências Bibliográficas

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