**"Made in Canada (by Latinos): 'Shelf-Control' Marks Debut of Distingo Company in Winnipeg**

*The debut production of Distingo Company in Winnipeg, "Shelf-Control," introduces audiences to a unique blend of Latin-inspired creativity within a Canadian context.*

Though their accents may evoke a francophone speaking English, Eva Maia Miranda and Tiago Cordeiro communicate in another language rooted in Latin: Brazilian Portuguese. Their ideas and artistic style reflect this heritage. Two and a half years ago, these Brazilian artists arrived in Winnipeg with a mission: to create and share stories infused with a Latin essence for Canadian audiences. Their first endeavor comes to fruition at the Winnipeg Fringe Festival 2024 with "Shelf-Control," a play written by Cordeiro and directed by Miranda, the founders of Distingo Company.

More a show class than a usual story, Shelf-Control discusses the relationship between readers, books, librarians, and booksellers. How they affect each other and give energy to each other and to a media that insists on being alive and important in the age of cell phones and computers.

"'Shelf-Control' explores the profound devotion found in individuals tasked with organizing, lending, selling and taking care of books. The one-man show compares and contrasts librarians and booksellers through the character of Manuel (Duncan Storozuk), a passionate advocate for the world of literature," shared Cordeiro. A published writer in Brazil, "Shelf-Control" marks his first venture into playwriting entirely in English. Rather than translating, Cordeiro conceived the play directly in the language of Shakespeare from its inception. "I didn't aim to mimic a native English speaker. Instead, I embraced the fact that English is not my native tongue, allowing me to craft narratives that resonate with those born in Winnipeg, including newcomers and immigrants, and perhaps even their parents."

The creative team behind "Shelf-Control" boasts a history of collaboration, with Cordeiro, Miranda, and Storozuk crossing paths during their involvement in "Little Shop of Horrors," produced by Dramatic Theatre Company at the wpg Fringe Festival 23. Additionally, Ann Llanos joins the team as Stage Manager.

Miranda, also a Theatre PhD student at the University of Manitoba, shared her excitement about the production: "One of the most rewarding aspects of the Fringe Festival is the opportunity for artists from diverse backgrounds to connect, build relationships, and embark on new artistic endeavors. Winnipeg becomes joyful, vibrant, each play offers a unique perspective. In 'Shelf-Control,' we incorporate elements of theatrical language inspired by masters such as Augusto Boal and Márcio Souza. With Duncan's exceptional talent and dedication, we anticipate an engaging and memorable performance."

"Shelf-Control" will be staged at David Barber Cinematheque in downtown Winnipeg, with tickets available for purchase through [**the festival's website**](https://www.winnipegfringe.com/). Workers of libraries and bookshops have special discounts for the performance, which is suitable for all ages. Check the days bellow:

Thursday, July 18, at 9:30 PM

Friday july 19 11:30 am

Saturday july 20 6:15pm

Monday July 22 3pm

Tuesday July 23 9:15 pm

Thursday july 25 7:45 pm

Saturday, July 27 2:45 PM

Sunday, July 28, at 12:45 PM

**Download photos (credits: Rodrigo Caio)**

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**About Distingo**

Distingo is the performing arts and events division of [**Scriptogram Productions**](https://scriptogram.ca/), a company dedicated to developing stories and bridging cultures. To know more: [scriptogram.ca](http://scriptogram.ca) or send an email to  [scriptogram@scriptogram.ca](mailto:scriptogram@scriptogram.ca).