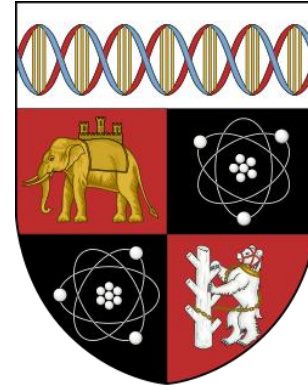


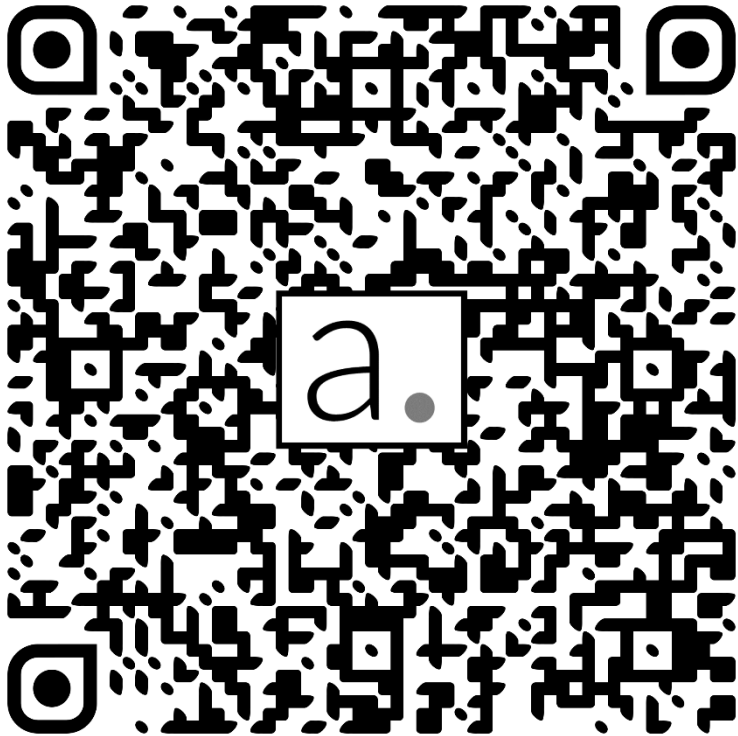


● Liebig and Eucalol Trading Cards

Travelling through Nature on Cultural Prints

Ana Cecilia Rocha Veiga

Lecture Post ●



www.anacecilia.digital

Lecture ●

- My Place of Speech.
- Webmuseum Project.
- Tourism, Trading Cards and Travel Writing.

- My Place of Speech



Ouro Preto City - Photo: Ana Cecília Rocha Veiga



Minas Gerais ●





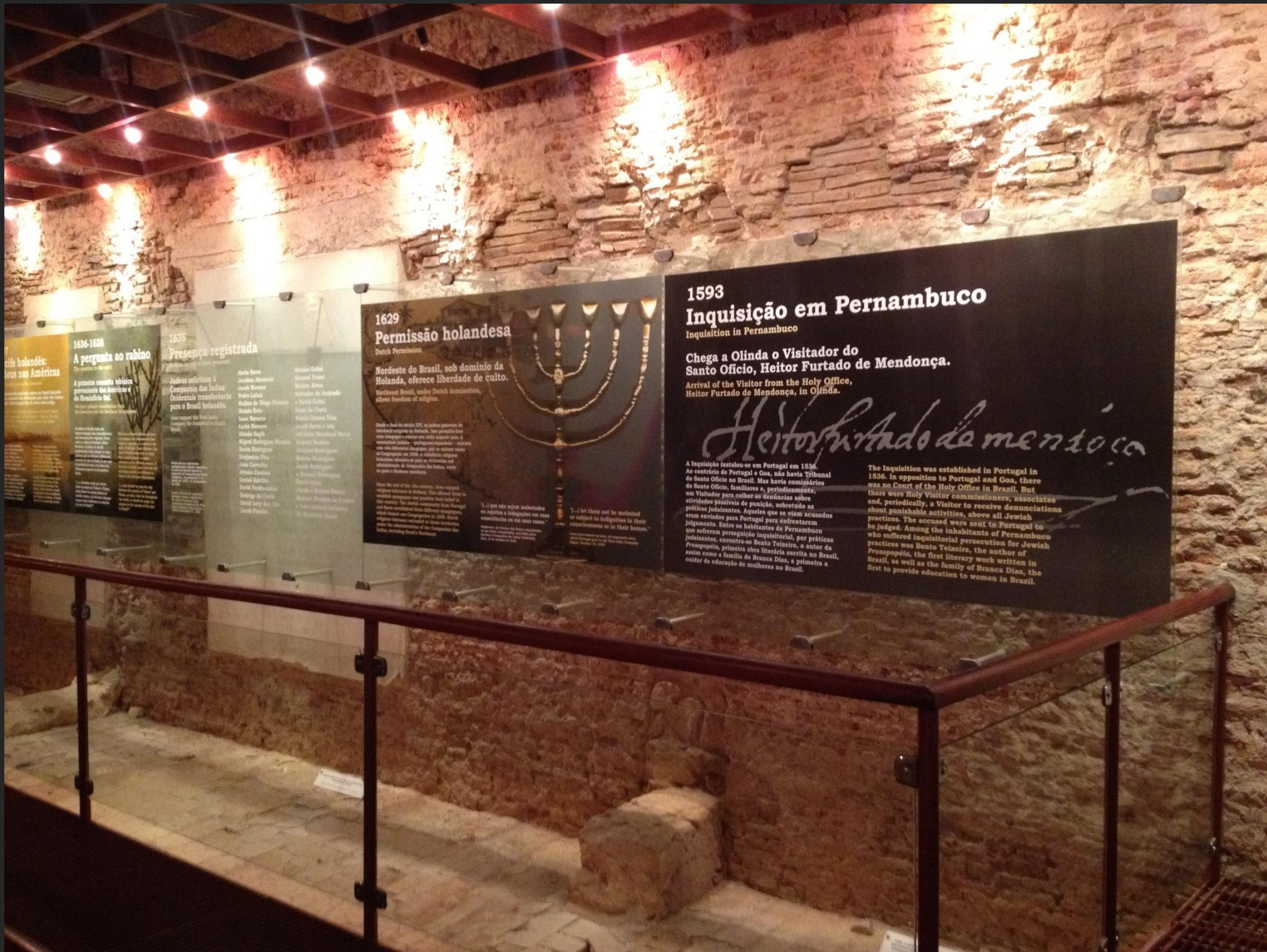


Photo: Fiocruz – Raquel Portugal



Fiocruz - Photo: Ana Cecilia Rocha Veiga



Fiocruz - Photo: Ana Cecilia Rocha Veiga



Fiocruz - Rio ●

Einstein visiting Fiocruz – Fiocruz Archives







Gramado – Photo: Ana Cecilia Rocha Veiga



Gramado ●

Photo: Ana Cecilia Rocha Veiga



Achiropita Church - Photo: iStock, Diego Grande



● São Paulo



Photo: Achirópita Church Facebook

● São Paulo

Liberty neighborhood - Photo: Almeida Rocha / Folhapress





35% ●
Indigenous

● 42%
African

Brazilian DNA – Maternal Lineage

Brazilian DNA – Paternal Lineage

- 71%
European



Brazilian Miscegenation ●

Is Brazil the most racially mixed country in the world?



Photo: ChatGPT

My Family Tree ●



——
Árvore Genealógica
Stammbaum



Photo: Marcelo Martins



Grandma Zelina ●

● The race is human.



The planet is one.

● Eucalol Trading Cards



Brazilian Melting Pot

“Exotic?”



Non-Western?

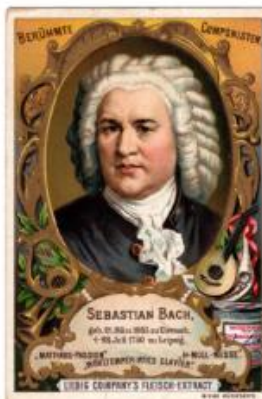


● Webmuseum Project

Webmuseum Project

Digital repository under construction

[Come back](#)



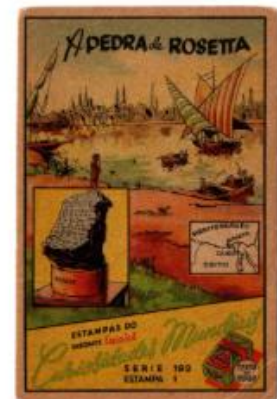
Liebig print from th...



Liebig print from the series *The Earth and its People*...



Liebig print from the *Climate and Vegetation* series ...



Eucalop print from t...

trade-card

Object Type

trade-card

Museum number

2000,0701.6

Description

Trade-card. The front shows a Chinese procession ('Grosse Drachen-Prozession in China'). The back has company details and a recipe for cooking duck.

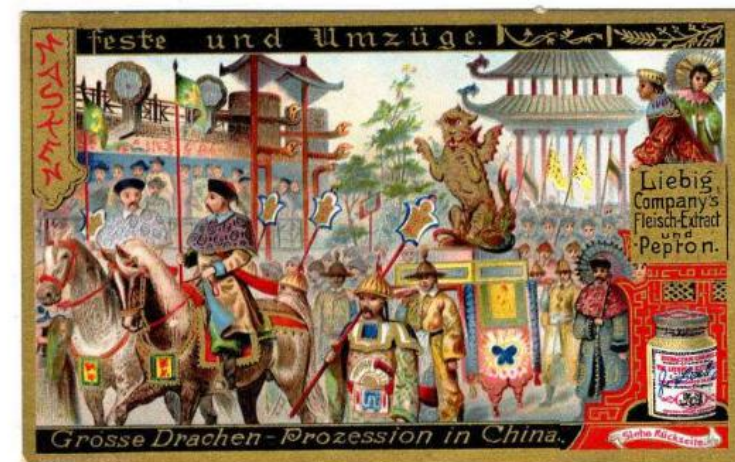
Authority

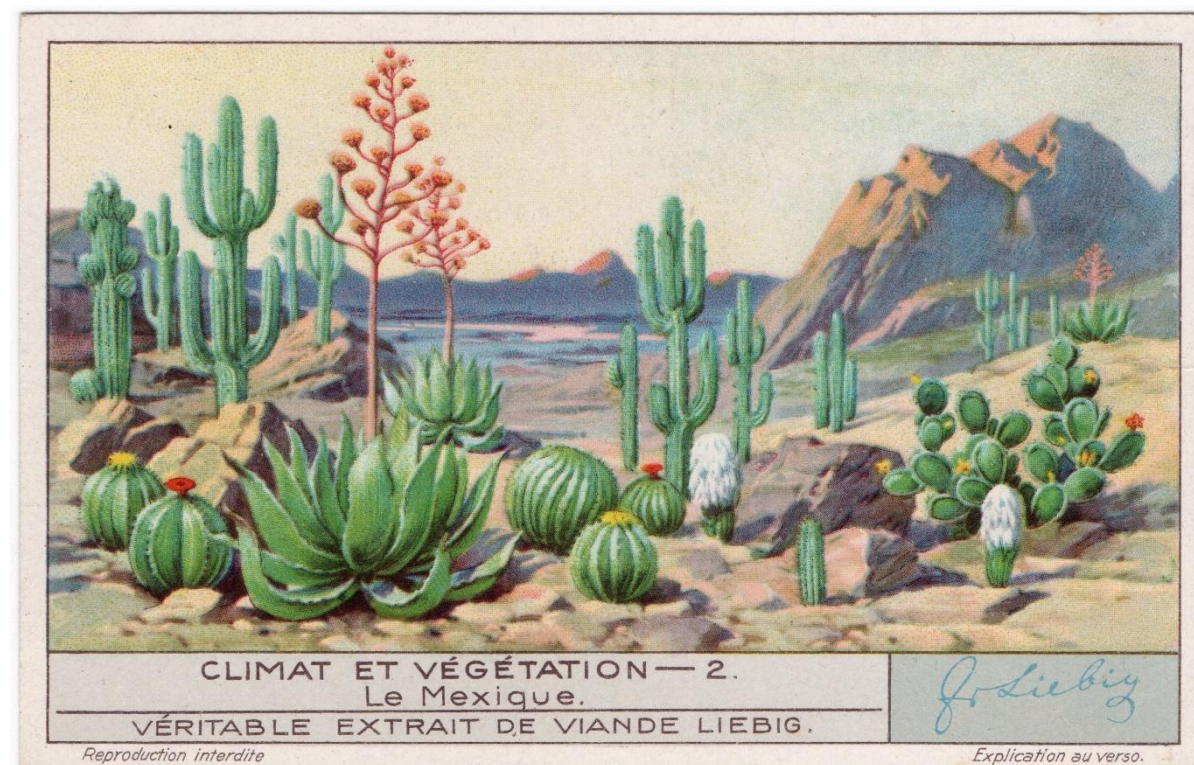
Issuer: Justus von Liebig

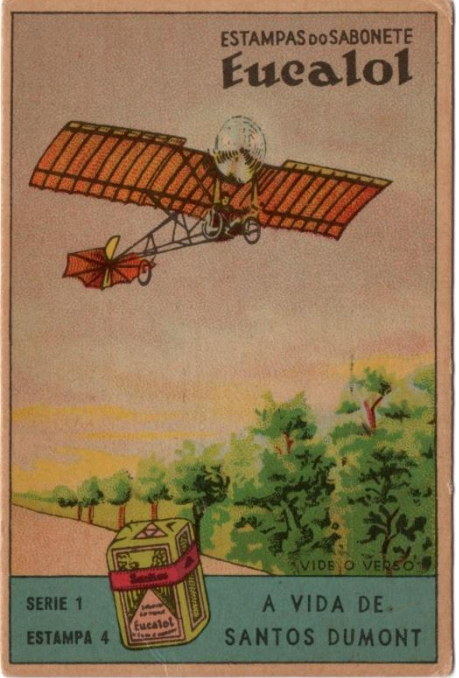
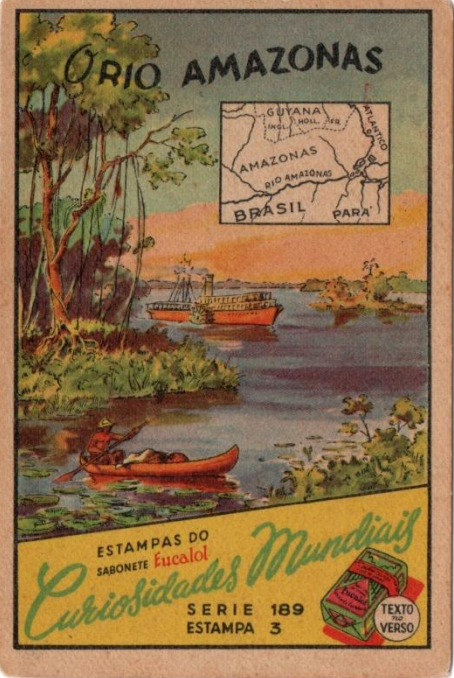
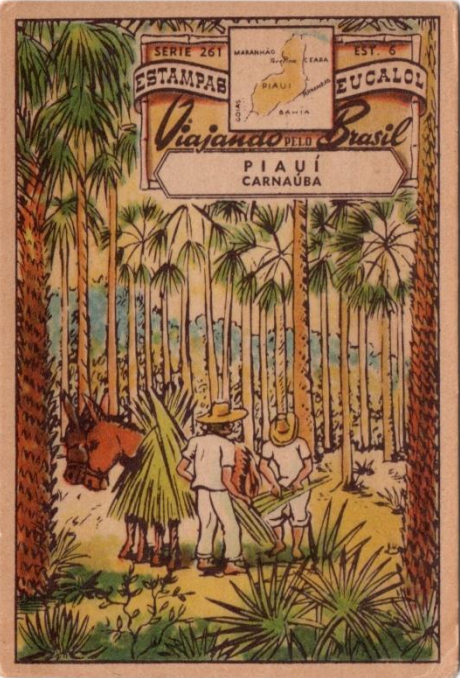
Materials

paper

Dimensions







● Trading Cards Analyses

history cultural heritage semiotics
tourism nature
decolonisation ethnography medicine
museumology design
authorship conservation
gender studies marketing typography

4 Ds ●

- Distinction (Cultural Tourism).
- Decolonisation (Explorers Travels).
- Drugs (Psycodelic Tourism).
- Danger (Adventure Tourism).

Cultural Tourism

- Distinction

BERÜHMTE COMPOSITEN.



SEBASTIAN BACH,
geb. 21. März 1685 zu Eisenach.
† 28. Juli 1750 zu Leipzig.

„MATTHÄUS-PASSION“
„WOHLTEMPERIRTES CLAVIER.“
„H-MOLL-MESSE.“

LIEBIG COMPANY'S FLEISCH-EXTRACT.

SIEHE RÜCKSEITE.

LIEBIG COMPANY'S FLEISCH-EXTRACT
aus FRAY-BENTOS.

Höchste Auszeichnungen auf ersten Weltausstellungen seit 1867.
Ausser Preisbewerb seit 1883.

Nur echt wenn jeder Topf den Namenszug „J. v. LIEBIG“ in blauer Schrift quer durch die Etiquette trägt.



Fischsuppe. — Alle Suppen von Fisch müssen mit einer guten Bouillon bereitet werden, und nur von Süßwasserfischen, welche ganz frisch sind, erhalten sie Wohlgeschmack. — Die gut gereinigten und gewaschenen Fische werden in Stücke geschnitten und eben weich, nicht trocken gekocht. Sobald sie, aus der Brühe genommen, etwas abgekühlt sind, löst man das Fleisch von den Gräten und stößt es im Marmormörser fein. Die durch ein Sieb gegossene Fischbrühe wird durch Fleisch-Extract, 10—15 Gramm auf das Liter, gekräftigt, mit weisser Mehlschwitze, von zwei Esslöffel Butter und ebensoviel feinem Mehl bereitet, verkocht, mit dem gestossenen Fischfleisch durch ein feines Sieb gerieben, wieder bis zum Kochen erhitzt und angerichtet. Pfeffer und Salz darf nicht vergessen werden.

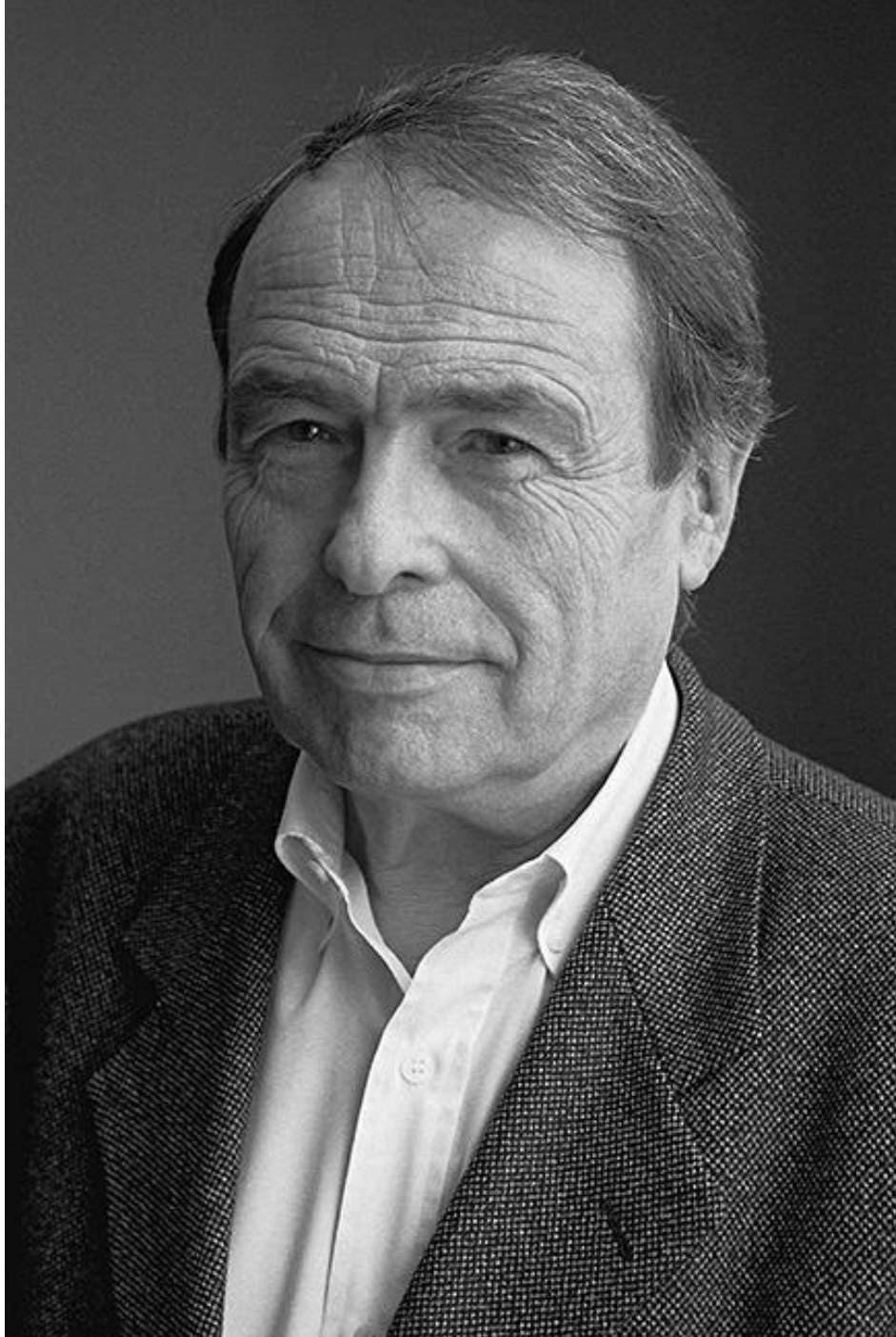
Liebig Company's Fleisch-Extract ist überall erhältlich ausser in den bekannten Töpfen auch in Blechdosen à 2 und 5 Pfd. englisch.

Publishers : Liebig's Company, Antwerp.

mona
lisa
smile

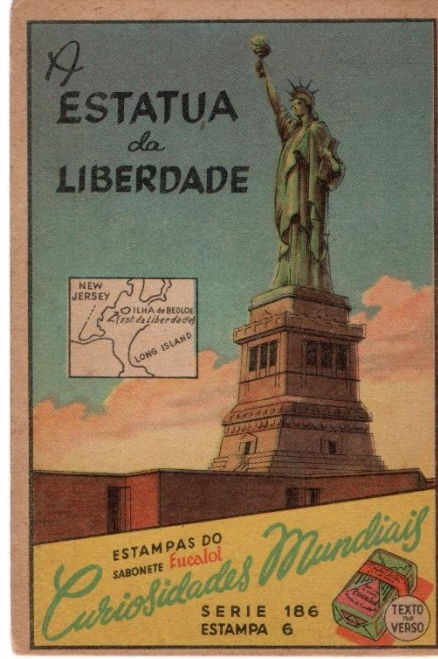
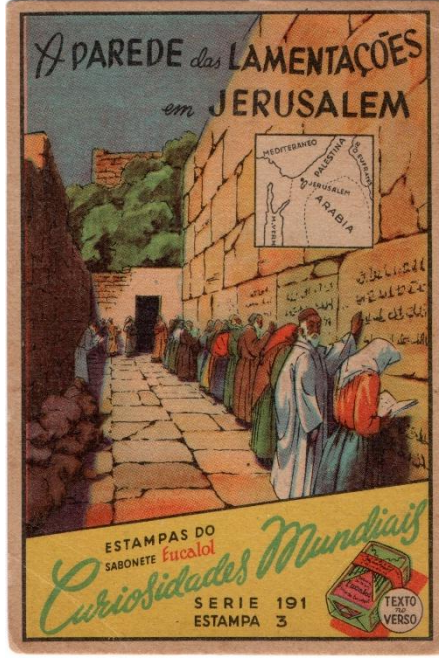
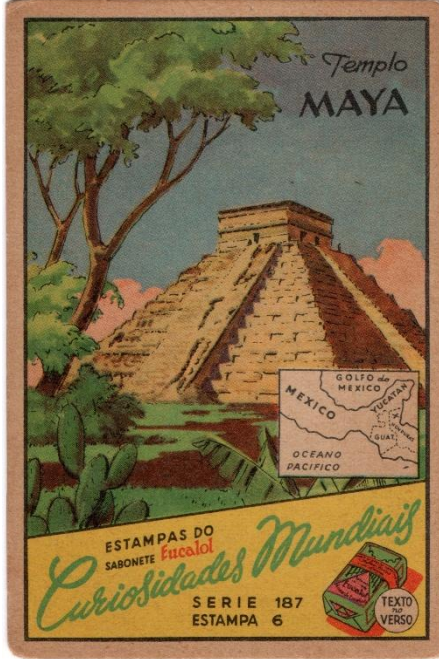
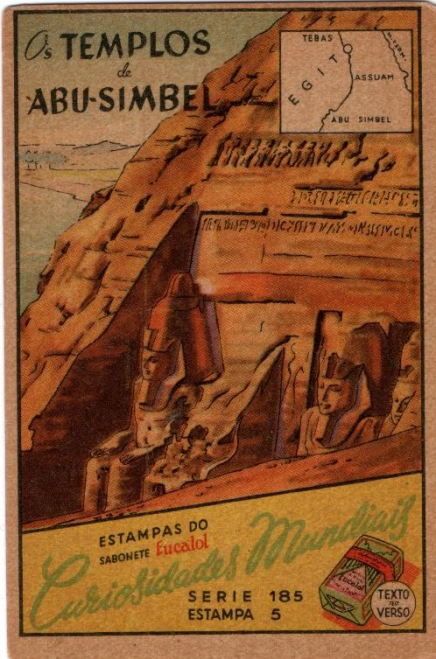
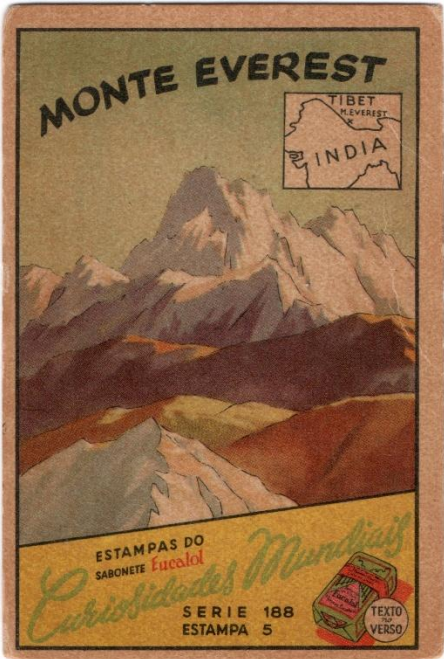
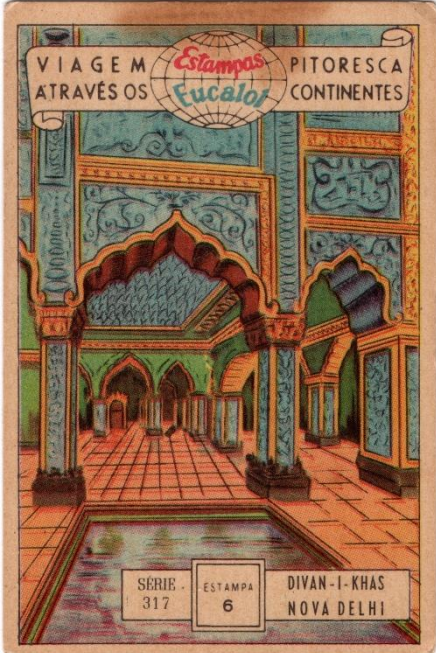


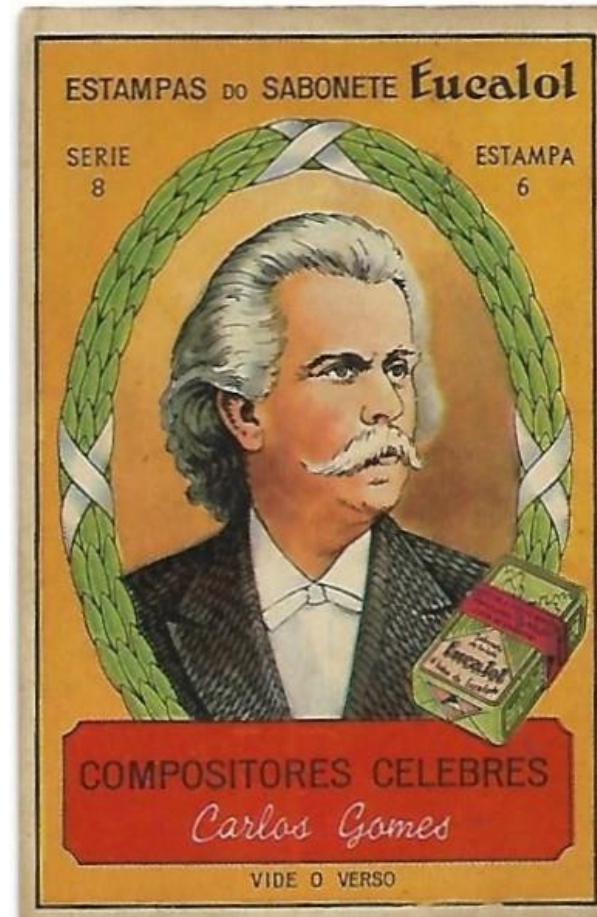
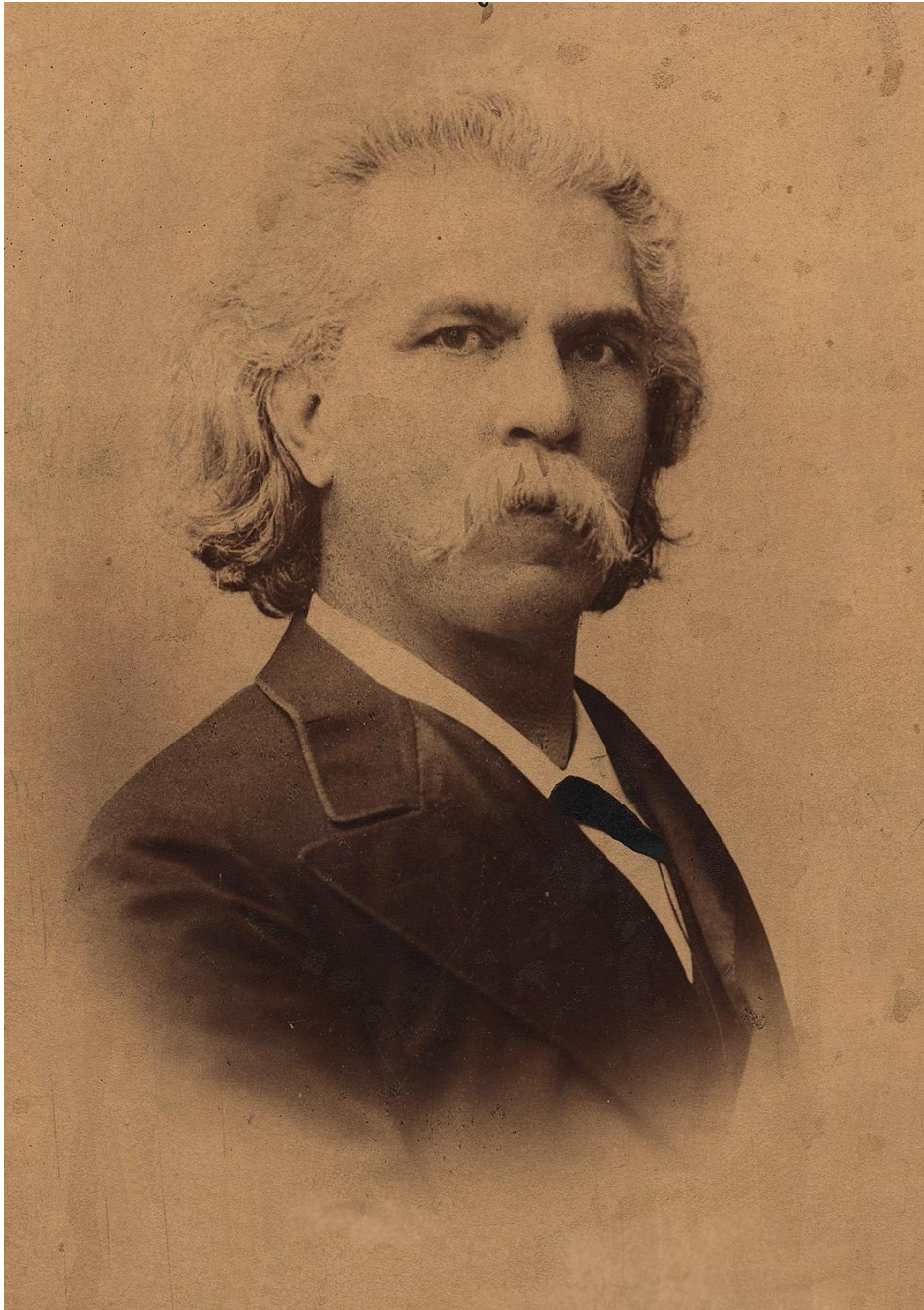




Pierre Bourdieu ●

Eucalol Cards





Carlos Gomes ●



Brazilian Classical Music

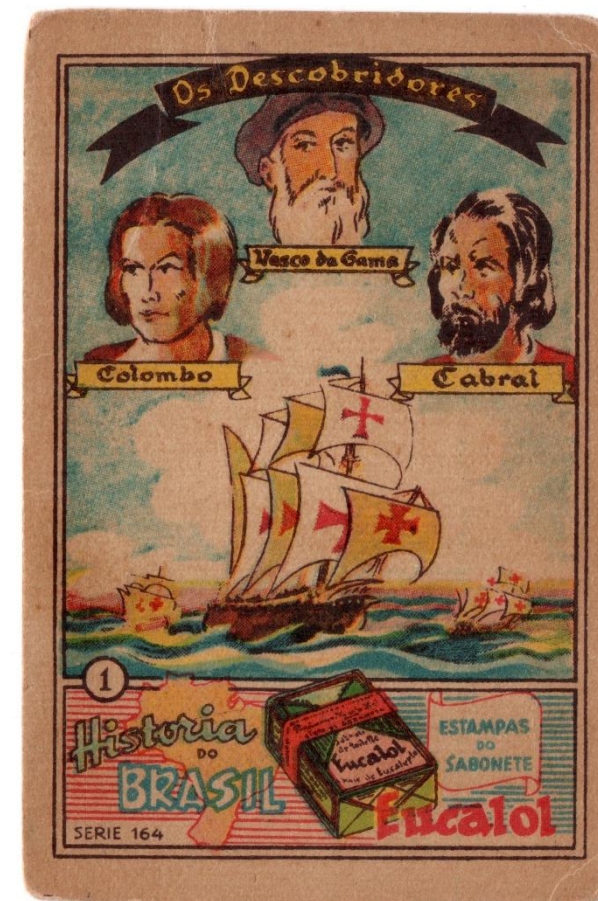
Ana Cecilia Rocha Veiga

▶ [Prévia](#)

Música	Artista	Álbum
 Matais de Incêndios (Acústica)	Ensemble Mentemanuque	Música do Brasil Colônia: As Solfas de Mogi das Cruzes
 Ex Tractatu Sancti Augustini (Acústica)	Ensemble Mentemanuque	Música do Brasil Colônia: As Solfas de Mogi das Cruzes
 Regina Caeli (Acústica)	Ensemble Mentemanuque	Música do Brasil Colônia: As Solfas de Mogi das Cruzes
 Dies Sanctificatus	Luis Otavio Santos, Orquestra Barroca do Festival Juiz de Fora	XXIV Festival - Mozart: Requiem,Ave Verum/ Nunes Garcia: ...
 Lição V	Marília Vargas, Rosana Lanzelotte, Ricardo Kanji	Tempo Breve Que Passaste: Modinhas Brasileiras
 Beijo a mão que me condena	Tiago Pinheiro de Oliveira, Rosana Lanzelotte	O amor brasileiro: Modinhas & lundus do Brasil
 Tarambote	Ensemble Turicum, Mathias Weibel, Luiz Alves da Silva	Garcia: Missa pastoril para a noite de Natal

Explorers Travels

- Decolonisation





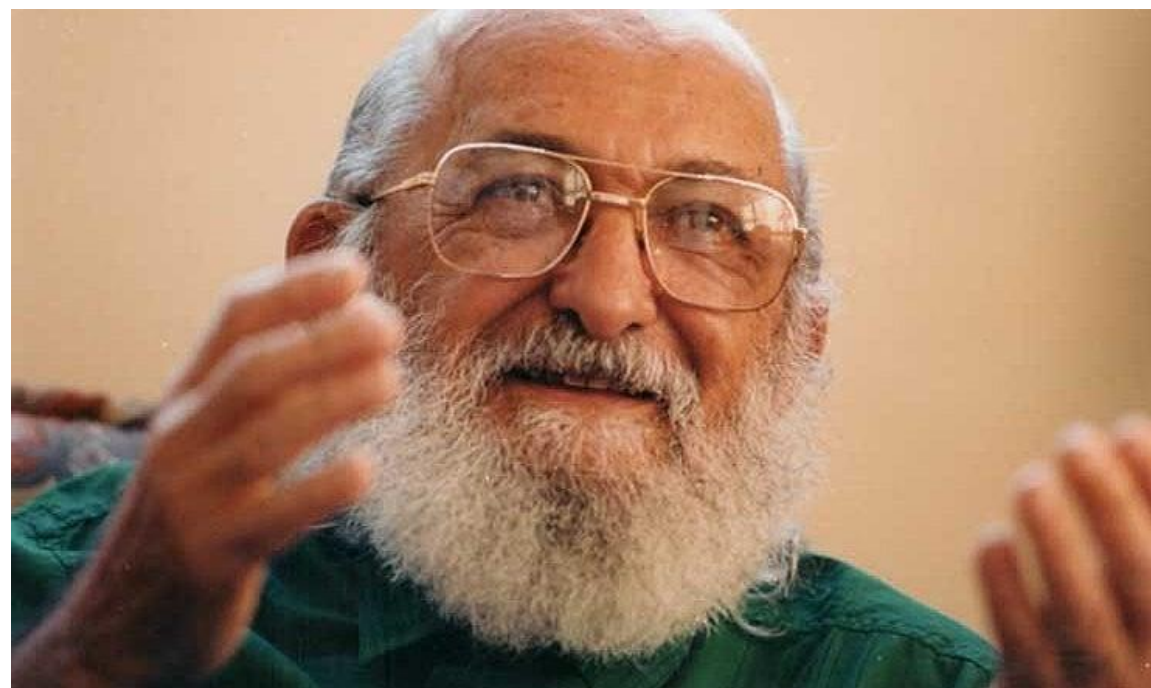
MODERN
CLASSICS

Paulo Freire Pedagogy of the Oppressed



Travelling Through Nature - 2025

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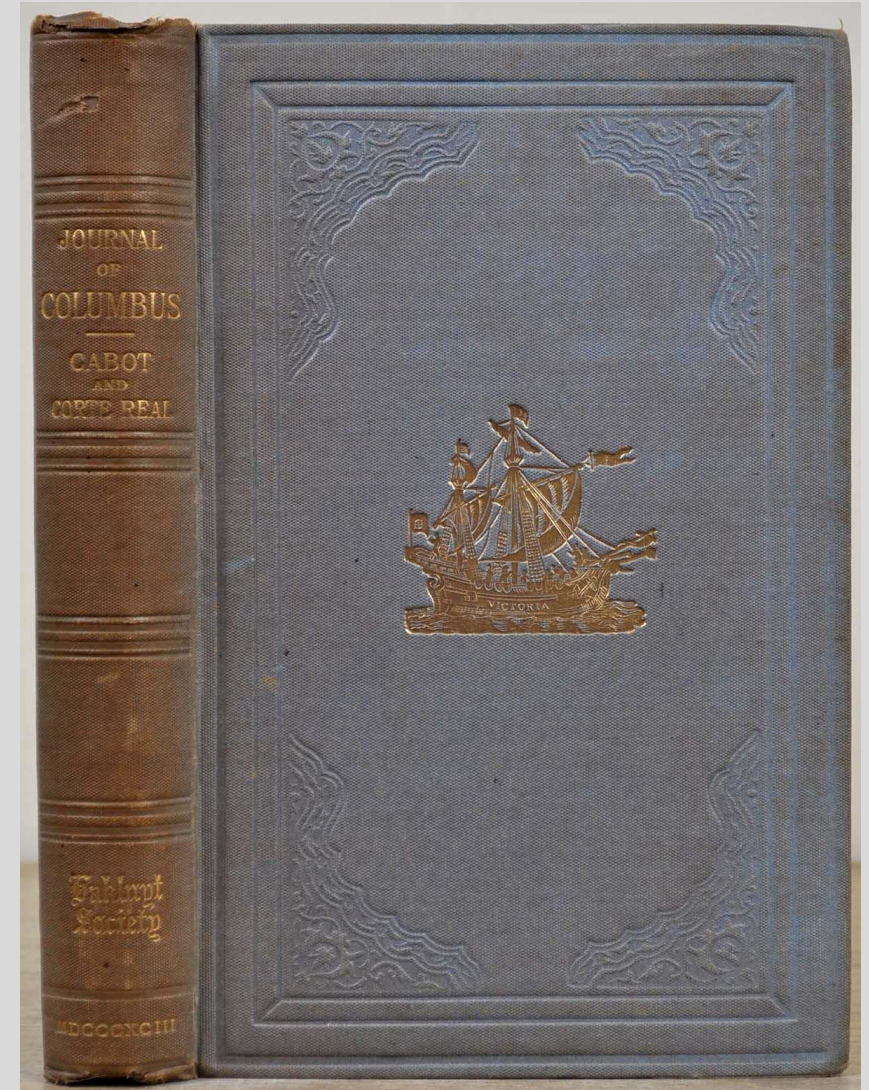


Ethnocentric Tourism

- Drugs

“The first book of magical realism.”

Gabriel García Márquez







lara ●



Alcohol ●

Ayahuasca ●

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Photo: tuasaude.com



Photo: MAHKU - Cantos de imagens Exhibition

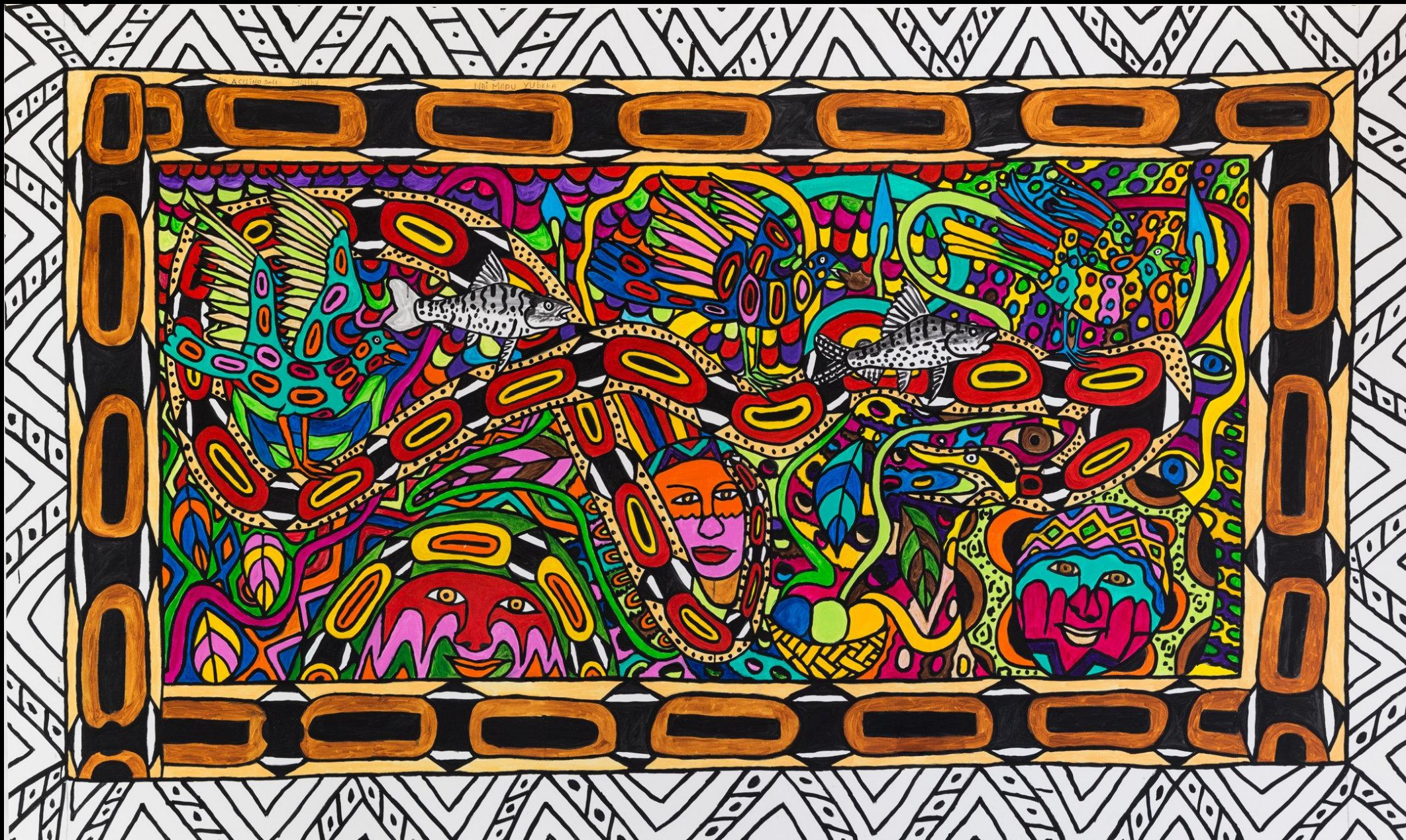


Photo: MAHKU - Cantos de imagens Exhibition



Photo: MAHKU - Cantos de imagens Exhibition



Photo: NFT dos Yawanawá – Refil Anadol







“Luxury Tea” ●

AYAHUASCA & MASTER PLANT DIET

PERU

PUMAYAKU

NOV 23 - DEC 2. 2025

10-DAY RETREAT WITH TATIANA IN THE
AMAZON JUNGLE

Travel with Tatiana Aya Tupinambá as your teacher and guide, and take part in the ancient practice of Ayahuasca at her young center, Pumayaku. Walk in the Peruvian Amazon along the Shanay-Timpishka river, the sacred boiling river of the indigenous people. You will become a student of the plants and a teacher to yourself.

RESERVE SPOT

NATURE GUIDES TO PURPOSE

BRAZIL

TROPICAL JUNGLE

SPRING 2026

10-DAY RETREAT WITH FOUR INDIGENOUS
GUIDED CEREMONIES

Many Ayahuasca seekers are concerned about backpacking into the jungle, infinite bug bites, long fasting, and being exhausted when they go home. Instead, you will have beautiful views, tropical island weather, organic meals, fresh juices, and relaxation. Enjoy this adventure to celebrate life, to learn to cleanse and create a whole new life-style.

RESERVE SPOT

FAQS

Health and Safety

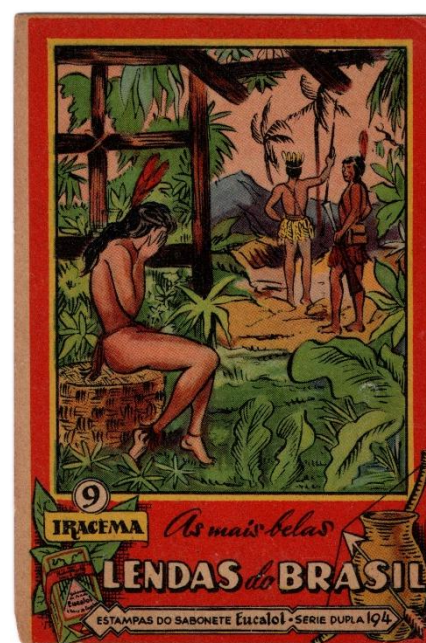
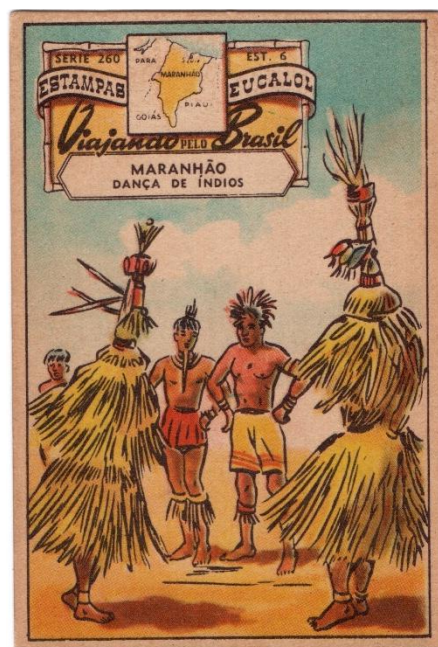
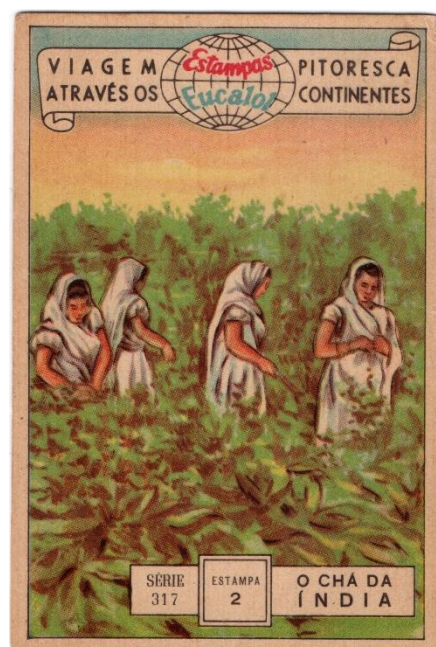
Do you offer Ayahuasca Ceremonies at the lodges?

Ayahuasca is a traditional brew used in spiritual ceremonies by Indigenous communities of the Amazon. These practices carry deep cultural and communal meaning and should not be treated as a “travel experience.”

In recent years, there have been cases of travelers joining ceremonies outside of this cultural context that unfortunately ended with serious health and safety issues. For this reason, Rainforest Expeditions does not offer ayahuasca ceremonies. Our focus is on providing you with authentic nature and cultural experiences that are safe, responsible, and enriching.

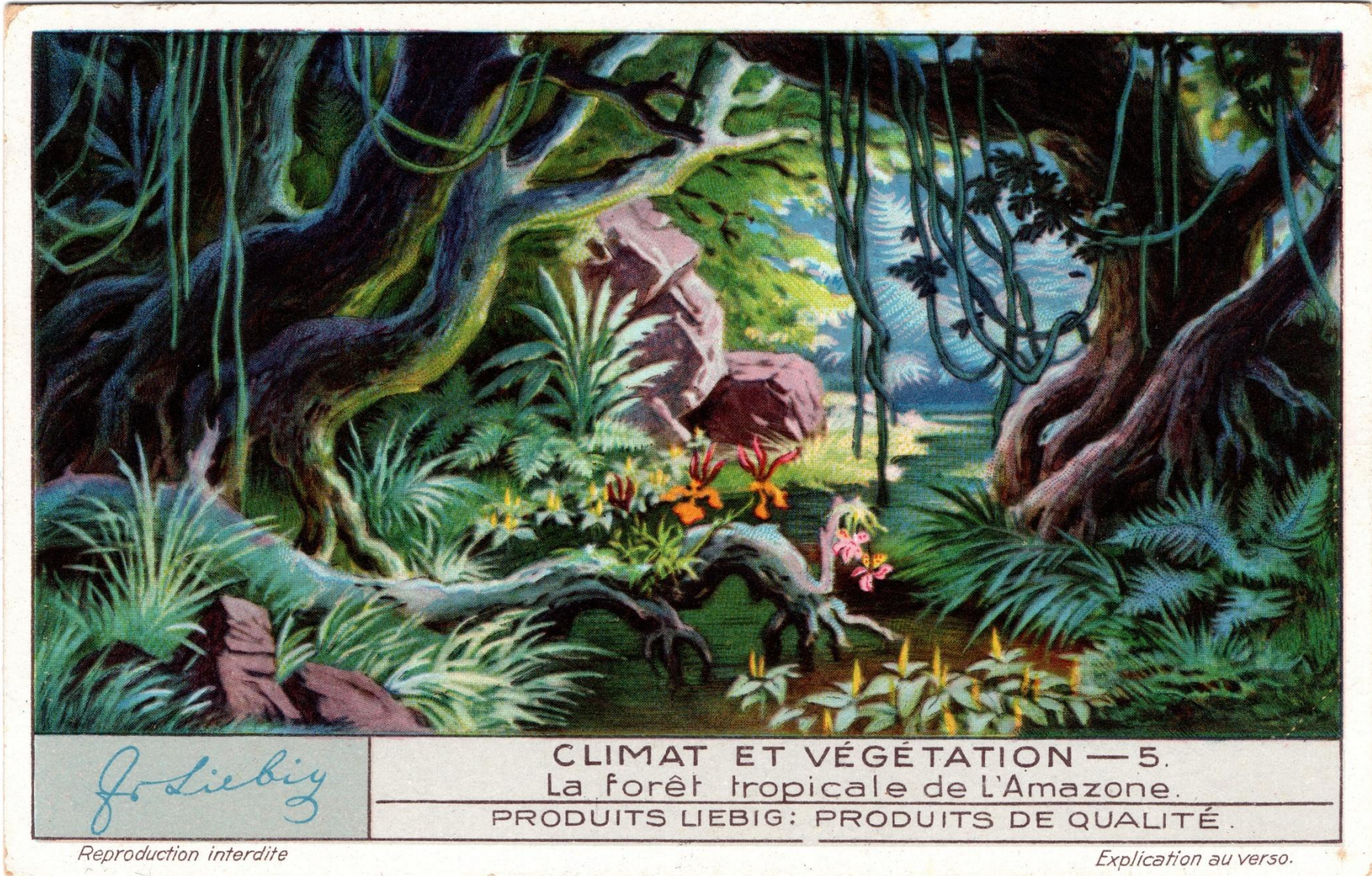
Waka: The forest is my family





Adventure Tourism

- Danger





Brazilian Indigenous – Photo: Bertioga City Hall





Isolated Indigenous on the Amazon - Photos: Gleison Miranda/FUNAI

Amazon

BRAZIL

Me 

**55 million
years old**

**400 billion
trees**



Venezuela

Guyana

Suriname

French Guiana

Colombia

Ecuador

Peru

BRAZIL

Bolivia

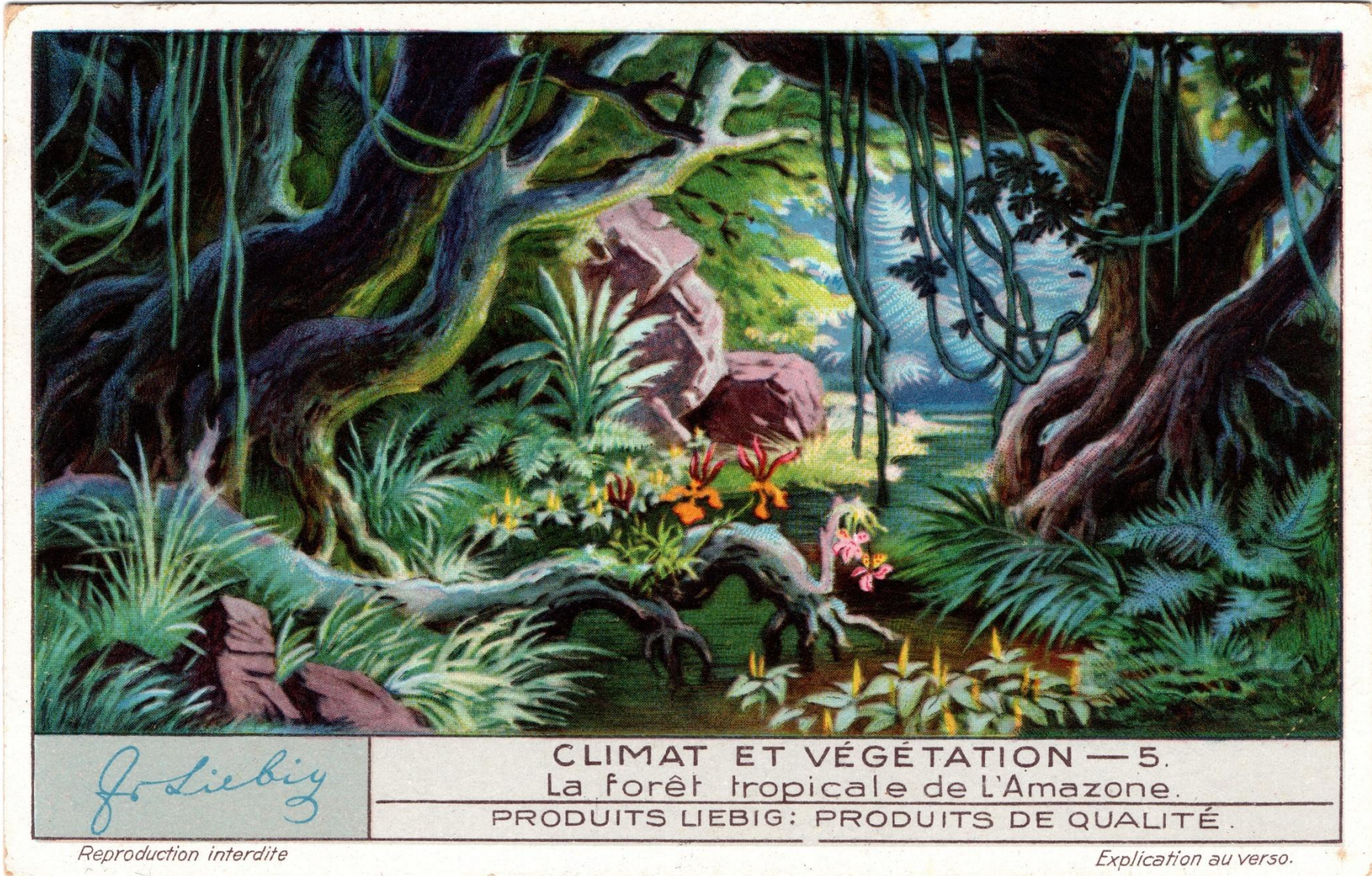
Amazon Rainforest - Photo: Flickr (CC)/Joseph King





Amazon Rainforest - Photo: National Geographic, Paul Zahl





Brazilian Jaguar ●

Eucalol on Brazilian Jaguar Hunting



Brazilian Jaguar – Photo: Roberto Lorenzo – O Globo





Brazilian Jaguar - Photo: Adalbert Dragon, Shutterstock

Studying Scientific Illustrations



Travelling Through Nature - 2025

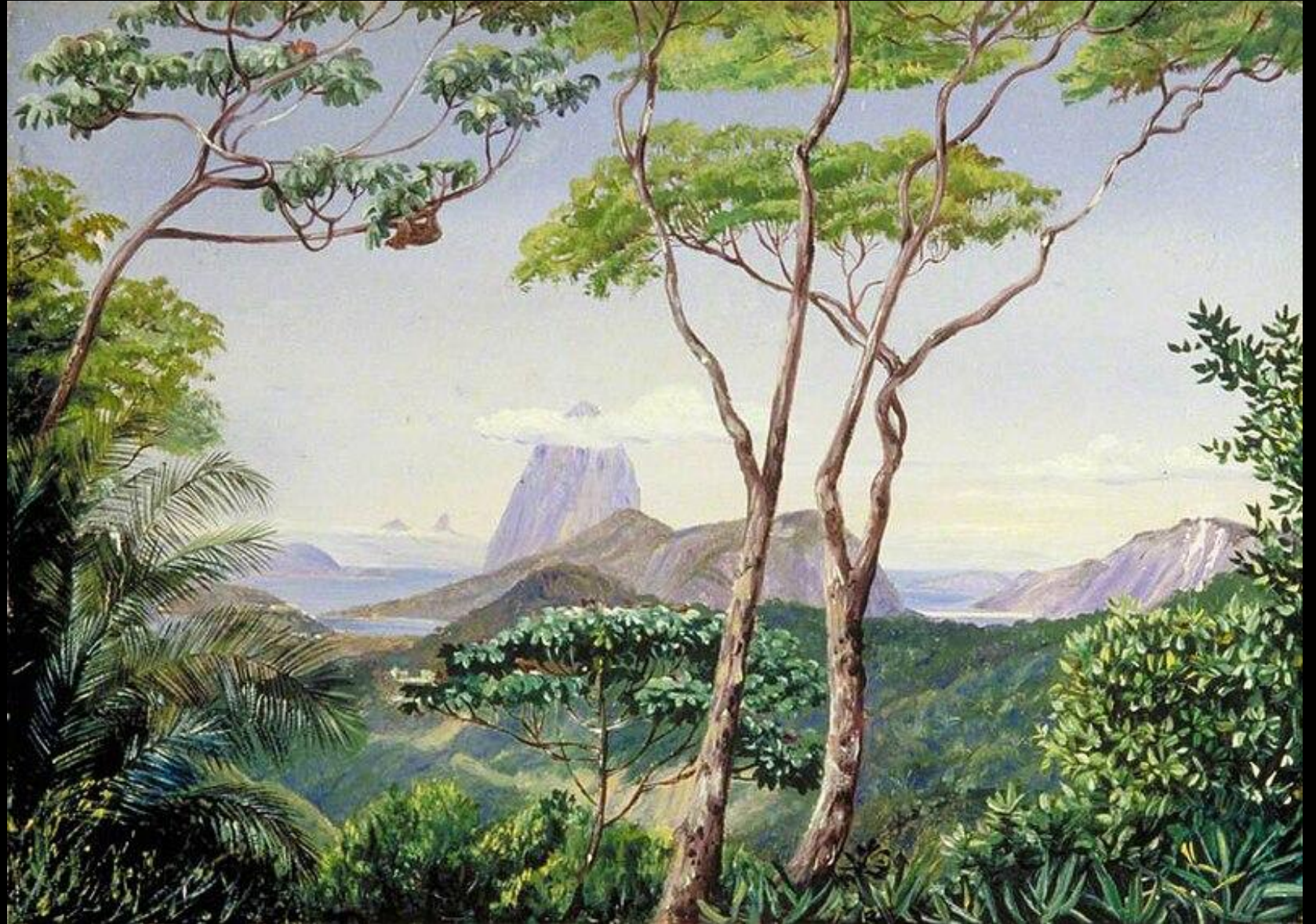
anacecilia.digital

My Drawing Table – Photo: Ana Cecilia Rocha Veiga





Marianne North and her Rio's painting





Governador Valadares, Brazil - Photo: Ana Cecilia Rocha Veiga



Governador Valadares, Brazil - Photo: Ana Cecilia Rocha Veiga



Trancoso, Brazil - Photo: Ana Cecilia Rocha Veiga





Video Screenprint: Brazilian Speleological Society



Video Screenprint: Brazilian Speleological Society



Video Screenprint: Brazilian Speleological Society

Travelling Through Nature - 2025

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Brazilian Caves - Photo: Alexandre Lobo



Brazilian Caves - Photo: Alexandre Lobo



Brazilian Caves - Photo: Alexandre Lobo



Brazilian Nature - Photo: Pedro Ferraz



Travelling Through Nature - 2025

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Young Ana ●

Drawing cave paintings

Cave Paintings - Photo: Ana Cecilia Rocha Veiga



Cave Paintings in a Speleological Expedition at Peruaçu Valley in 2000



Image: ChatGPT



Artificial Intelligence ●



City of Rosetta –Thomas Milton (1801-1803), The British Museum



Vue de Rio Janéiro prise du Sommet de l'Aqueduc – Arnout (1837)



AI EXPLORER

Explore how a computer sees art

Harnessing artificial intelligence, the Harvard Art Museums have gathered 70,987,392 machine-generated descriptions and tags for 387,593 images from across their collections. Using techniques such as object recognition and face analysis—which estimates gender, age, and emotion—this data offers insights into how computers perceive and interpret a wide range of artworks and objects.

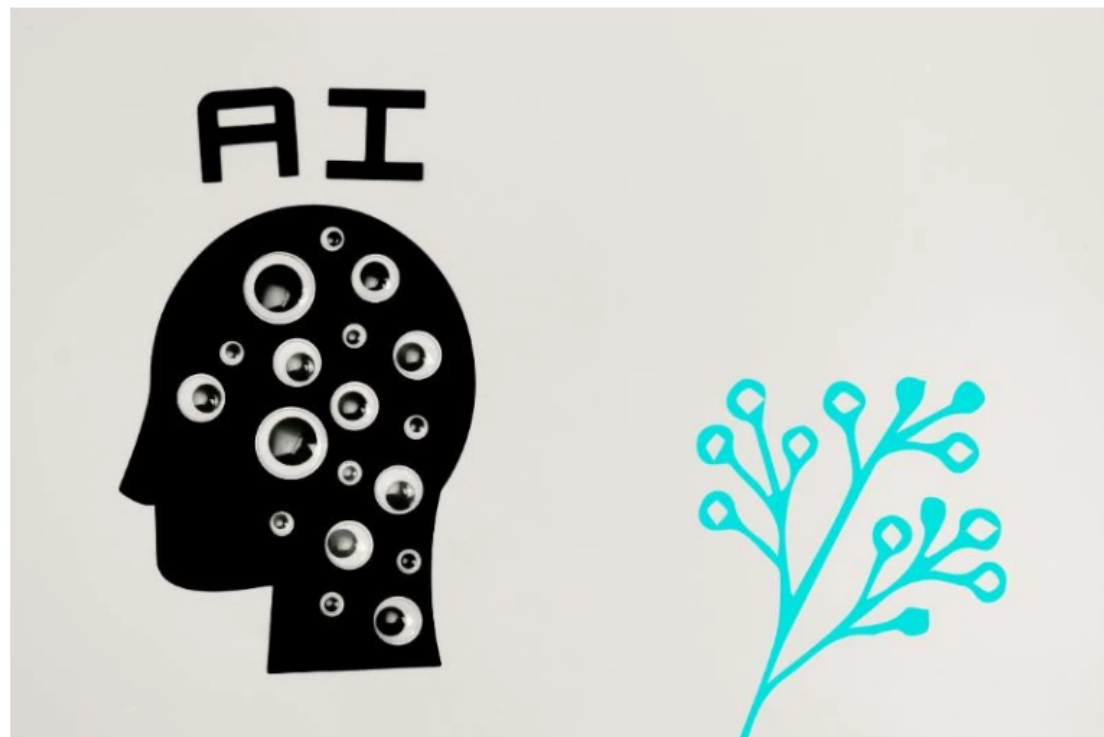
[Learn more](#)[Start exploring](#)

[Home](#) > [Digital](#) > [The Impact of Artificial Intelligence on Museums and the Cultural Sector](#)

The Impact of Artificial Intelligence on Museums and the Cultural Sector

Ana Cecilia Rocha Veiga Categories: Digital Tags: artificial intelligence, digital accessibility, digital addiction, ethics Last update: April 16, 2025

Published on: April 15, 2025



Ana Cecilia is a professor at UFMG University in Brazil. She researches inclusive management and ICT for museums and cultural heritage. Ana lives in Belo Horizonte with her husband, Alberto, and their two children. She loves reading, drawing, hiking, and travelling.

Thank you all ●

White Swan – Brazilian Navy – Photo: Ascom Maceió





UFMG - Federal University of Minas Gerais

Prof Ana Cecilia Rocha Veiga

www.anacecilia.digital/en/ www.webmuseu.org