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magazine





Editor's Letter Carta do Editor

Here we are again in September and celebrating the Brazilian Independence Day and this amazing culture in many places around the globe. Here in California we have the third year in a roll Brazilian Day in L.A presented by the Brazilian General Consulate of Los Angeles, the San Diego Brazilian Day organized by Paulo Batuta and Associates in PB, the Brazilian Day in SF in the Golden Gate Park and organized for people as Roberto Lima and organization as Kidoidera. In NY, we have the biggest Brazilian celebration attracting over 1 million people, than in Boston, Miami, Washington D.C, Salt Lake City and other cities across U.S. For sure, also you can find celebrations in many cities in Europe such London and Lisbon and in Japan. This year we also have celebrated the 50 years of the Bossa Nova and a special event happened at the Hollywood Bowl with recognized artists performing as Maria Rita, Ivan Lins, Luciana Souza and pianist Eliane Elias.

Now, I would like to remind our readers and friends that Soul Brasil started in the month of August our 6th year. We have been doing a hard work keeping Soul Brasil and doing a quality magazine for you. As mostly of our reader know, we are a community magazine (the Brazilian Lovers Community) working in a low budget and with collaborators of many different backgrounds. If you would like to support us, we appreciate it and we have a few options for you:

1) Subscribe to Soul Brasil Magazine

Make a Annual Soul Brasil magazine subscription for you or a friend (7 issues) and automatic have a chance to buy specific Brazilian Events at discount rates from Soul Brasil or our Partner such as the Annual Brazilian Carnaval Santa Barbara, the Soul Brasil Private New Year Party, the Hollywood Bowl Annual Brazilian Music Celebration, the Annual Viver Brasil Dance Performance at the Ford Hollywood, the Annual San Diego Brazilian Carnaval, and the Summer Brazilian Street Carnaval in Long Beach among others.

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B) The Digital subscription in PDF format for only \$10 (Please send your full name, email and phone number – we will call you for C.C information or still can try it in our site www.soulbrasil.com clicking on “subscribe to Soul Brasil” banner located on the left of the homepage. Soul Brasil born in 2002 from a dream I had on the first day of the year. I realize bring the best of Brazil’s Culture to U.S. in a new printing format & style, but also helping disseminate & promote the conscious living and eco-social responsibility for a better planet and a better human being. We not have ‘just jump in’ in the Eco-Social movement, but as our longtime readers knows, we came up to inspire the hearts of people worldwide to believe that business can go beyond profits, that it can drive positive social and environmental change.

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* Sorry, in consequence of the size of the letter, was not possible published the Portuguese version.

Health and peace,
Lindenbergs Jr.

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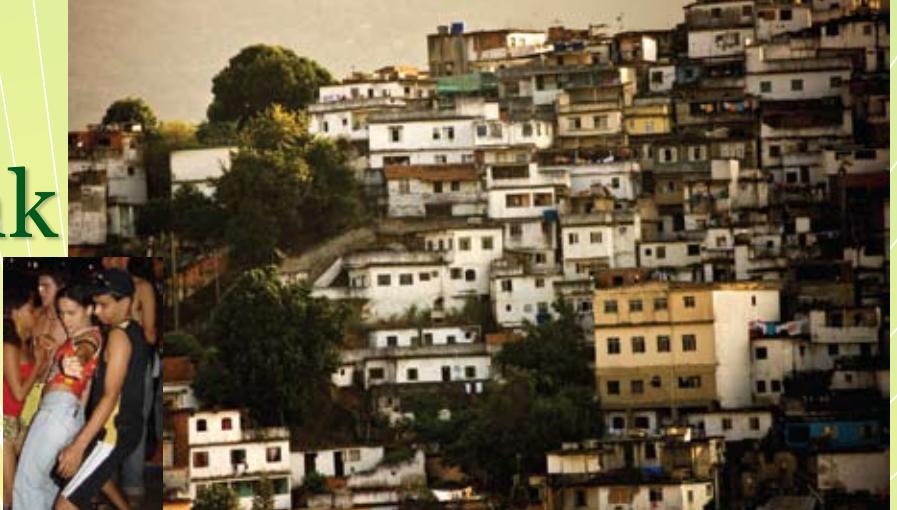
Favela-Funk

Luciana de Alencar
* Translation by Christine Di Stefano

At the end of the 1960s and the beginning of the 1970s, funk, a musical style created by black North Americans, surged in popularity in Brazil. The first to identify with funk were the youth who lived in the favelas. Funk's main fan base was mostly young people who wanted to express themselves in a unique way. Later funk became a "national fever", appreciated by all social classes. It has more recently become reworked and re-popularized with a distinctive Brazilian flavor that is growing in popularity around the world.

The first "Bailes Funk" (funk dance parties) of Rio de Janeiro was fostered in 1968 by Dom Filo in the North Zone the "Clube Renascença", and by the legendary DJ Big Boy in the South Zone, at the Canecão (Traditional Music Hall in Rio). The Funk was introduced to Rio de Janeiro as a vehicle for racial consciousness, encouraging Afro-Brazilians to embrace their heritage in the face of a society dominated by drug trafficking, unemployment, and lack of healthcare.

The dances in the Northern suburbs of Rio were dominated by Black rhythms (funk and soul), while in the richer South Zone rock continued as the most popular genre. It was from this cultural broth that "Black Rio" was created, as one of the first cultural movements of black Brazilian youth. It was during this time that the "Banda Black Rio" (whose funk swing was discovered by Gilberto Gil on his album Refavela, in 1974) became popular, as well as other important Brazilian soul and funk musicians, such as Cassiano, Hyldon, and Gerson King Combo. The "Bailes Black" (black dance parties) were also the starting point for many musicians that are today considered legends of Brazilian Popular Music, such as Tim Maia and Jorge Ben Jor.



The first great "Funk Team" was without a doubt the group Furacão 2000, who came into being in 1983 and is still active today. From the same cultural broth came other groups such as "Pipoo's", "Espião Shock de Monstro", and "New Funk". All of these groups came from the favelas and suburbs of Rio de Janeiro. The "Bailes Funk" became known as places that highlighted unique local acts that revealed their creativity in their beats, the social messages in their lyrics, and the sensuality in the dance. It was here that thousands of young people found a unique outlet for fun and cultural expression.

The strength and resistance in Brazilian funk is owed to its popularity in Brazil and the rest of the world. In Brazil, its popularity can be measured by the increasing number of funk dances in and outside of favelas. A space has been opened for social mixing and every weekend thousands of youths from different social classes dance, enjoying the beat and sensual rhythm of a music that originated in the favelas.

Social development projects in favelas are also receiving more attention through ONG's (non-governmental organizations) such as "Agencia Olhares" – whose project "Olhares do Morro" shows the importance of funk in favelas. Art mediums such as the work of photographer Vincent Roosevelt also aid in bringing attention to the social problems that exist within the favelas.

In the international sphere, Brazilian funk began to be exported beginning in the 1990s, when it was featured in European commercials

and "Bailes de Pancadão". Currently, Brazilian funk is a frequent feature in London nightclubs. The great international representative of funk abroad is Maya Arlpragasm, known as M.I.A., who mixes Brazilian funk and reggae, among other international beats in her music.

Even with all of this popularity, like any cultural manifestation created by underprivileged youth that is able to break socio-geographic barriers, the first general reactions are rejection, and misunderstanding. Funk would be condemned for, among other things, being a part of popular culture.

Nevertheless, the "Baile Funk" of the favelas represents the absolute freedom of expression of a people who are economically oppressed. It represents a resistance to the domination of commercialism, and against the standard way of thinking. By acting as a product of resistance against the dominance of the music industry, funk carioca has become an example that others can look to for inspiration. Globalization influences, but is unable to dominate the culture of a people. The reality is that today in Rio, São Paulo, London, and in other cities around the world, everyone is able to listen to and enjoy the contagious beat of Carioca Funk...or even better say, Brazilian Funk. ■

* Luciana de Alencar is natural from Brasília, capital of Brazil, and now lives in Los Angeles. She has a History degree and has worked in different projects with different non-profit organizations in Brazil and U.S. about social issues. To contact her: lucianadealencar@gmail.com.



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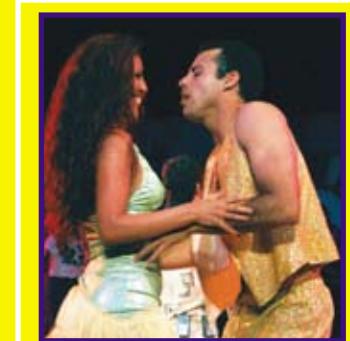
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A Cultura do Funk da Favela

Desde o final dos anos 1960 e início dos anos 1970, o Funk, estilo musical criado por negros norte-americanos, se popularizou no Brasil. Os primeiros a se identificarem com sua melodia foram os jovens residentes em favelas. Primeiramente seu público-alvo foram jovens que viviam nas favelas e que queriam se expressar de uma forma alternativa. Depois este gênero musical passou a ser uma "febre nacional" apreciado por todas as classes sociais, e mais recentemente passou a ser "exportado" com o nosso próprio tempero de criatividade e sensualidade para todo o mundo.

Os primeiros "Bailes Funk" do Rio de Janeiro eram exclusivamente de som mecânico, promovidos na Zona Norte por Dom Filó, em 1968, no chamado Clube Renascença, e na Zona Sul pelo lendário DJ Big Boy, no Canecão, onde se tocava o Rock & Soul. O Funk foi introduzido no Rio de Janeiro como um modo de conscientização racial, incentivando os afro-descendentes a mostrarem a sua cara, em um lugar de dificuldades, dominado pelo trânsito, onde seus habitantes padeciam sem emprego, educação, saúde e segurança.

Os bailes do subúrbio carioca especializaram-se em ritmos negros (Funk and Soul) e tornaram-se bailes black, enquanto os da Zona Sul continuavam tocando Rock. Neste caldo de cultura foi que nasceu o Black Rio, um dos primeiros movimentos de afirmação cultural da juventude negra Brasileira. Nessa onda surgiu à importante Banda Black Rio (cujo swing Funk foi "descoberto" por Gilberto Gil em seu disco Refavela, de 1974), além de compositores importantes do Soul-Funk Brasileiro como Cassiano, Hyldon e Gerson King Combo.

Os Bailes Black também foram o ponto de partida de músicos hoje considerados legen-

das da música popular brasileira, como é o caso de Tim Maia e Jorge Ben Jor.

A primeira grande "Equipe do Funk" foi sem dúvida a Furacão 2000, criada em 1973 e até hoje em atividade. Do mesmo caldo cultural, surgiram paralelamente outros grupos como a Pipoo's, a Espião Shock de Monstro e a New Funk. Todos esses grupos surgiram entre a população jovem das favelas, morros e subúrbios cariocas. Os Bailes Funk se tornaram conhecidos justamente por ter esses grupos alternativos locais mostrando sua criatividade na batida, mensagem social em suas letras e também a sensualidade de seus movimentos. Assim milhares de jovens encontravam sua única alternativa de diversão e de expressão cultural.

A resistência do Funk Brasileiro e a sua força vêm devido à sua popularidade no Brasil e no mundo. No Brasil, isto é percebido pela quantidade de bailes promovidos dentro e nos dias atuais também fora dos subúrbios e das favelas. Se abriu mais um espaço para a mistura social e a cada fim de semana centenas e milhares de jovens de diferentes classes sociais se deliciam com a batida e sensualidade do ritmo que se originou nas favelas.

A parte, ficou mais visível os projetos sociais desenvolvidos dentro das favelas através de Organizações Não Governamentais (ONG's) como o caso da ONG Agência Olhares - que desenvolve o projeto Olhares do Morro pelo qual mostra a importância do Funk dentro da favela, ou por gente séria como o trabalho do fotógrafo Vicent Roosevelt que mergulha desde 2005 no universo "Funkeiro".

Na esfera internacional, o Funk Brasileiro começou a ser lançado na década de 1990, quando foi exportado para Europa por meios de comerciais de TV e "Bailes de Pancadão". Atualmente, nas casas noturnas de Londres é um

ritmo freqüentemente tocado. A grande representante internacional desse estilo musical se chama Maya Arulpragasam, popularmente conhecida por M.I.A, que faz a mistura de Funk Brasileiro com Reggae em sua música.

Mesmo com toda essa popularidade, como qualquer manifestação cultural criada pela juventude de baixa renda que consegue quebrar as barreiras sócio-geográficas e passa a aparecer em destaque em meios de comunicação, as primeiras reações geradas são a rejeição, o confronto e a desconfiança. O Funk seria condenável por, entre outros motivos, fazer parte da chamada cultura popular.

Entretanto, o Baile Funk da favela representa o exercício de liberdade de expressão absoluta de uma população economicamente oprimida. Exercício este que se mostra como um produto de resistência à dominação da indústria cultural, uma contraposição à forma padrão de pensar. Se mostrando como um produto de resistência à dominação da indústria musical, essa passa a ser uma contraposição ao que todos pensavam. A globalização, de fato, influência, mas não consegue dominar a cultura de um povo. O fato é que hoje, no Rio, em São Paulo, em Londres ou em outras tantas cidades ao redor do mundo podemos ver essa batida contagiante do Funk Carioca... ou melhor, do Funk Brasileiro. Podemos ver o lado positivo da música que ultrapassa fronteiras, como uma forma de reintegração social, como uma opção de escolha do bem pelo mal. ■

* Luciana Alencar é uma historiadora Brasiliense e desenvolve seus estudos na área social, especializada em ensino especial. Atualmente vive em Los Angeles (2008) onde fez o curso de Extensão de Verão na UCLA - "The Art of Fund Raising" (Fundação de Organizações). No Brasil fez Capacitação em Gerenciamento de Projetos para o Terceiro Setor e Desenvolveu o Projeto Cidadania pelas Letras no Rio / luciana.alencar@gmail.com.



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Com a crise econômica Americana estabelecida nesses momentos e com mais de 46 mil foreclosures apenas na área de Los Angeles como fato consumado, surgiu uma perfeita oportunidade para primeiros compradores e também investidores. Depois de uma "avalanche" que fez muitos compradores por diferentes motivos perderem suas casas e apartamentos, surge depois de quase 50 anos, especialmente no Sul da Califórnia - por sempre ter sido um mercado com demanda/procura, uma fantástica oportunidade para investir no Mercado Imobiliário. Claro, agindo com segurança, sabendo onde esta pisando e principalmente, com quem esta fazendo negócios. Neste "FREE" seminário patrocinado pela Soul Brasil magazine e com apoio de diversos profissionais em áreas distintas como a de consolidação de débitos, marketing & planejamento, vendas, financiamento e investimento, você abrangerá seu conhecimento nas respectivas áreas citadas acima e estará melhor informado para tomar a melhor decisão quando assim for necessário.

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American Wal-Mart and French Carrefour Investing Heavily in Brazil

The local CDB (Companhia Brasileira de Distribuição) and two other international firms, **Wal-Mart** and **Carrefour**, are battling ferociously to secure market shares and consolidations in Brazil's food and drink distribution - 12 of the top 20 supermarket chains that existed in 1997 have been absorbed by other groups. On top of this, the three largest firms have announced massive investment programs for 2009 as they all look to secure the loyalties of Brazil's huge population.

According to the Brazilian Supermarket Association, in 2007 the supermarket sector grew at its largest rate for five years - taking into account an official inflation range below 5% per year, supermarket sales rose 5.9% in real terms. The forecast for the next five years is growing by 24.6%. The primary drivers of this growth are increased incomes, the expansion of credit, a decline in unemployment and rising food prices. This rate of growth has made Brazil a very attractive investment location for the world's top retailers.

In December 2007, Wal-Mart explicitly stated that Brazil was among its top four countries for strategic growth and since then it has announced plans to invest US\$693 million until the end of 2008. For French-based Carrefour, Brazil has become increasingly important, as sales have slowed in many of its traditional markets. It has announced it will invest US\$523 million a year over the next three years. Carre-

Hot-Caliente Market

four is likely to focus on its Carrefour-branded hypermarkets and its Dia-branded discount stores in the coming year, along with its newly acquired Atacadao cash and carry chain.



Mexican Companies Investing in Brazil

In search of opportunities to expand, Mexican companies have set their sights on Brazil, where in recent years they have begun to invest heavily. The country of Tequila wants to diversify its investments, much of which are concentrated in the United States, and Brazil

is the largest and most significant market for investment in Latin America. The Mexican and Brazilian markets are very similar at the social level and in terms of consumer habits. Mexican investments in Brazil jumped to close to US\$2 billion a year in 2005 from \$132 million in 2000, according to the Brazilian globalization think-tank Sobeet. Since the end of the 1990s, Mexican companies have put \$8 billion into acquisitions and expansion of their businesses in Brazil, according to the Association of Mexican Enterprises in Brazil, a body that was created two years ago to help businesses coming to Brazil from Mexico.

Mexican companies begin by exporting to Brazil and then when they see the potential to advance they become transnational companies.

The Mexican group **Mabesa** came to Brazil in 1997, acquiring the rights to make its disposable products for infant and adult hygiene under the brand name Cremer. In 2001, the company made its grand slam by buying competitor

Drypers. Since then Mabesa has invested many millions in Brazil, where it commands 12% of its market and is third. The company posted over \$80 million in 2005 sales and the forecast by 2010 is double the current annual production of 720 million diapers.

Jugos del Valle arrived in 1997 importing its ready-to-drink juices from Mexico, a market that until then did not exist in Brazil. The company not only arrived in Brazil but also innovated in the consumer market creating the habit among Brazilians. Today leads the segment with 24% of the volume consumed in the country. Second Roberta Morelli, marketing director for Del Valle, Brazilian market is very promising and for her company still have much room to grow.

The Mexican billionaire Carlos Slim Helu, head of Mexican telecom giant **Telmex**, has invested heavily in the Brazilian telecommunication segment taking control of Claro, one of the cell phones market leaders and the cable TV company Net. **FEMSA**, one of the largest soft drink producers in Latin America, with annual sales of \$9.93 billion, has invested over \$1.50 billion in Brazil since 2003, when it acquired Panamco, the old Coca-Cola bottling company in Brazil. More recently, it bought Kaiser Brewery, a brand that has 8.7% of the Brazilian beer market. Currently, more than 50 Mexican companies have a presence in Brazil, in areas as varied as telecommunications, beverages, foods, hotels, entertainment, auto parts, and personal care products, among others.

The Brazil's growth rate and the increase of power acquisition by the Brazilian population have made Brazil a very attractive location for the world's top retailers and investors. ■



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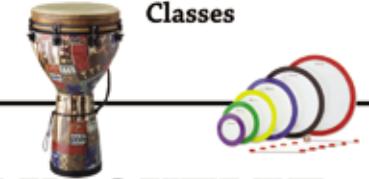
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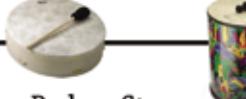
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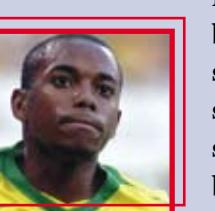
Little Brazil in NY “turns” Big Brazilian Party - Percussion instruments with names like timbau, surdo and tan tan, gives the rhythmus of a ritual that celebrates the syncretism of Candomblé, the religion brought to Bahia by the African slaves who first landed at its ports in the mid-16th century. Last August 30 in the center of Manhattan, a new “line up”, a small parade covered two blocks on 46th Street, drew a few hundred people e no religious overtones. The idea was simplicity bring another piece of Brazil to the biggest Brazilian community in U.S. and the largest Brazilian celebration abroad, the Brazilian Day festival in NY, which for the first time since it began 24 years ago was held on two days, Saturday and Sunday. The festival, had humble beginnings in 1984, to celebrate Brazil's independence on Sept. 7 bringing Brazilian food and showcases some of the country's art and music. Nowadays the Brazilian Day in NY are considered the biggest Brazilian event outside Brazil attracting over 1 million people.



Makala Music & Dance from Rio in South California - The Afro-Reggae subgroup that reunites two artistic languages will be in South California in October 08. The group arrives thanks to the cultural incentive of Petrobrás. It was born to unite the percussionists of another Afro-Reggae dance subgroup, which landed in a fusion that created a specific project the dance group named Arte Negra. The group, which is formed by 7 percussionists and 13 dancers, developed a piece called “Terra” (Earth), a performance inspired by the creation of the second world in the Nagô tradition. They

used a combination of Afro-Brazilian and contemporary dance, who's objective is to discuss the evolution of the Earth in its multiple aspects, including culture. More info soon at www.soulbrasil.com (events page).

Brazilian Artist and actress Ana Helena Berenguer passed on - from her life on Earth on July 29, 2008, after a courageous and mostly private three-year battle with breast cancer. Born and raised in Rio de Janeiro, Brazil, Ana Helena received a degree in architecture from Santa Ursula University in Rio de Janeiro and continued her professional education at the Nagoya Institute of Technology in Japan. She also studied acting at the Lee Strasberg Theatre Institute in New York and had supporting roles in U.S. in daytime dramas such as *General Hospital* and *Port Charles*. She also appeared in the 1987 film *In the Mood*. Before come to Los Angeles she starred in Brazilian television shows such as *Grande Sertao Veredas*, *Eu Prometo*, *Elas por Elas* and *Sem Lenco e sem Documento*, as well studied art at the Louvre and fell in love with the Impressionists. Over the past 17 years, she devoted much of her energy to works in acrylic on canvas, capturing her love of flowers and landscapes. Her paintings, full of vivid color and joy, reflect her joyful personality in her own impressionistic style.



Manchester City beat Chelsea to signing Brazil striker super star Robinho - by agreeing to pay Real Madrid a British record of 32.5 million pound (US\$40 million) last Sept 1. With Real Madrid unwilling to sell to Chelsea because of poor relations between the clubs, Manchester City was able to reach an agreement on the final

day of English football's summer transfer window boosted by a windfall from an imminent takeover by a United Arab Emirates business group, made a huge offer for the 24-year-old forward. Manchester City manager Mark Hughes said on the club's website: “I have said that in order to compete with the best teams in the Premier League we have to be in the market for players of this caliber, and Robinho is undoubtedly one of the best players in the world. Spanish Sports Daily “Marca” said on its website that Manchester City will pay Robinho 6 million euros per season, about three times what he reportedly earned at Madrid.



A Great Alternative to be “Copy”
– **Ciclovía**, is an already longtime project running in Bogotá, Colombia

that should be “copy” by other cities. An amazing advances going on in the livable streets movement there on Sunday from 5am'til nearly 5pm - riding bicycles around the city, a weekly event in which over 70 miles of city streets are closed to traffic where residents come out to walk, bike, run, skate, recreate, picnic, and talk with family, neighbors & strangers. It is simply one wonderful idea for any metropolitan city in the world, a great option for the population in this respective city, and a very positive alternative for help us and the mother Earth.

Amazon deforestation jumped 69 percent in the past 12 months - the first such increase in three years as rising demand for soy and cattle pushes farmers and ranchers to raze trees, officials said Sept 1. “We're not content”, Brazilian Environment Minister Carlos Minc said for the press after the new numbers. Carlos Minc says monthly deforestation rates have slowed

since May, but environmental groups say seasonal shifts in tree cutting make the annual number a more accurate gauge. Most deforestation happens in March and April, the start of Brazil's dry season, and routinely tapers off in May, June and July: Last July, 323 square kilometers (125 square miles) of trees were felled, 61 percent less than the area razed in June.



Exportações brasileiras crescem acima da média mundial - Segundo Welber Barral, secretário de Comércio Exterior do Ministério do Desenvolvimento, Indústria e Comércio Exterior, as exportações de janeiro a agosto somaram US\$130,843 bilhões, um crescimento de 29,3% sobre o mesmo período de 2007, acima, portanto, do crescimento médio mundial, de 15,3% ao ano. E os EUA continua sendo nossos maiores compradores (US\$ 2,411 bilhões no mês), seguidos de China (US\$ 1,972 bilhão), Argentina (US\$ 1,694 bilhão), Países Baixos (US\$ 995 milhões) e Alemanha (US\$ 786 milhões). Entre os destaques nas exportações estão a gasolina (121,4%), álcool etílico (94,1%), óxidos e hidróxidos de alumínio (74,2%), tratores (48,2%) e aviões (35,8%). Quanto aos semi-manufaturados, as maiores vendas externas foram de produtos de ferro/aço (231,7%), ferro fundido (153,4%) e óleo de soja (55,2%). Por outro lado, o Brasil bateu um recorde histórico

Highlights

com US\$ 17,478 bilhões em importações no mês de agosto. Com base na média diária, o valor é 65,6% maior do que o mesmo período de 2007. Mas Como as exportações também tiveram alta, o saldo da balança comercial brasileira registrou superávit de US\$ 2,269 bilhões. Analistas consultados pelo Banco Central projetam um superávit comercial de US\$ 23,5 bilhões para a balança em 2008. É o Brasil caminhado em frente pese aos pesares.

Música passar a ser conteúdo obrigatório nas escolas do Brasil - Todas as escolas públicas e particulares do Brasil terão de acrescentar, no prazo de três anos, mais uma disciplina na grade curricular obrigatória. A Lei nº 11.769, publicada no Diário Oficial da União no último dia 19 de agosto, altera a Lei de Diretrizes e Bases da Educação (LDB) nº 9.394, de 20 de dezembro de 1996 - e torna obrigatório o ensino de música no ensino fundamental e médio, de acordo com informações do Ministério da Educação. Tíramos o chapéu pela decisão do governo.



Campus Party Brasil confirmado para 2009 em SP - O maior evento de Internet e tecnologia do mundo chegará em SP novamente em 2009. A exposição, aberta ao público, recebeu em sua primeira versão no Brasil em Fev. de 2008 a visita média diária de oito mil pessoas, 3,3 mil “campuseiros” inscritos entre 18 nacionalidades, 5,1 mil pessoas credenciadas, perto de 3 mil computadores na arena e 2 mil pessoas acampando. O público consumiu avidamente mais de 350 palestras – que podem ser vistos através do site da Fundação Vanzolini, no endereço <http://portal.vanzolini-ead.org.br>

“They are Fit... They are Happy What They are Doing?”

Everybody knows that the practice of any type of physical activity is benefit to our health, body and inclusive our soul. Folks that have a daily routine of physical and mental activity usually are in a better state of mind and physical health. They are less stressed, sexually active, and have a better recognition in understanding the importance of balancing life with happiness.



Julia Melim

“I Practice Boxing... also Body Boarding.”

Julia was born in Florianópolis, South of Brazil, raised in Rio de Janeiro, and now living in Los Angeles. Julia is an actress and model. She was selected to represent Brazil during the Miss Pan-American International 2008 in L.A. She practice boxing twice a week. Julia says: “Boxing is a way to exercise my reflexes, but I also need a clear mind when I’m practicing it, so I am adept of yoga. In a way, both activities are like meditation to me but in different ways. Boxing works many parts of your body and it also helps release tension, and yoga makes you feel more relaxed through being more aware of your breathing and your body. Both combined make me have a fit body and be in harmony with who I am”. She has lived by the beach most of her life and started body boarding when was 5 years old. Since moving to L.A she can not body board as much since she lives far from the beach in Hollywood. This year Julia started learning how to surf in Hawaii. She is hoping to plan excursions to the ocean for surfing and body boarding. Julia says: “It’s important for me to be in touch with nature, so going into the sea makes me feel lighter, like I’m purifying my soul”. Julia always try doing an activity that she enjoy. For this tall and smart actress in order to be happy she suggest being positive and sending out positive energy. “When you have a good attitude, good things happen and good people come to you”. She plans to continue acting in feature films, TV, and theater. Her current plans involve engaging in more projects every day as well working towards immigration and human rights. She concludes by saying “I want to keep fighting for causes I believe in and keep doing what I love”. Yes Julia, we like It!



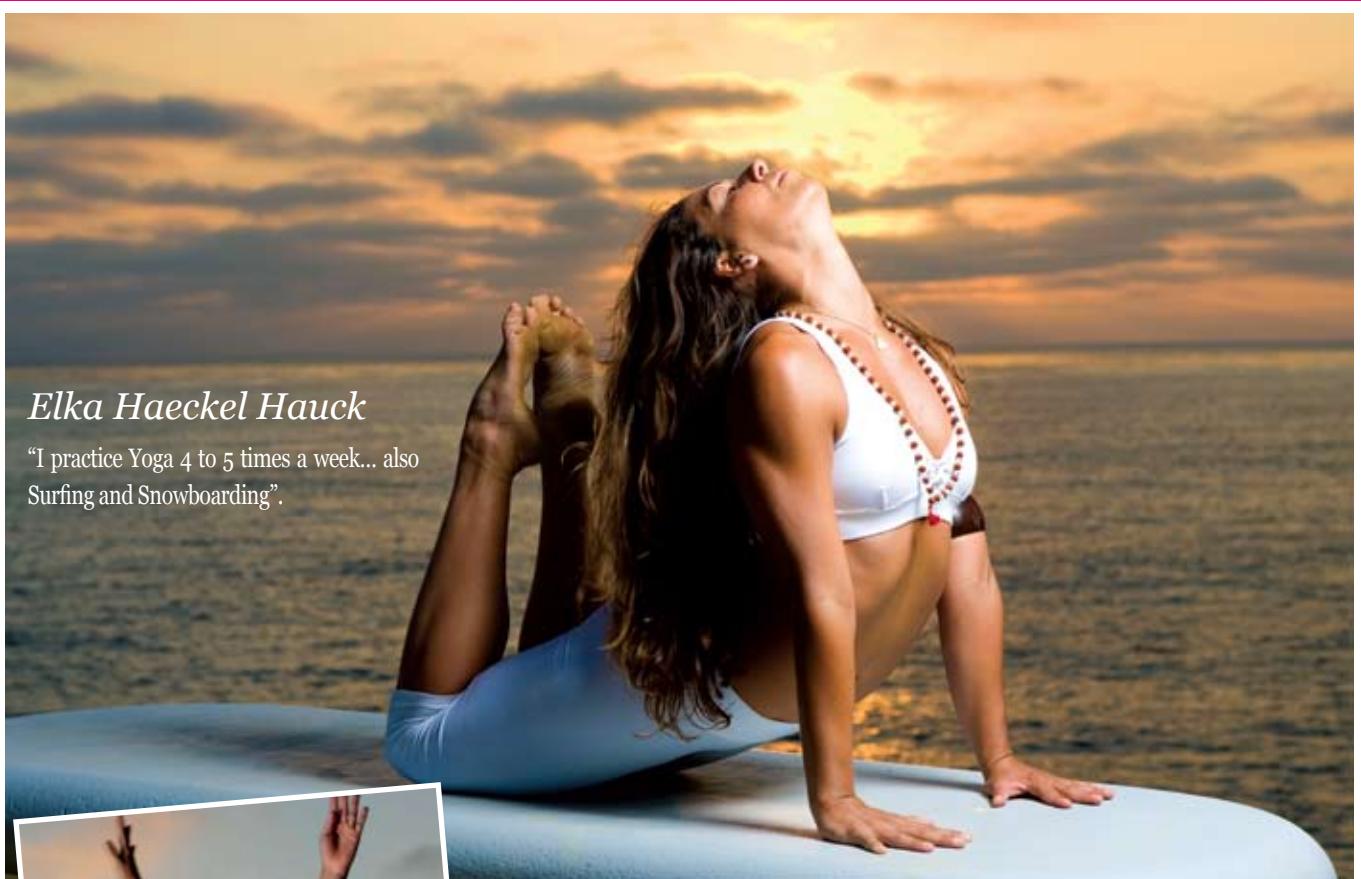
Valeria Benavides

“I Practice Belly Dance...”

This Mexican American was born in Bellflower, CA grown up in Azusa, CA and now days are an undergraduate senior at University of California, Santa Barbara. She works as a French and Spanish tutor and sometimes does modeling on the side. For the charismatic Valeria “a smile is like a meal for the heart”. She says: “Lets feed our hearts to make life more pleasant!” She is very passionate towards ecological and social issues. She reminds us that we all share this planet with other creatures. She said “Plant life and people, therefore we must take care not to waste or use more resources than we need”. Val began belly dancing in 2007 at UC Santa Barbara because she was looking for a hobby and a fun way to be more active. “Belly Dancing is both beautiful and sensual. I wanted to learn how to move my body in an artistic and aerobic way in same time. It definitely helps me to keep fit; offering wonderful health benefits for it strengthens, tones, and elongates the muscles, especially in the back and arms”. She also enjoys the sensual side of belly dancing as well as the music and the elaborate costumes. In the near future she and her husband are planning to spend a year in Europe and than travel to as many places as they can savor while learning of new cultures in the process of traveling. Mercy, Grazie, Gracias... Obrigado!



Fit & Happy



Elka Haeckel Hauck

"I practice Yoga 4 to 5 times a week... also Surfing and Snowboarding".



This "Baiana" was born in Bahia, Brazil and moved to San Diego in 1999. Since 2008, she owns the Namaste Yoga Center in Ocean Beach, CA. She has been practicing yoga since 2001 and says: "I found and developed the awareness that mind, body and spirit are one. We can never be dishonest with ourselves about what is happening in our lives because our bodies pay the price. Now days more people are suffering from anxiety, depression, stress due to not having enough time for themselves outside work and school. Today more people are coming to Yoga because their Doctors recommend it as part of their healing and therapy. It is amazingly beautiful to see the world changing and progressing, people are becoming more open minded to the new possibility of holistic healing which has been practicing for thousands of years". Elka also does pilates, surfs at least three times a week and once a week she do CP training with Rodrigo and Mata to improve strength and cardio capacity with proper use of weights. She really likes the diversity within her training. Elka complements saying "Of course, great nutrition is a big part of a health life style. I try to eat only organic and when it comes to eating meat, we spend the extra money to eat grass fed, free range and organic meat". Being happy for me is to be in peace and harmony with myself. Happiness is not only a physiological state which is temporary; happiness is a spiritual state which lasts much longer no matter what situation you is living. Do not try too hard to make something happen... simply allow it to happen. This is living the Tao, living with the flow of life". For the Elka non-attachment is the key for happiness. Her advice us: "Letting go of what holds you back. We become slaves of our emotions and lots of time we are not even aware of it because it has become part of our life. Let it GO and be present". Namaste and Axé Elka!

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Just Happened in July/Aug 2008...



Brazilian Vibes at the Hollywood Bowl and Ford in Hollywood, and Queen Mary in Long Beach - Photos by Victor Gutierrez.



The First Annual Brazilian Summer Beauty Pageant produced by Rio Bela and with support of Sambalá Samba School, Toa Toa Boutique, Soul Brasil magazine and Brazil TV among others business happened last end of July at the Blue Café in Long Beach, CA and crowned dancer Mariza Montoya as the winner and coreographer Katia Vaz in the second place. More photos in our next issue.

Gazzola and Lula Almeida, Dancer Morena and DJ Jeep among others in Marina Del Rey, CA.



The "HotEmotion", Summer Afternoon Brazilian Music & Food Series happens in Santa Barbara at EOS Lounge presenting Prakantar, Raiz do Samba and last Aug 24th SambaJah. Next and last event is Sept 21st featuring music by Made in Bahia, Dancers and local DJ Daniel Chin. More info www.sbbraziliancarnaval.com

Tribo de Jah, as in the last 3 years, have visited California and show their Brazilian Reggae music, and this time at Samba Lounge in Redondo Beach/L.A Area. On the photo: Magali D'Souza & Jennifer Parker from Soul Brasil and friend Ivenia Ehling.



Onde o Ativismo Encontra o Cinema

O "ARTIVIST" Film Festival é o primeiro Festival de Cinema Internacional a dar espaço notório aos Direitos Humanos, Direitos das Crianças, Direitos dos Animais e a Preservação do Ambiente. Uma iniciativa pioneira no cinema internacional voltado para a fusão da arte com o ativismo para uma consciência global. Criado há 5 anos atrás em Los Angeles pela Americana de origem Porto-Riquenha Diaky Diaz, começou sua ligação com o Brasil através de Brasileiro **Marcelo Florião**, apenas em 2007, já no quarto ano do festival.

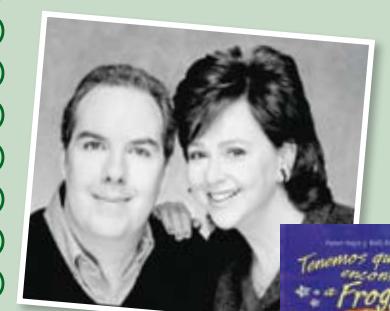
ARTIVIST, como originalmente foi estabelecido em Los Angeles, EUA, é uma organização sem fins lucrativos, dedicada à criação de uma plataforma de "ativistas socialmente conscientes". Desde o seu início, em 2004, o Festival já mostrou mais de 250 filmes representando mais de 45 países. O festival já recebeu várias menções incluindo das Nações Unidas e do Claes Nobel membro da fundação Nobel. E nos últimos 2 anos incluiu em seu programa, além de tópicos activistas, a presença de ativistas notórios como Tom Hanks, Susan Sarandon, Martin Sheen, Viggo Mortensen, Elton John and Andy Garcia entre outros.

Na ocasião, Marcelo entrou como produtor executivo do festival colocando a **Petrobrás** como principal patrocinadora do evento em todo o mundo, já que o festival ampliou suas fronteiras e naquele ano passou a acontecer na Europa, mais precisamente em Portugal e Inglaterra. Esse ano o festival amplia novamente suas fronteiras e chega ao México e Japão, tendo boas chances de se estender até o Brasil já a

partir de 2009. Segundo Marcelo Florião "A missão é fortalecer a voz dos artistas activistas internacionais e ao mesmo tempo contribuir para a crescente conscientização das problemáticas sociais globais".



O ano passado o Festival apresentou os filmes brasileiros "O Guarani-Mbya" (Curta) e "O Condor" (Longa). Este ano a Petrobrás, forte incentivadora das artes e da cultura Brasileira, traz o **grupo Afro-Reggae** ao Festival de Los Angeles. O festival que acontece mais precisamente em Hollywood no Egyptian Theatre entre os dias 2 a 5 de Outubro, traz ainda um filme brasileiro (* não divulgado até a data desse texto). Para maiores informações e completo programa visitem www.ARTIVISTS.org.



Você sabia que o Brasil tem a maior variedade de sapos do mundo? E que o primeiro sapinho de pelúcia foi criado em 1905? Sabia que tem um sapo do tamanho de um recém-nascido? Essas e outras curiosidades estão no livro infantil "GottafindFroggy", em português "Temos que encontrar Froggy". O livro - de autoria da brasileira Be-



Educando com Jeitinho

tiRozen e do americano Peter Hays - ensina crianças e adolescentes a valorizar a ecologia e o amor pelos animais.

"GottafindFroggy" conta a história de Luís, um menino que perdeu seu bichinho de pelúcia chamado "Froggy" e mostra como os pais de Luís fazem para tentar recuperar o sapo perdido. Na busca por Froggy, a família aprende a manifestar seu amor e carinho através de abraços e da companhia de outros. No final do livro Beti Rozen e Peter Hays fazem uma lista de dados curiosos sobre os sapos para que as crianças valorizem a ecologia e a variedade de

espécies no planeta. "GottafindFroggy" é um livro baseado na história real do filho de Beti e Peter, Louis, que hoje tem 11 anos de idade. Além da preocupação com a ecologia, Beti e Peter querem preservar a cultura brasileira nos filhos de imigrantes. Através de histórias divertidas e criativas eles incentivam a leitura de uma maneira mais gostosa. Os livros do casal podem ser encontrados em 3 idiomas: português, inglês e espanhol. A versão em espanhol de "Temos que encontrar a Froggy" faz grande sucesso na Colômbia. Beti Rozen e Peter Hays são donos da "Sem Fronteiras Press", uma editora especializada em livros infanto-juvenis.



Exercícios Respiratórios de Cura

Conceição Trucom

Esta série de sete exercícios respiratórios faz parte integrante de uma prática milenar de meditação chamada “meditação divina de cura”. Eles devem ser realizados como abertura da meditação onde cumprem vários papéis, entre eles o de alongar, expandir pulmões, integrar os 2 hemisférios do cérebro (hemisférios direito criativo e hemisfério esquerdo racional) e ainda criar uma cúpula magnética de proteção da aura.

Tal prática era oculta e praticada somente por mestres espirituais do oriente. Nesta nova Era em que todas as ciências ocultas estão à disposição de muitas pessoas e de várias formas, este divino trabalho de respiração e harmonização corporal também ficou “liberado”. Aprendi e pratiquei estes exercícios durante uma viagem que fiz para a Índia em 1998 e têm, até hoje, me causado resultados muito positivos.

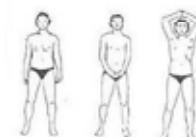
É bom lembrar que o corpo humano consiste de bilhões de *células vivas*. E, cada uma delas deve ser provida com um “combustível” essencial - o **oxigênio** (O_2), e também um mecanismo de excreção. Porém, o ser humano só inspira 30% do ar que deveria atrair para suas *células vivas*,

e expira menos **gás carbônico** (CO_2) do que deveria. Assim, as *células vivas* estão sempre desvitalizadas e intoxicadas, pois falta oxigênio e sobra gás carbônico. Abaixo seguem sete exercícios para melhorar esse balanço.

VAMOS À PRÁTICA

Recomenda-se praticá-los sempre pela manhã ao ar livre ou de frente para uma janela aberta. Procure estar num ambiente silencioso e calmo. Use roupa leve e solta, pés descalços, pernas abertas na largura dos quadris, joelhos levemente flexionados, quadril encaixado, coluna ereta, braços naturalmente soltos na lateral do corpo. Rosto e ombros relaxados, maxilares soltos. Enfim, postura confortável e relaxada. Os olhos podem ficar fechados ou contemplativos, mas não se distraia com o ambiente externo.

Cada exercício deve ser repetido por 3 vezes, de forma calma e atenta. O ideal é praticar sempre pela manhã e por um mínimo de 30 dias seguidos. Sair de casa com os circuitos cerebrais ligados e a aura protegida é muito sábio e saudável, certo?



EXERCÍCIO 1:
repetir por 3 vezes seguidas.
Inalar: enlaçar as mãos para fechar os circuitos. Erguer as mãos sobre a cabeça (manter perto da cabeça). Sempre tentar separar as mãos, como testando a força de selagem deste circuito, mas não soltá-las.

Exalar: baixar os braços, mantendo as mãos enlaçadas.

EXERCÍCIO 2:
repetir por 3 vezes seguidas.

Inalar: palmas das mãos para cima, pontas dos dedos encostados. Iniciar do quadril e ir erguendo as mãos até acima da cabeça.

Exalar: separar alongando os braços. Baixar lateralmente com as palmas das mãos para baixo.



EXERCÍCIO 3:
repetir por 3 vezes seguidas.

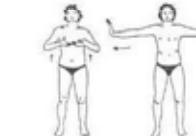
Inalar: erguer os braços lateralmente como traçando um círculo em torno da cabeça. Quando chegar ao topo, manter as mãos unidas em oração acima da cabeça.

Exalar: pressionando palmas das mãos juntas, baixar e manter em frente ao cardíaco.

EXERCÍCIO 4:

repetir por 3 vezes seguidas.

Inalar: palmas das mãos para cima. Erguê-las juntas desde o quadril até altura dos ombros. Separar mãos lateralmente, alongando, como se estivesse afastando paredes, representando o limite do espaço que sua aura ocupa.



Exalar: relaxar mãos e braços e baixar lateralmente.

EXERCÍCIO 5:
repetir por 3 vezes seguidas.

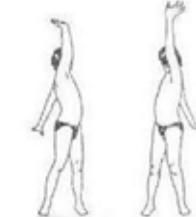
Inalar: palma da mão direita para cima apontando o céu, palma da mão esquerda para baixo, apontando a terra. Alongar os braços como tentando “separar o céu da terra”.

Exalar: inverter posição dos braços.

EXERCÍCIO 6:
repetir por 3 vezes seguidas.

Inalar: braços relaxados na lateral do corpo.

Exalar: braço esquerdo baixado, direito erguido. Palmas idem. Torcer o tronco até



enxergar o calcâncar oposto. Repetir invertendo os braços e o sentido de rotação.

EXERCÍCIO 7:
repetir por 3 vezes seguidas.

Inalar: joelhos levemente flexionados. Palmas das mãos juntas para cima, erguer desde o quadril e no topo da cabeça abrir braços, inclinando a coluna levemente para trás (abindo o cardíaco).

Exalar: baixar e relaxar braços e ombros.

*Conceição Trucom é uma antiga colaboradora da Soul Brasil. Terapeuta e autora de diversos livros sobre saúde natural, ela viveu em SP por vários anos e desde 2008 preferiu a qualidade de vida do Guarujá no litoral norte. Entre seus livros publicados está “Alimentação Desintoxicante” e “Soja: Nutrição e Saúde”. Para saber mais sobre a autora visite www.docelimao.com.br



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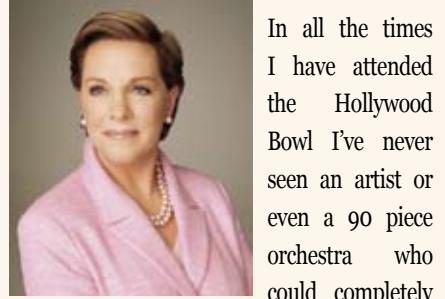
From Hollywood



Bianca Rossini

www.biancarossini.com

her daughter including exquisite illustrations by Gennady Spirin.



In all the times I have attended the Hollywood Bowl I've never seen an artist or even a 90 piece orchestra who could completely fill the giant stage and make it appear to be the perfect size for their talent. Not until I saw Julie Andrews, who entered the stage wearing a beautiful silver gown with an aura and radiance as bright as a starry night. I was amazed that a being could transcend the overwhelming size of such stage and make it look just perfect. *The Gift Of Music*, with Julie Andrews herself as the host, was a tribute to Rodgers and Hammerstein classics, led by conductor/composer Ian Fraser and featuring Andrews' friends from the Broadway stage: singers Stephen R. Buntrock, Christine Noll, Kevin Oderkirk, and Jubilant Sykes. The second half of the program was a symphonic adaptation of Simeon's Gift, the bestselling children's book by Andrews and

Dorival Caymmi, one of the founders of Brazilian popular music, died at 94. Dorival was my first great musical/poetic influence. I was only four, I remember holding his LP, memorizing one of my favorite songs to this day *Marina*. He will be missed terribly but his poetry, beautiful simplicity will continue to echo in his music and in the hearts of all of us who have been touched and transformed by his music.

Roberto Montero (arranger, guitarist, and composer) has a very successful and busy schedule in LA. He's currently teaching at *The Los Angeles Music Academy* in Pasadena. His credits include performances with Sergio Mendes, Baby Consuelo and other international artists.

Considered "an operatic superstar of the 21st Century" Denyce Graves performed her signature role Carmen at the Hollywood Bowl, Her portrayal of Carmen was passionate and color-



ful, opposite tenor Stuart Skelton, and baritone Mariusz Kwiecien, *The Pacific Chorale* and *Los Angeles Children's Chorus* completed the ensemble, making it a night to remember.

Pyata G. Penedo along with five other very talented musicians, gave birth to the Beleza Pura band, mixing Brazilian rhythms with American funk and hip-hop. Independent.com selected Beleza Pura as one of the four best bands in Santa Barbara at the West Beach Music Festival in September 12-14, 2008.

My friends joined me to celebrate my birthday at the Pool Lounge at the Beverly Hills Hilton. It was an impromptu gathering, and the staff at the Hilton was fabulous. On a perfect, warm summer night, we had VIP area with a view of the pool, delicious cocktails, and a DJ who played Brazilian music as well. ■

Special thanks: Don Heckman, Denise Dorman (writebrainmedia.com), Galina Sobolev (buysingle.com), Gigi (hair design) Andre (myspace.com/WCAPhotoStudio)

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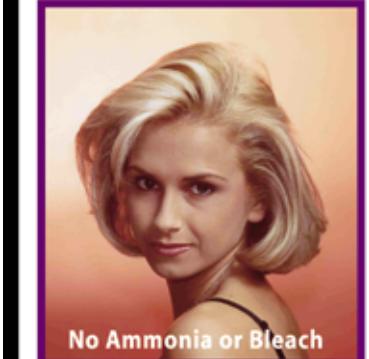
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Culture

Tapioca

Com Gosto de Pernambuco

Lindenberg Jr.



Este recentemente visitando o Brasil e particularmente a cidade que me viu nascer: Recife. Dessa vez fui com meu filho Giovanni e logo no dia seguinte a nossa chegada e junto com algumas sobrinhas, fomos ao Alto da Sé na vizinha cidade histórica de Olinda, comer uma boa tapioca com queijo coalho. A parte do belíssimo visual que pode ser visto do alto da sé – o Recife a seus pés, e as magníficas fotos que podem ser tiradas, um momento agradabilíssimo, nostálgico, e de puro prazer gastronômico!

Reflexo direto da evolução social, a culinária é um dos aspectos mais importantes da cultura de um povo. E a tapioca nesse aspecto é puro patrimônio Pernambucano, é puro símbolo da cultura local. A tapioca

esta para Pernambuco assim como o acarajé esta para a Bahia. Essa tradicionalíssima iguaria à base de massa de mandioca seca e que tradicionalmente leva côco seco ralado, é uma das principais influências incorporadas pela gastronomia pernambucana, à cultura dos índios Tupi-Guaranis.

De acordo com informações da Secretaria de Patrimônio, Ciência, Cultura e Turismo de Olinda, a venda da tapioca iniciou-se na década de 70, com

uma senhora conhecida como dona Conceição, que passou a preparar e comercializar tapiocas como forma de sobreviver. Mais recentemente alem do tradicional Alto da Sé em



Tapioca

Pure Pleasure in Pernambuco

Was recently visiting Brazil, in particular my hometown of Recife, with my son Giovanni. We received a phone call from some of my cousins to go to Alto da Sé in the historic city of Olinda to have some delicious tapioca with curdled cheese. A part from the beautiful view that can be seen in Alto da Sé - the hustle and bustle of Recife and the magnificent views that can be breathtaking was an appreciative, nostalgic moment of pure gastronomic pleasure!

A direct reflection of the cultural revolution, food is one of the most important aspects of anyone's culture. It is tapioca in this aspect, pure Pernambuco patronage and a symbol of the local culture. Tapioca is to Pernambu-

co what Acarajé is to Bahia. This beloved tradition was born out of the large supply of dry manioc and was traditionally served with dried grated coconut. It is one of the principal influences incorporated into Pernambuco's cuisine from the Tupi-Guaranis Indians.

According to information from the Secretary of Patrimony, Science, Culture and Tourism in Olinda, tapioca began being sold in the 1970's by a woman known as "Senhora" Conceição, who prepared commercialized tapiocas to earn a living. More recently, beyond the traditional tapioca at the Alto da Sé in Olinda (one of the most important touristy spots between Recife and Olinda), this

delicious treat can be enjoyed in all parts of the state of Pernambuco. Another great place to experience tapioca is in the central streets of the "village" of Porto de Galinhas Beach, about 60km (37mi) south of Recife. If you go to Pernambuco, don't hesitate to try the tapioca in Alto da Sé or in Porto de Galinhas. For your visit to Pernambuco to be complete, you must experience this delicious culinary pleasure....it's simply irresistible! More information and photos of Pernambuco State check the Travel section of www.soulbrasil.com. ■

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Julia Melim

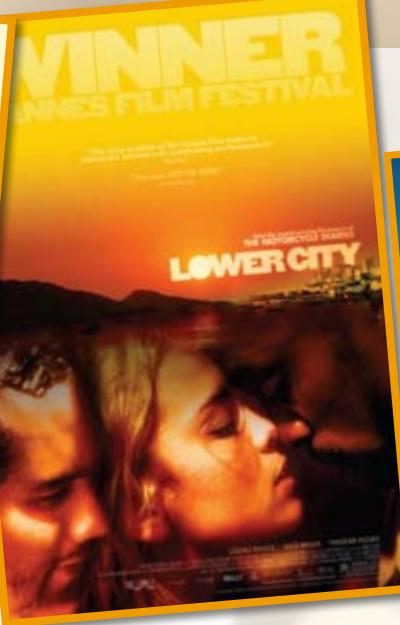
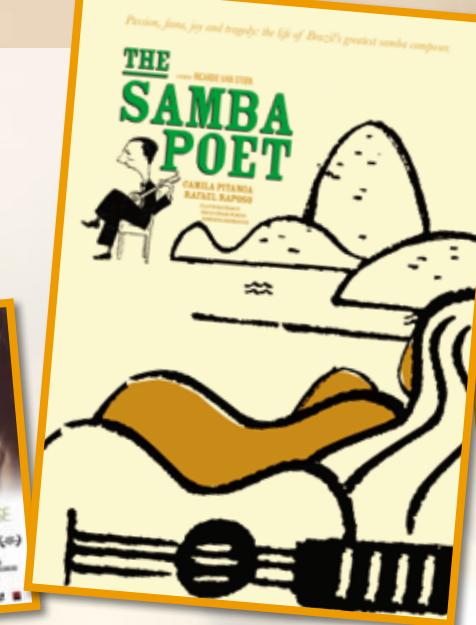
Brazil has attracted many production companies, directors and film crews from all over the world to shoot at the great landscapes and diverse scenarios it offers. Movies such as *Incredible Hulk*, *Indiana Jones and the Kingdom of the Crystal Skull*, and upcoming movie *The Brazilian Job* have chosen various locations around Brazil, featuring scenes in Lapa and Downtown Rio, to the Amazon rainforest.

"I was intrigued by the mature film industry in Brazil and was also surprised to learn of the enormous commercial production market. Hundreds of international commercials are produced in Brazil every year that vary from multi-million dollar productions to very low budget productions," producer Eric Eason said.

Brazil's locations can be seen in various films in Europe, U.S. and many commercials and music videos around the world. Sometimes they are not even recognizable because even though the country is well known for its tropical settings, it has a lot more to offer than just beautiful beaches, samba and soccer.

The stairs in Lapa where Bruce Banner walks down while trying to escape his anger and become the Incredible Hulk, are the same stairs where Snoop Dogg is sitting with Pharrell in his music video for the song "Beautiful". Snoop's music video was entirely shot in Rio de Janeiro, Brazil. He dedicates the song to the beautiful women in Brazil, showing Brazilian bikinis and many curves.

Snoop also features landscapes such as the Guanabara Bay, The Sugar Loaf, Christ the



Redeemer and the Copacabana Beach. He shows a little bit of everything Brazil is known for, beautiful women, tropical beaches, soccer, and adds a touch of Brazilian drums towards the end of the video. Snoop performs inside the "favelas", on the streets of Rio and in Lage Park (Parque Lage), showing Rio's historical architecture.

"After our visit I was very surprised at the diversity of locations and even more so the diversity of the population there," producer Roger Zorovich said. "Everything from modern urban environments, to classical European architecture, NY feel, Havana, Old New Orleans it's all there in one part of the country or another," he said.

Even Michael Jackson shot his music video for the song "They don't care about us" in Bahia and Rio de Janeiro, while performing with the Brazilian drummers Olodum. He shows the simplicity of the people, dancing in the streets made of stones against a backdrop of the traditional colorful houses in the Northeast.

Even if Brazil is not being featured, there are many advantages to shooting in Brazil. "I was amazed at how certain sections of São Paulo resembled New York City while others resembled Los Angeles. This is ex-

tremely advantageous for film production since the currency exchange is favorable," Eason said.

The foreign production companies should seek a partnership with a local production company, which will be responsible for overseeing the whole production process while in Brazil. In addition, since the population is so diverse, it is easy to cast for smaller roles or background for any kind of production.

Alongside with the great locations and mixed ethnicities, Brazil offers many other resources such as experienced crews, well-equipped production companies and high-end post-production facilities. Big production companies, such as Video Filmes, O2 Filmes, Globo Filmes and *Conspiração* are responsible for the latest Brazilian movies that made it into the international scenario, and they are capable of supporting a big budget film or any other productions from anywhere in the world.

Film directors such as Fernando Meirelles, Walter Salles, Andrucha Waddington and José Padilha have become A-list directors in Hollywood, after movies like *City of God*, *Central Station*, *House of Sand* and *Elite Squad* hit the international arena.

Many Brazilian movies make their way to the U.S. through film festivals, especially festivals destined to Brazilian or Latin Cinema. This year the L.A Latino International Film Festival will feature Brazilian films *Not By Chance* by Chico Teixeira and *Alice's House* by Philippe Barcinski at the Arclight Cinemas in Hollywood. The L.A Film Festival also featured the Brazilian film *Elite Squad* by José Padilha, winner of the 2008 Berlin Film Festival.

The Brazilian Consulates has been supporting the initiative of many Brazilian Film Festivals and Brazilian filmmakers in the U.S. and now we have more Brazilian Film Festivals than ever. This year, more two Brazilian film festivals – Los Angeles Brazilian Film Festival and the Hollywood Brazilian Film

Festival, joined the already traditional Brazilian film festivals of Miami and New York.

Thereza Maria Machado Quintella, former Consul General of Brazil in Los Angeles (until May 2008) have said: "The acclaimed revival of the Brazilian cinema with its talented, creative and bold filmmakers, reflects a new phase of intellectual and artistic movement in which Brazilians are recovering their self-esteem with two important outcomes. On the one hand ensuring the preservation of our cultural and regional diversity, on the other allowing Brazil to show how we see the world, thus creating a dialogue with other cultures."

Brazilian cinema is now recognized all over the world. Brazil not only exports talent, it

also invites foreign crews to take a trip to the outstanding production companies in the region. If foreign productions were interested in Brazil for the exotic nature of the country in the past, now they come to Brazil for the production and post-production facilities matched to the international standards. Whether the country offers beautiful scenarios, exotic women or the "magia" of soccer, one thing is for certain: Brazil has the goods!

* Julia Melim is a Brazilian actress and lives in Los Angeles, California. She is Miss Brazil at the Miss Pan-American International 2008. Julia is the Soul Brasil/Cinema contributor and can be contacted by email: Julia@juliamelim.com / For more information about Julia visit her website: www.juliamelim.com

Festival of Cinema in U.S. Usually Featuring Brazilian Films

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Ana Lígia conquista Segmento Brasil na TV Americana

Silvana Fcachenco

Nasceu no Ceará, Cresceu em São Paulo, morou em San Diego e Los Angeles, e há alguns anos atrás se tornou a primeira Miss Brasil-EUA em um pioneiro concurso que acontece em várias cidades dos EUA e tem sua final em Miami. A polivalente Ana Lígia Galvão, que já foi uma colaboradora da Soul Brasil, empresária no ramo da moda e modelo, é protagonista de inúmeras atividades e projetos. Ela se envolveu, ainda em Los Angeles, com a produção e cobertura de um programa de TV que é transmitido para os EUA onde destaca talentos nacionais e internacionais na área de música e principalmente do esporte radical e atletismo.

O TV Show PLANET X, apresentado por Ana Lígia, tem uma trajetória de sucesso nos EUA e é transmitido por várias emissoras que dão destaque ao Surfing, In Line Skate, Body-Boarding, Bungy Jumping, Basketball Para-Atleta (episódio nomeado para o Emmy), Skateboarding motorizado, Monterstruck Races, Walkieboarding, Beach Volleyball, Escalada, Rappel, Sky Diving, Softball, Snowboarding, Free Style Skii, Mountain Biking, Motocross, Off Road, Skin Boarding, Waterskiing, Extreme Fighting e outros esportes.

Como embaixadora oficial no Brasil do Planet X - U.S, Ana Lígia assina agora o TV Seg-

ment - Planet X Brasil, que entra no Brasil em outubro de 2008, com a proposta inovadora de mostrar eventos relacionados a brasileiros nos Estados Unidos e locais no Brasil que envolvem esporte radical, humor, música e estilo de vida. Atingindo diretamente o segmento jovem, de 15 a 25 anos, o programa é um estímulo a todos os amantes de uma vida mais saudável e equilibrada, sem uso de drogas ou violência.

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E uma meta profissional realizada? Já realizei várias pequenas. Devagar e constantemente vou realizar a maior.

Em sua trajetória profissional, um fato marcante. De acordo com o promotor Alex Menck ... Quando fiz "história" cantando Xote das Meninas no Hotel considerado



o mais chique ou Vip de Bel Air, por arrancar aplausos da platéia que supostamente não tinha costume de aplaudir, nem por educação.

O que te faz feliz e ti deixa triste?

Feliz seria trabalhar no que eu gosto. **Triste** seria as injustiças de qualquer tamanho. ■

* O "Planet X @ WaveHouse" tem distribuição nacional dos E.U.A. em 80 milhões de TV/ domicílios (na America do Norte e Caribe). O "Planet X" local de San Diego passa em rede com o ITV 16, fechando um bloco noturno de 6 horas de programação com alcance estimado de 1.000.000 de TV/domicílios.

** Silvana Rausis Fcachenco jornalista e consultora de Comunicação, Imagem e Assuntos Públicos para Países de Língua Latina. Atua há mais de 30 anos no Brasil e exterior nas áreas de Jornalismo, Publicidade e Relações Públicas, assim como capacita lideranças e implanta Programas e Projetos do Terceiro Setor / Desenvolvimento Sustentável junto a instituições, comunidades carentes e etnias indígenas.



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Music 1

Brazilian Music

Where the Four Corners of the World Meet

By Liliana Falabella



I have been listening to a Brazilian composer these days, who made me think about what Brazilian music really is, for its variety of styles, rhythms, and plethora of good musicians making and playing music. His name is Dorival Caymmi, and unfortunately he is no longer with us. But his music and legacy are, representing Brazil at its best. Around the world, Brazilian Music is appreciated and loved, its rhythms and beauty can be recognized by whoever has the opportunity to get in contact with it. Great musicians from all over the globe are now playing Brazilian Music, and California has some great examples. Just look around, and you will find Brazilians and non-Brazilians playing and loving Brazilian Music. Just like soccer, Brazilian music became a trend almost everywhere you go. Bossa Nova was very much responsible for that during the 1960's and afterwards, and it opened the doors for other Brazilian rhythms to thrive beyond Brazilian boundaries. Nowadays, not only Antônio Carlos Jobim, João Gilberto, Sergio Mendes, Gilberto Gil and Caetano Veloso are revered outside of Brazil. New stars are shinning as well: Céu, Ed Motta, Lenine, Maria Rita and Seu Jorge are some examples, and there are many many more! Since the beginning, what has been called "Brazilian Music" gathered the influence of different cultures in its scope. During colonial years, music was played among natives, African slaves, and whites from Europe. All these influences can still be heard in the new Brazilian Music of the 21st century. Around the end of the 19th century and the rise of the 20th century, immigrants from all over the world arrived in Brazil looking for a better life, and

added their cultural flavor to the mix. By the 1960's, the Bossa Nova and Tropicália movements provided a new dimension to our role in the music world, therefore breaking old concepts of what was supposed to be "Brazilian Music". In the 21st century, Brazilian Music's "Anthropofagia" savours every musical influence it encounters. It chews and swallows them, and it transforms them into... Brazilian Music! Cannibalism? Perhaps the first inhabitants of Brazil would know better. Yes, they would eat people! However, they would also appreciate the rivers, the ocean, the forest and the animals - their Gods. Brazilian Music brings to the foreground all these Gods, for they are part of the music with their sounds, and reminds us of how Nature is so important and inspiring to our lives! ■

* **Liliana Falabella** is a longtime Soul Brasil friend and collaborator. She is a Brazilian photographer and writer and lives in North Hollywood, California. To contact Liliana write to: lilianafalabella@gmail.com

Music 2



Lindenberg Jr.

Radik: Musical Exuberance

Most Brazilians who live abroad experience something they (we) call "saudade" - longing / missing something or someone. In order to cope with that strong feeling, many turn to music as a way to remind themselves of their love for Brazil. Radik is one of them. Musician, poet and knowledge seeker, he is able to cope with this "saudade" in a creative and productive manner through music and composition.

As a child, Radik experienced Brazilian Music through its different types of manifestations. Samba, Chorinho, Baiao, and Afoxé, amongst other rhythms, are part of his musical and cultural references, which are rooted in many of the country's festivities. "My parents had a huge influence in my music choices and helped to enhance my sensibility to music", said Radik, adding that even though he was born in the country's capital, Brasilia, his parents would travel at least once a year to Rio de Janeiro to visit relatives and to enjoy Carnival during Summer.

At the age of 14, already living in Rio, he started singing professionally in festivals, clubs and parties. Although his musical career had a brief interruption during University years, this only helped him to acquire maturity, critical thinking, renewed interest about Jazz and Brazilian Music, and maybe the most important of all, contacts with different people in Rio de Janeiro's bohemian life.

We asked Radik how his creative process does happen and the answer was simple: for the right inspiration to arrive, there is no ideal time, place or situation. "Sometimes the music or the poem comes to you and it is already finished. Sometimes you have to work on one song for days, months or even years. So it can be the way you want. I believe in higher inspira-

tion and I also think that we are the vehicles for that", he adds.

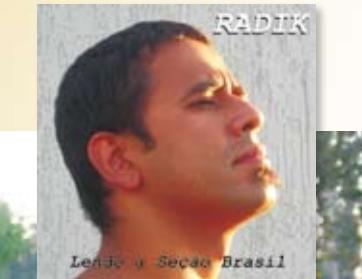
Radik also writes poems and has enough material to write at least five books. Something he will work on in the near future. "My stay in the U.S. gave me the possibility of rediscovering my country's culture and its diversity, has given me different subjects to explore poetically and musically, and this has been my greatest artistic achievement until now".

Nevertheless, life's endeavor always brings new possibilities and new achievements. Radik's first CD will be out by October (2008), his birthday month. He wants to give this gift to himself and everyone else interested in high quality Brazilian music. His influences range from Valdir Azevedo to Lenine, from Jobim to Hermeto Paschoal, from Ed Motta to Dori Caymmi, from João Bosco to Guinga, and his inspirations are first and foremost his partner in life and his daughter, as well as his parents, friends, life and Nature.

Let us hope that Radik's music will be listened and enjoyed by many people for its qualities. "I had the pleasure to collaborate with great people in this CD. Marcelo Elias, Rodrigo Braga, Lynne Earls and Simon Carroll were amazing and helped me a lot with their musicianship, arrangements, engineering and ideas".

While listening to some of his recordings, which are going to be in the CD, one can hear his influences. However, one can also confirm the beauty and originality of his music, voice and guitar style. "I want my music to be of any help to whoever might need it. I want it to be healing! This is only the first CD, and I intend to divulge it so people can listen to what I have to offer". So be it! ■

* To know more about Radik visit:
<http://www.myspace.com/radikmusic>



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Close Up San Diego by Victor Gutierrez



Last July and August we had many summer parties in San Diego County and some shows and concerts that move on the whole Brazilian Lovers community. To mention a few we had the show of Ivan Lins at "The Anthology", Gilberto Gil at 4th & B and the Festa Junina at Portugalia Restaurant in Ocean Beach. When the new issue of Soul Brasil Sept/Oct starting it new distribution on Sept 7, we will have the Brazilian Day in San Diego in Pacific Beach. Check out the photos in this following issue among other photos of Sept and Oct 08 events in SD. Um Abraço, Victor.

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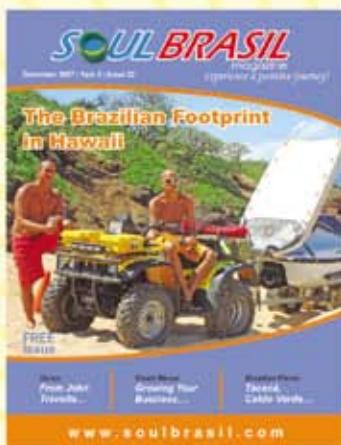
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