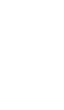
'We still do not understand the reality of people with disabilities', says critic

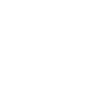
Somos Todos Paralímpicos: a campanha

Jacob Furedi | 3 hours ago | □0 comments

models to look like amputees







Paris

24/08/2016 - 07h29 - Atualizado 16h24

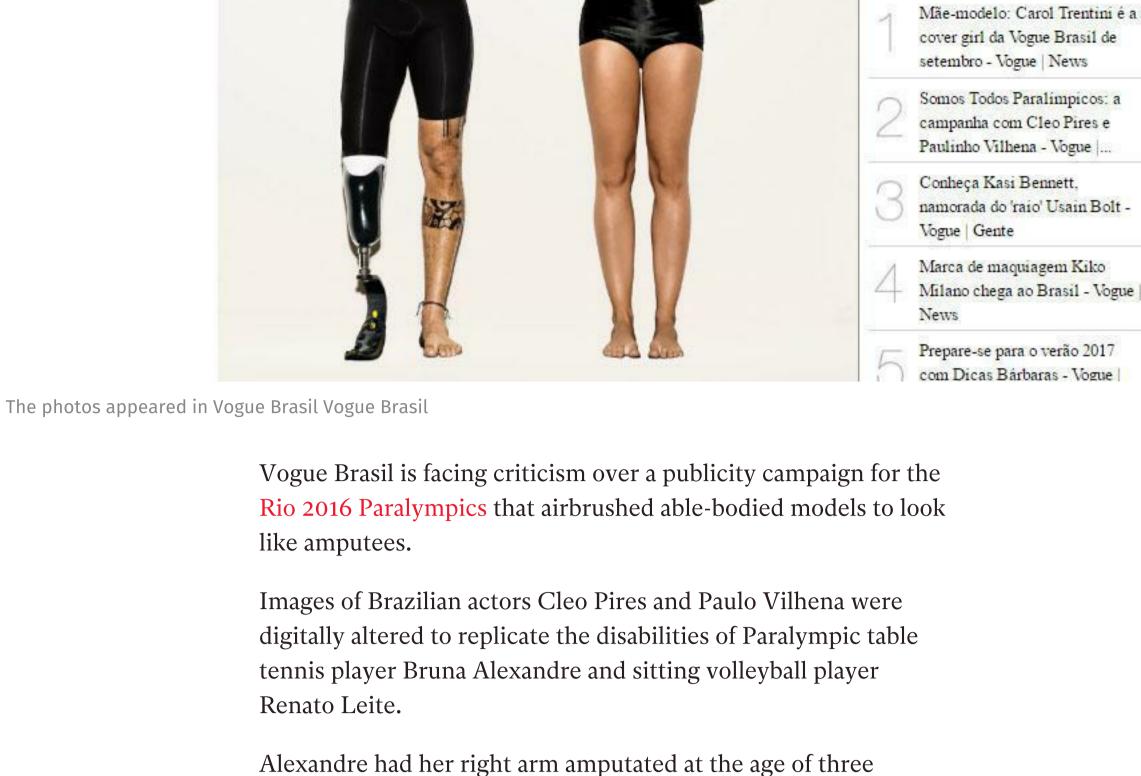
com Cleo Pires e Paulinho Vilhena

Embaixadores do Comitê Paralímpico Brasileiro, atores se engajam em campanha para atrair o público às competições que ocupam a cidade de 7 a 18 de setembro

Vogue Rio 2016 Paralympics photo campaign condemned for editing able-bodied

VOGUE Dior

MAIS LIDAS



months, while Leite has a prosthetic leg.

Pires and Vilhena, who are ambassadors for the Brazilian Paralympic Committee, appeared in Vogue Brasil under the headline "We are all Paralympians".

A photo posted by Vogue Brasil (@voguebrasil) on 3 hours ago The campaign has come under fire from disability advocates, who criticised the magazine for failing to include actual Paralympians in the photoshoot. "There's no shortage of disabled people to take the place of spokesperson in these adverts and show society that yes, they exist and they deserve as much space in the media as us," said Natália Belizario on the feminist website Lado M.

#SomosTodosParalímpicos: para atrair visibilidade aos Jogos Paralímpicos e

nacional, @cleopires_oficial e Paulo Vilhena (@vilhenap) aceitaram o convite

campanha Somos Todos Paralímpicos. Concebido pelos atores com o apoio do

@ocpboficial e dos atletas, com direção criativa de @ccarneiro, fotografia de

@andrepassos e beleza de @carolalmeidaprada, o anúncio traz Cleo na pele

@renatoleite10, da categoria vôlei sentado. Os ingressos estão à venda em

ingressos.rio2016.com. Vogue mostra os bastidores do shooting com o

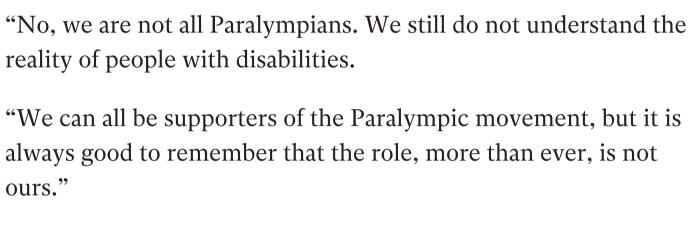
ressaltar a relevância dos paratletas brasileiros no panorama do esporte

para serem embaixadores do Comitê Paralímpico Brasileiro e estrelam a

de @bruninha_alexandre, paratleta do tênis de mesa, e Paulo, de

quarteto no link da bio. #voguenasparalimpiadas

in pictures: 100 days to the Paralympics



of the tickets for the Paralympics have been sold.

see the Paralympic games."

Clayton Carneiro, Vogue Brasil's art director, defended the

campaign: "We knew it would be a punch in the gut, but we were

there for a good cause. After all, almost no one bought tickets to

Since the Rio 2016 Olympics closing ceremony, only 20 per cent

Pessoal, Venho esclarecer que estou super orgulhosa de fazer parte desta

campanha que a revista #Vogue começou a divulgar as primeiras imagens

desse lindo trabalho. Nossos Embaixadores Paralímpicos Cleo Pires e Paulo

Vilhena, nos ajudaram a intensificar e a propagar a campanha com intuito de

para marcar presença nos Jogos Paralímpicos Rio 2016. Gostaria, de enfatizar

que #SomosTodosIguais e por isso a Cleo Pires me representa. Nos próximos

A photo posted by Bruninha Alexandre (@bruninha_alexandre) on 3 hours ago

Alexandre defended the "We are all Paralympians" campaign in a

proud to be part of this campaign and that the magazine #Vogue

post on Instagram: "Personally, I have been clear that I am so

has begun to publish the first pictures of this beautiful work.

"Our Ambassadors for the Paralympics, Cleo Pires and Paulo

increase interest in the Paralympic Movement and encourage the

Vilhena, helped to strengthen and spread the campaign to

dias, vocês terão acesso completo da campanha. #VemComAGenteBrasil e

espero contar com toda a torcida brasileira nas arenas é assim torcendo,

vibrando, cantando e comemorando conosco! #CarregoNoPeito o

#CoraçãoParalímpico. @cleopires_oficial @vilhenap @ocpboficial

gerar visibilidade ao Movimento Paralímpico e convocar a torcida brasileira

Brazilian fans to attend the Paralympic Games Rio 2016." **READ MORE** Arrival posters spark outrage in Hong Kong after photoshopping Shanghai landmark onto Victoria Harbour Suicide Squad: Margot Robbie's Harley Quinn hotpants so tiny they were Photoshopped to look longer in trailers Brooklyn Decker blames 'mom brain' after wrongfully accusing Sports Illustrated of Photoshopping cover

studio when the photoshoot took place and even posed for personal photos with the models.

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On Instagram, Ms Pires said she felt "honoured to represent Bruna in this campaign".

In a video, she provided a further response to the criticism: "We

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She also noted that both Paralympians concerned were in the

- lent our image to generate visibility. And that's what we're doing. My God." More about: | Rio Paralympics 2016 | Vogue | Photoshop
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