

Communicar Atitude

A large whale, possibly a sperm whale, is swimming towards the viewer in a deep blue ocean. In the background, several divers are visible, providing a sense of scale to the whale's massive size.

Brochure 2026

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About Us

Comunicar Atitude is an independent audiovisual production company based in the Azores, specializing in documentaries, series, exhibitions, and heritage projects. Its work explores memory, identity, and cultural heritage, bringing local stories to national and international audiences.

With experience in both original productions and production services, the company provides executive production, scouting, logistics, casting, and local support. Its projects have been showcased on television, at international festivals, museums, and cultural institutions, promoting the Azores through audiovisual storytelling.

Whaling Heritage Collection

A collection of documentaries dedicated to the history of Azorean whaling and the transformation of maritime communities across the Azores, developed by Comunicar Atitude over the last decade.

Through historical research, oral testimony and documentary storytelling, these films explore the cultural, social and economic transitions that followed the end of the whaling industry, documenting the resilience and adaptation of communities whose lives were shaped by the sea.



Whaling Heritage

2026

Documentary | 46 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

Herança Baleeira is a documentary about the Azorean Whaleboat, one of the most iconic symbols of the Azores' maritime culture. The film explores how local shipbuilders adapted the American whaleboat to Azorean waters, creating a unique vessel that preserves generations of traditional knowledge. Through the story of anthropologist Daniel K. Thorne and the restoration of an abandoned whaleboat, the documentary highlights the cultural significance of this maritime heritage, which today lives on through sailing and rowing regattas across the islands.



From Whale to Tuna

2025

Documentary | 55 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

From Whale to Tuna explores how Azorean whaling communities adapted after the end of whale hunting, showing how their maritime knowledge was transferred to tuna fishing and other ocean-related activities. The documentary highlights the resilience, cultural heritage, and ability of Azorean coastal communities to reinvent themselves while preserving their deep connection to the sea.





Greasy Luck

2019

Documentary | 52 min | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Greasy Luck portrays the transition of Azorean whaling communities following the end of whale hunting and the emergence of whale-watching activities. Through local testimonies and memories, the documentary explores the social and cultural transformations experienced across the islands, revealing how the knowledge of former whalers was adapted to a new way of relating to the sea. The film also highlights the creation of the Azores' first whale-watching company, symbolizing the reinvention of a maritime identity deeply rooted in Azorean culture.





Animated Short Films

The Settlement of Pico Island

2024

Animated Short | 2 min 16 sec
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

The Settlement of Pico Island is an animated short that evokes the early settlement of Pico Island, portraying the relationship between its people, landscape and territory through time.



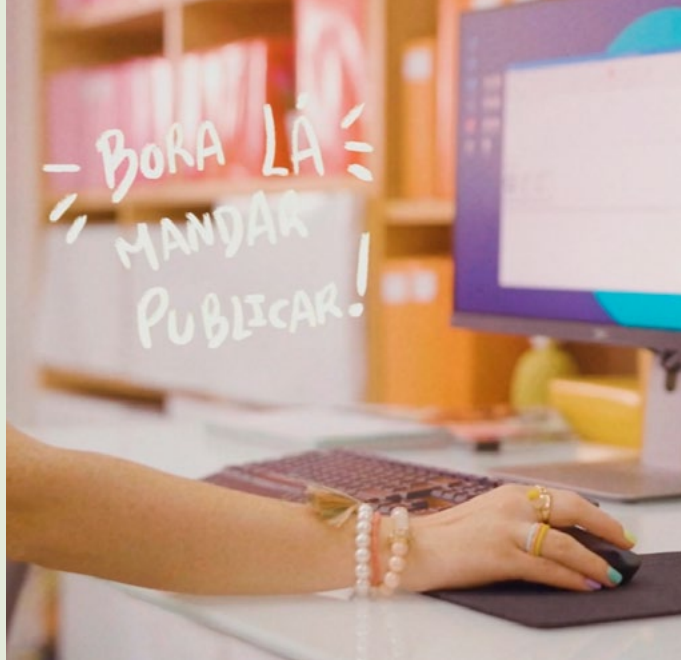
Guga's Stars

2023

Animated Short | 5 min
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

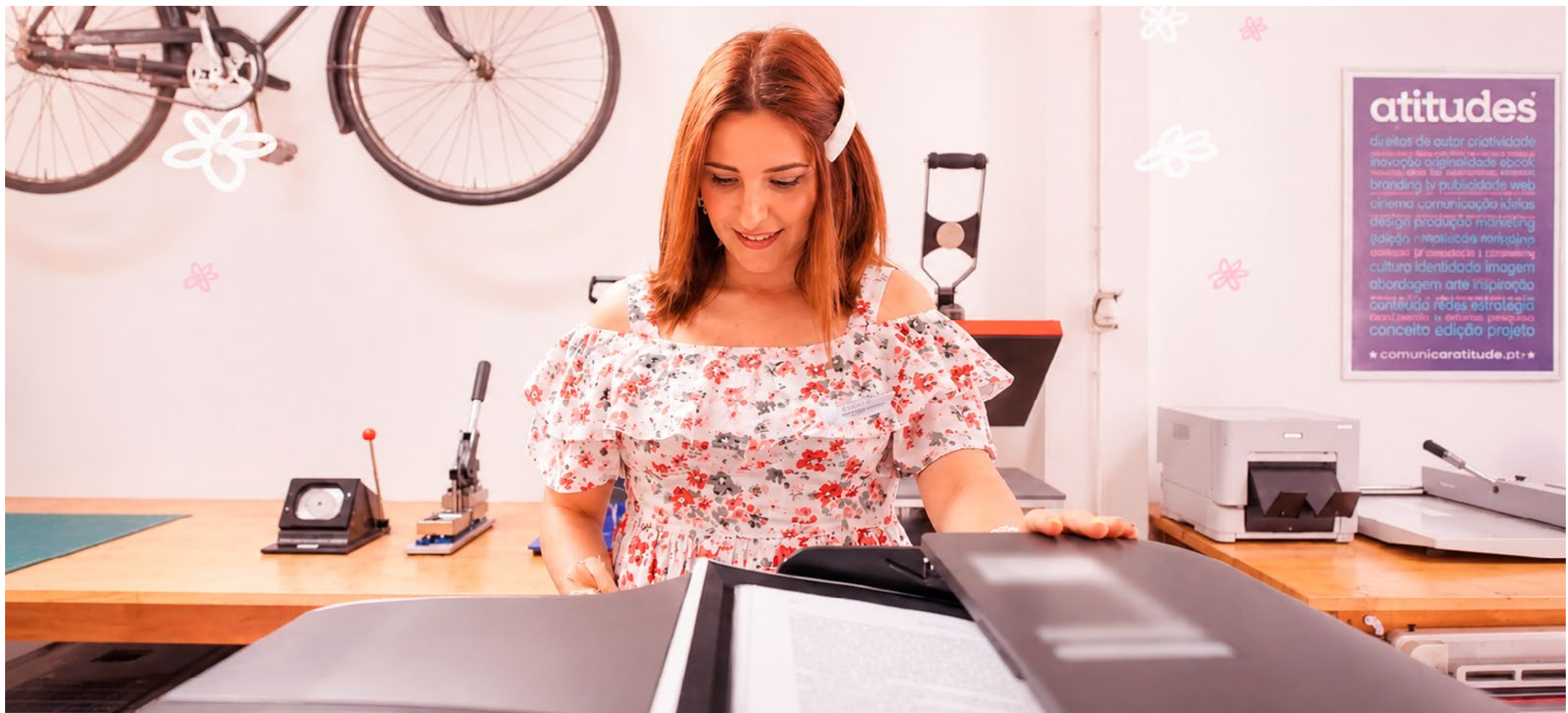
Guga's Stars is an animated short film that follows Guga, a child protection mascot, as he helps a lonely and unhappy girl rediscover hope, care, and belonging. Through a gentle and accessible story, the film promotes values of empathy, inclusion, protection, and children's well-being.





Fiction Short Film





The Work 2021

Fiction Short Film | 12 min | HD
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Limited Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

The Work is a fiction short film that follows a copy shop employee as she attempts to create her own literary work from fragments of existing texts. Blending humour and irony, the film explores authorship, creativity, and the ethical boundaries of cultural reproduction.



Branded Short Films



Pico Wine Heritage Route

2025

Promotional Film | 12 Shorts | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Pico Wine Heritage Route is a series of 12 promotional short films dedicated to Pico Island's wine producers and its UNESCO listed wine-growing landscape. Through local stories, traditions and winemaking practices, the project explores the deep connection between wine, the volcanic environment, and the cultural identity of the island.





Capital of the Fajãs 2025

Promotional Film | 15 min | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Capital of the Fajãs is a promotional short film showcasing the natural, cultural, and ecological richness of São Jorge's iconic fajãs. Through a cinematic and contemplative approach, the film highlights the connection between landscape, biodiversity, and local communities within a UNESCO Biosphere Reserve.



Route of Pico's Vineyard, Wine and Maroiços

2024

Promotional Film | 5 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

Route of Pico's Vineyard, Wine and Maroiços is a promotional short film showcasing Pico Island's unique wine-growing landscape, highlighting the connection between wine, local culture, and the volcanic land recognized as a UNESCO World Heritage Site. The film promotes one of the Azores' most distinctive cultural and tourism assets.



Island of the Fajãs

2019

Museum Short | 7 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

Island of the Fajãs is a short documentary exploring the unique landscapes of São Jorge Island's fajãs, highlighting the relationship between nature, territory and community. Through aerial imagery and interpretive storytelling, the film presents the origin, diversity and geological, environmental and cultural significance of these distinctive coastal ecosystems, contributing to the appreciation of the island's natural and human heritage.





On the Wine Route of Pico Island

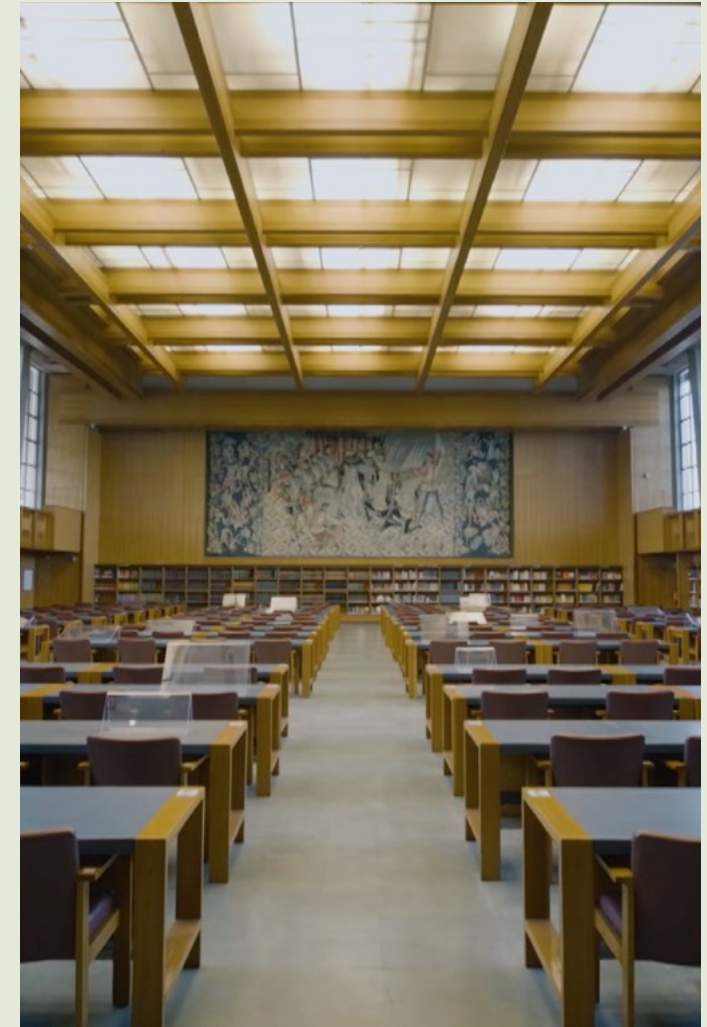
2014

Promotional Film | 26 min | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Among wine and gastronomy, the flavours of the Atlantic take centre stage in an annual event dedicated to promotion and awareness, bringing together local producers in Pico Island's traditional wine cellars.



Biographical Films



The Unread Books of Pedro da Silveira

2021

Biographical Film | 73 min | HD | PT Audio

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

The Unread Books of Pedro da Silveira explores the life and legacy of Pedro da Silveira, one of the most influential figures in twentieth century Azorean literature. Through his work as a poet, researcher, translator, and literary critic, the documentary revisits his contribution to Portuguese culture and the lasting impact of his intellectual and literary legacy.





Cardinal Costa Nunes

2017

Biographical Film | 15 min | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Cardinal Costa Nunes explores the life and legacy of D. José da Costa Nunes, the first Azorean to be elevated to the rank of Cardinal in the Catholic Church. Through archival images and historical documents, the documentary revisits his missionary work in Macau, Goa, and Timor, highlighting his religious, diplomatic, and humanitarian throughout the twentieth century.



100 Years on My Island

2015

Biographical Film | 29 min | HD | PT Audio

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

100 Years on My Island portrays the life and legacy of Emelindo Ávila, a key figure in the contemporary history of Pico Island. Through testimonies and archival materials, the documentary reflects on identity, memory, belonging, and the deep bond between a community and its homeland.



Docuseries



Heroes City

2024

Docuseries | 3 ep. | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

1 ep. – The Nomination of a Destroyed City (28 min 36 sec)

The story of Angra do Heroísmo's recovery after natural disasters and its path to UNESCO World Heritage status.

2 ep. – Angra's Hidden Heritage (32 min 05 sec)

An exploration of the traditions, craftsmanship, and heritage that contribute to the city's Outstanding Universal Value.

3 ep. – From Independence to the Earthquake (29 min 40 sec)

A look at the key events that shaped modern Angra, from Portugal's independence to the 1980 earthquake and subsequent reconstruction.

Heroes City is a three-episode documentary series exploring the history, heritage, and identity of Angra do Heroísmo, a UNESCO World Heritage City since 1983. Through expert insights and local testimonies, the series examines the challenges and preservation efforts that have helped safeguard the cultural memory and urban heritage of one of the Azores' most iconic historic cities.



Docuseries | 3 ep. | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

1 ep. – Fish from the Azores (15 min 58 sec)

An exploration of the Azores' deep connection to the sea, highlighting the quality of local fish, traditional fishing practices, and the journey from ocean to table.

2 ep. – Azorean Beef (13min 18 sec)

A look at the production of Azorean beef, showcasing the natural conditions, extensive farming methods, and traditions that contribute to its internationally recognized quality.

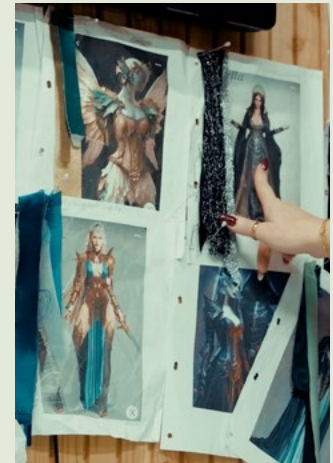
3 ep. – Azorean Dairy and Vegetables (15 min 25 sec)

An overview of dairy and agricultural production in the Azores, revealing how local producers combine tradition, innovation, and sustainability to create high-quality regional products.

Taste in Pico is a documentary series exploring the culinary heritage of Pico Island through its products, traditions, and local communities. Featuring renowned guest chefs, the series brings together contemporary cuisine and traditional knowledge, highlighting the connection between food, cultural heritage, and sustainability in the Azores.



Documentaries





Bold Women

2025

Documentary | 56 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

Bold Women pays tribute to the women who worked in the canning industry of Calheta, São Jorge island, highlighting their pioneering role in the Azorean canning sector and their contribution to social transformation within the community. Through testimonies and collective memories, the documentary preserves the legacy of generations of women whose resilience, hard work, and independence helped shape the social and economic history of the Azores.





Between Dances 2024

Documentary | 56 min | HD | PT Audio | EN Subs
 Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
 Rights Status: Rights Available
 Director: Sandra Cristina Sousa
 Producer: Comunicar Atitude

Between Dances explores the dances, folk performances, and theatrical traditions of Terceira Island's Carnival, highlighting their historical, social, and cultural significance. Through first-hand testimonies and personal memories, the documentary reveals the strong community spirit that has made this celebration one of the most important expressions of Azorean intangible cultural heritage.



Farpa Lace

2024



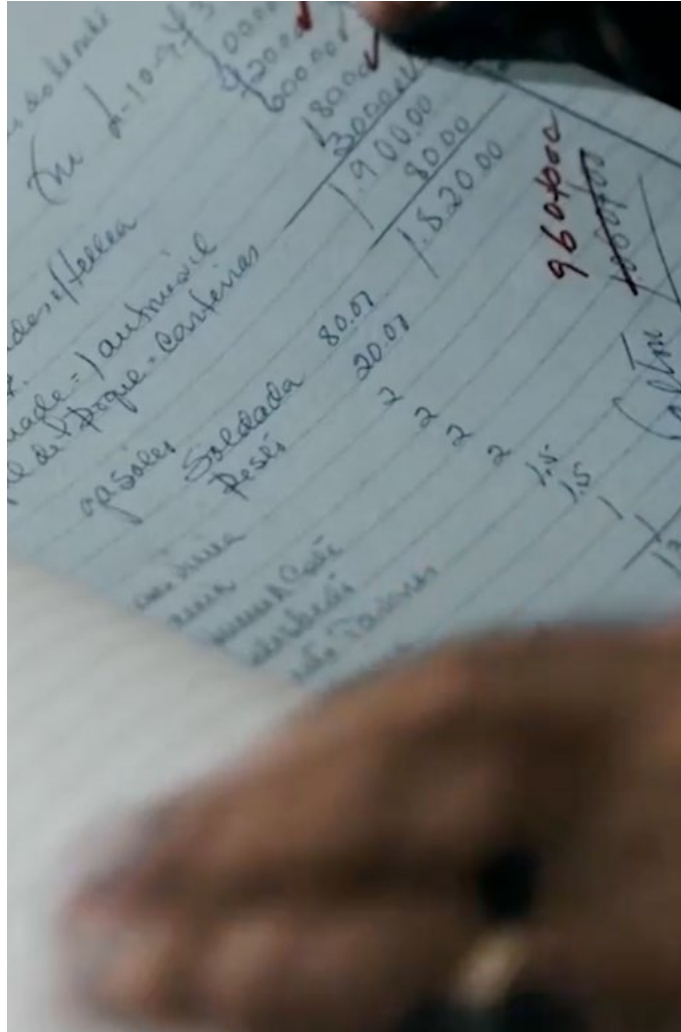
Documentary | 51 min | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Farpa Lace preserves the memory of Pico Island's traditional lace-making craft, developed by women who found in this activity a source of income and independence. Through personal testimonies and historical memories, the documentary pays tribute to Azorean lace makers and highlights the cultural, social, and heritage value of this traditional skill passed down through generations.



Swells

2023



Documentary | 55 min | HD | PT Audio | EN Subs
Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms
Rights Status: Rights Available
Director: Sandra Cristina Sousa
Producer: Comunicar Atitude

Swells revisits 400 years of maritime crossings between the islands of Pico and Faial, preserving the memory of the traditional cargo boats and the rich maritime culture of the Azores. Through the oral testimonies of the sailors who operated these vessels, together with archival material, the documentary highlights the vital role these inter-island connections played in shaping the Atlantic identity of the archipelago.



Documentary | 32 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

Atafonas follows the restoration of traditional stone rural houses on Pico Island, highlighting the preservation of Azorean architectural heritage and cultural memory. The documentary explores how these historic buildings have been adapted for rural tourism while safeguarding the island's identity and cultural landscape.



Traditional Houses 2017 of Pico Island

Documentary | 32 min | HD | PT Audio | EN Subs

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

Traditional Houses of Pico Island, the documentary revisits life in the island's traditional stone houses, preserving memories, daily practices, and knowledge shaped by resilience, mutual support, and adaptation to challenging living conditions. The film portrays a community deeply connected to family, land, and tradition, safeguarding an important part of Pico's cultural heritage.



From Sea to Table 2014

Documentary | 30 min | HD | PT Audio

Rights Available: World Distribution | TV Broadcast | Educational Screening | Streaming Platforms

Rights Status: Rights Available

Director: Sandra Cristina Sousa

Producer: Comunicar Atitude

From Sea to Table explores the world of traditional fishing in the Azores, following the journey of local fish from catch to market and highlighting the skills and knowledge of generations of fishermen. Guided by gastronome António Cavaco, the documentary also showcases Azorean culinary traditions, celebrating the quality of regional seafood and its enduring connection to the islands' cultural identity.



Writing & Development



Lands of Cain

2020

Writing & Development | PT

Status: In Development

Seeking: Co-production, financing and distribution partners

Script: Sandra Cristina Sousa

Lands of Cain is a documentary project in development that explores the relationship between communities, landscapes, and UNESCO World Heritage territories. Through examples from across Europe, it examines cultural heritage, sustainability, traditional knowledge, and the preservation of cultural landscapes in the face of contemporary challenges such as climate change and global transformation.



The Great Ox 2020

2020

A Dark Political Comedy | PT

Status: Script Available

Rights Available: Acquisition and adaptation Rights

Script: Sandra Cristina Sousa

A dark political satire set in an Atlantic island community, exploring power, corruption, ambition and social hypocrisy through humour, crime and contemporary political allegory. The series explores the mechanisms of local power, corruption and social manipulation within a small island community, combining dark humour with political satire.



Contact Sales & Acquisitions



Comunicar Atitude, Lda.

Rua Capitão-Mor Garcia Gonçalves
Madruça nº11
9930-129 Lajes do Pico - Açores
info@comunicaratitude.com



Sales & Acquisitions

Rights Available Worldwide contact:
sandra@comunicaratitude.pt
+351 910 345 701