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SOUL BRASIL
magazine

Editor's Note

Carta do Editor

We are taking steps to bring our family closer and the Soul Brasil new website is almost ready. We expected it be done by the end of February but is taking more time than we have planned. But now is almost done and soon, we hope, anytime still this month of April soulbrasil.com will be interactive and more participative. As example, our readers will be able to comment our articles and also post their events automatically. Our partners and advertisers will have a special spot to listing their FREE services and a new research tool will be implemented. Let us know what is on your mind, respond to an article, or give us info on upcoming events. Send letters or press releases to editor@soulbrasil.com or mail to P.O. Box 2488, Toluca Lake, CA, 91610. Not yet our friend at My Space? Check www.myspace.com/soulbrasilmagazine and become our friend!

We are always looking for new contributors in

many ways as writers, photographer and artists as well distributors and promoters in our distribution zones of San Francisco, Los Angeles, San Diego, Orange County, Santa Barbara, Ventura, Monterrey, Santa Cruz, Las Vegas, Honolulu and Maui. Have a suggestion for a new place that can display Soul Brasil? Help us reach you and others in your nationhood and tell us about this place/location.

We offer some extra services such design, printing, distribution and also marketing consulting for you better reach the Brazilian market through Kisuccess Media. Your support is value and we appreciated so you can help us keep producing the printing issue, specially during this new times of recession. Another way to contribute is by given your support to our advertisers and their services. Mention that you have seen their AD and you like the magazine. They will appreciate this connection and will keep doing business and supporting Soul Brasil. ■

✉ Letters/Emails

I have a tremendous love for Brazilian culture and have gone to the annual Brazilian Festival in September in Long Beach from Sambala, for the Brazilian Carnival in Santa Barbara among other events in California. I was just hoping to get out and meet new people in the area who share the same passions as I do in regards to Brazil. Any information or events that you may be able to pass on to me would greatly be appreciated. Being that I do not have the resources as many do in the big city, it is hard to contact and meet up with others as I live in Fresno, CA. Many of the Portuguese speakers here are from or have family from Portugal and the pronunciation and culture are very different. I would like to expose my daughter to the warmth and fun loving culture of Brazil now and in the future. Obrigada!

Rashandra D. Hernandez,
Cuban from Fresno, CA

I am a "gringo" but I study a lot about Brazil...now I am studying why Pentecostalism is so big now. It really helps out the women. It brings them lots of benefit because help the men with many important issues as stop drinking and other themes. I just read now some words from a regular guy saying "Pentecostalism in most places, is also, overwhelmingly, a religion of women – and in Latin America, at least, it has an actual material benefit. Women who join the church, and who can get their husbands to join with them, often see significant increases in their standard of living: the men are less likely to drink, or whore, or gamble all their money away." I would like suggest you guys with this theme... - Obrigado.

Anthony M
San Diego, CA

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OUR COVER

Gracy Ferrecetti from San Diego, CA
Photo by Simara Sousa

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VÍDEOS ON-LINE

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A 10 ou 15 anos atrás, o video era usado muito pouco na internet. A maioria das pessoas tinha conexões "dial-up" e não havia muitas alternativas de distribuição e produção efetiva para circulação na rede. Mas hoje, na nova era 2.0 os computadores são mais velozes e as plataformas de conexão muito mais efetivas.

Onde quer que vá, hoje, vemos video. Está na "TV" das caixas de supermercados, nas partes superiores das bombas de gasolina, no consultório do dentista ou do medico, etc, ou nos inúmeros sites on-line como o YouTube, Google Video, Yahoo Video e outros tantos.



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O video on-line vem demonstrando ser um tremendo negocio para divulgar a sua mensagem de uma forma não muito custosa e bem mais efetiva, por exemplo, do que PPC – "Pay Per Click". Os resultados são comprovados em diversas pesquisas de mercado e é hoje um fato consumado.

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Spa at Home

As in our first article “Spa at Home”, the intention is giving you some affordable and natural alternatives for your beauty, and in your own home. While there are an increasing number of natural product lines on the market, not all products that call themselves natural are completely natural, and many still contain synthetic fragrances or dyes. The best way to ensure no harmful chemicals are touching your body is turn ingredients from your kitchen and/or popular Brazilian fruits into luscious natural skin care products and relaxing bath. These next three recommendations are “powerful” tools for your care and beauty. Of course, there are a few basics rules when it comes to skin care: Remove dirt and surface oil, but do not strip away all your natural hydration. Moisturizer, but do not clog pores. Exfoliate to remove dead cells, but not to much that your skin becomes irritated. With that in mind, delve into the following edibles, which can be used on all types of skin.

THERAPEUTIC MUSTARD BATH * Makes about 3 cups

This intensely therapeutic bath utilizes the warmth of mustard to open pores and release toxins, and provide s drawing and cleansing actions with the salts and clay. Combined with essential oils, these bath salts leave your skin feeling soothed and refreshed.

1/2 cup mustard powder
1/2 cup dead sea salt

2 cups Epsom salts
2 cups of Borax
8 drops each of the following essential oils: eucalyptus, rosemary, wintergreen and ginger / * + black spruce optional.

Combine all of the ingredients, scoop 3 to 4 heaping teaspoons into bath water, and allow the mixture to dissolve. Store the remainder in at tightly sealed container.

SIMPLY IDEAS:

1. If you are looking for a rejuvenating, immune system-boosting bath, only add **apple cider vinegar in a hot bath**. Two to four cups of pure, unprocessed apple cider vinegar will help restore the natural pH of your skin and hair.
2. As an antibacterial agent and a fantastic moisturizer, **honey (one part) combined with sweet almond oil (two**

parts) and a little vanilla extract will give you deliciously sweet bath oil. * *Be careful getting in and out of the tub with bath oils.*

3. To help picture yourself in a luxurious bath, add a **half-dozen soy or bees-wax candles** along the side of the tub and flower petals scattered on the surface of the water is sure to add all the elegance you could want.

SPOT REMOVER PAPAYA FACIAL MASK

1 thin slice of Papaya
200ml of Natural Yogurt
1 tablespoon of Oats
Few leaves of Rosemary

A long time **Brazilian Recipe** for help remove spots in your face naturally. In a recipient, mash the papaya; add the natural yogurt and the oats. Mix well all the ingredients in a blender until homogeneous. Apply to face, than add some rosemary leaves over the mask and leave for 20 minutes. Rinse well with cold water and repeat up to 2 times daily.



ACAI & CUCUMBER DETOXIFYING JUICE

* Serves 2 to 4

100gr of concentrated frozen Acai
6 Apples
4 medium-sized Beets
1/2 English Cucumbers
1 tbs Ginger, finely chopped



As most of you know, acai is a popular antioxidant berry from the Amazon and since years ago, its easily found in the U.S market in format of juice or frozen pulp. Add others “natural stars” to Acai and gives your body the necessary break to cleanse and repair itself, a powerful purifier starting from the inside out. Combine the first four ingredients through your juicer. Stir 1/2 teaspoon of ginger into each glass, mix and serve.


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Artistic Fusions: Dance-Capoeira A New Language of Dance

Lindenberg Jr.

Get ready to warm up and explore a wide variety of dance, from Afro-Brazilian and its contagious rhythms, to the samba and its different manifestations from Bahia's samba de roda and samba reggae to Rio's samba enredo, while learning the foundation of Brazilian martial art capoeira. Hmmm...its sounds energetic and fun. Well, this is the Project Dance-Capoeira created by multi-talented artist Gracy Ferrecetti.

This innovative workshop is an experience of the different Brazilian rhythms and movements, taking you for an imaginary trip to Brazil through music and dance. From the traditional to contemporary dance, including live percussion, you probably can feel your body fly.

The dancer, choreographer, percussionist and capoeirista Gracy Ferrecetti, says: "After many years of dance and capoeira experience, I had the idea to incorporate movements of capoeira to help my dance students by making Afro-Brazilian dance movements with better flexibility and push them towards a new, energetic and fun way to experience the Brazilian dance rhythms".

Gracy immigrated to the US at a young age, to New York with her mother and sisters. During her childhood, she studied tap dance, ballet and jazz, and played the viola for 6 years; earning first chair in her high school orchestra. At the age of 16, she was scouted out by Emilia Biancardi to play in her Folkloric and traditional band and dance troupe, IABAS. Emilia Biancardi is a renowned authority on Brazilian folklore and Afro-Brazilian history and culture. Gracy worked and learned music and percussion with Emilia for 3 years. The troupe performed at many different venues, like the Museum of Natural History in NY and the famous Bearsville Theater. Gracy was greatly inspired by

Rosangela Silvestre, another Brazilian dance authority, who performed and choreographed also for IABAS.

When Gracy moved from NY to California she began studying capoeira with "Piriquito" from Capoeira Abada for 3 months. After her capoeira "batizado," she left for Brazil where she traveled the country studying with various dance groups. When she returned to San Diego, she continued studying capoeira, this time with Quilombos of San Diego and recorded a capoeira CD with them. After that, she went to NY for another year, and then for Europe, always dedicated to training, researching and working with capoeira and dance. Back in NY she danced and performed with Juliana Aquino, Silvana Magida with her Katende Band and many others. Finally, upon returning to San Diego in 1997, she began teaching Afro-Brazilian dance at Soul Beat, a school of popular and traditional arts. A couple years later, she began studying, training and working with Capoeira Mandinga SD, founded by Capoeira Contra- Mestre Paulo Batuta.



During these last ten years, she has been teaching at UCSD, University of Illinois, Tucson, Las Vegas and Virginia, and choreographed countless performances. She trained with renowned Brazilian capoeira masters such Deputado and Onca among others and in 1996 get her "capoeira professor" graduation. The project "Dance-Capoeira" came up with the question, "How can we DO IT ALL?" The answer was a fusion of capoeira and Brazilian dance, and reinforced initially with the total interest demonstrated by Gracy's own dance students and than for a growing number of people in San Diego and others cities. To learn more about these innovative classes and workshops visit www.dancecapoeira.com ■

* English edition by Jennifer Parker



Uma Nova Linguagem de Dança

Dance-Capoeira

Lindenberg Jr.

Prepere-se para alimentar a alma explorando uma nova versão de dança que mistura workout com vários ritmos da dança brasileira, passando pelo contagiante ritmo baiano, as diferentes manifestações de samba como o samba de roda, o samba-reggae e o samba enredo, enquanto se aprofunda nos movimentos artísticos da capoeira. Hummm... isso parece divertido e ao mesmo tempo "energizante". Bem, estamos falando do projeto "Dance-Capoeira" criado pelo polivalente e talentosa artista Gracy Ferrecetti.

Esta aula-workshop é uma experiência inovadora que o leva a uma viagem imaginária pelo nosso Brasil através da música e da dança. Desde as origens até o que há de mais contemporâneo. Com a inclusão da música ao vivo, com percussionistas em harmonia com a proposta de Gracy, pode-se sentir um contágio de felicidade entre os participantes.

A dançarina, coreógrafa, percussionista e capoeirista Gracy Ferrecetti, diz: "Depois de muitos anos de experiência em dança e capoeira, tive a ideia de incorporar movimentos de capoeira para ajudar meus próprios alunos de dança a absorverem melhor algumas de minhas propostas, e assim carrega-los rumo a uma nova, dinâmica e divertida maneira de experimentar esses nossos ritmos Brasileiros".

Gracy imigrou para os EUA ainda muito pequena junto com sua mãe e irmãs para Nova York. Durante sua infância, ela estudou sapateado, jazz e ballet, e tocou violão por 6 anos, chegando a ganhar um lugar de destaque na orquestra de música em sua escola durante a "high school". Com 16 anos, ela foi escolhida por Emília Biancardi para fazer parte de um grupo de música e dança tradicional e folclórica, o dance troupe do IABAS. Emília Biancardi é uma renomada autoridade em folclore brasileiro e história e cultura Afro-Brasileiros. Gracy trabalhou e aprendeu música e percussão com Emília por 3 anos. A trupe realizou apresentações em diversos locais incluindo o Museu de História Natural em NY e o famoso Teatro Bearsville. Gracy foi também fortemente inspirada por Rosângela Silvestre, outra autoridade da dança brasileira, que coreógrafo também para IABAS.

Quando Gracy se mudou de Nova Iorque para a Califórnia começou a estudar capoeira com "Piriquito" do grupo Abada durante 3 meses. Depois do seu "batizado", ela partiu para o Brasil, onde com seu espírito aventureiro, circulou o país estudando dança de vários estilos e com diversos grupos. Quando ela regressou para San Diego, voltou a estudar e praticar capoeira intensivamente, desta vez com o grupo Quilombos em San Diego, aonde chegou a gravar um CD com o respectivo grupo. Gracy voltou à Nova Iorque para outro ano, e depois seguiu para a Europa para uma experiência a mais em sua vida, e sempre se dedicando aos seus trabalhos artísticos. De volta a NY ela dançou e se apresentou com Juliana Aquino, Silvana Magida da banda Katende e muitos outros. Finalmente em 1997, após retornar para San Diego em busca de dias mais



Photo by Simara Sousa/Brook Institute

ensolarados, ela começou a ensinar dança Afro-Brasileira no Soul Beat academy, uma escola de artes populares e tradicionais. Em 1999, começou a estudar e fazer parte do trabalho desenvolvido pelo Contra-Mestre Paulo Batuta do grupo de capoeira Mandinga de San Diego.

Durante estes últimos dez anos, ela tem ensinado na UCSD, Universidade de Illinois, Tucson, Las Vegas e Virgínia, e coreógrafo inúmeros espetáculos nos EUA e Brasil. "Marron" como é conhecida dentro da capoeira, treinou intensivamente com vários renomados mestres de capoeira como Mestre Deputado e Mestre Onça, e em 1996, conseguiu sua graduação de "instrutora" para anos depois chegar a "professora". O projeto "Dance-Capoeira" surgiu com a pergunta: "Como podemos FAZER ISSO TUDO?" A resposta seria uma fusão de capoeira e dança brasileira, e inicialmente, a ideia foi reforçada com o interesse demonstrado pelos próprios alunos de dança da Gracy e em seguida, por um número sempre crescente de pessoas interessadas nessa nova proposta da talentosa e polivalente, Gracy "Graciosa". Para saber mais sobre seu trabalho www.dancecapoeira.com ■



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The Historic Flavor of Brazilian Soul Food



Lindenberg Jr.



Brazilian cuisine is strongly influenced by a mix of Portuguese colonization, African traditions brought by the slaves during the eighteen century, as well as from the Italian, German, Syrian and Lebanese immigrants, who came to Brazil at the end of the nineteenth century. Brazilian cuisine is a rich variety of flavors and colors adapted to local ingredients, which is unique, delicious and sometimes exotic. Because Brazil is so vast, each region has its specialties.

In the Northeast, especially Bahia, the African influence is prominent with spicy foods such as Acarajé (a mashed bean small cake stuffed with peppers, dried shrimp, onions and ginger), Vatapá (a puree of fish or shrimp) and Moqueca (seafood broth eaten with rice). The Amazon region is better known for its Indian influence and has a diet rich of fish (Pirarucu), root vegetables, yams, yucca or tropical fruits. In Sao Paulo and Rio de Janeiro, two of Brazil's most cosmopolitan cities, there is a large concentration of national and international restaurants with contemporary food. The state of Minas Gerais, to the north of Rio and Sao Paulo, is known all over Bra-

zil for "pão de queijo" (cheese bread). The Churrasco or Brazilian B.B.Q is a contribution from southern Brazil and is a Brazilian favorite. It is widely found in steakhouses not only all over the country, but also, in the last decade, in California and throughout the world. In these "All You Can Eat" steakhouses (or in Portuguese = "Churrascarias"), pieces of beef, chicken, pork and lamb of all types is marinated in rock salt, skewered into a metal sword and roasted over hot coals.

However, the most traditional Brazilian dish/recipe is Feijoada (a type of black bean stew), a tradition begun by slaves during Brazil's colonization. They used pork leftovers that their Portuguese masters would not eat, such as ears and tail cooked with black beans, cumin, laurel, and most important, bacon. Nowadays it is made with many different smoked and sun dried meats, served with a number of side dishes including sliced oranges, farofa (stir-fried manioc flour), couve mineira (originally from the state of Minas Gerais, it is thinly sliced kale in garlic/oil) or white rice, and usually served in Brazil on Wednesdays and

Saturdays. Savory snacks called "salgadinhos" are served as appetizers and are not to be missed: codfish croquettes, cakes made of rice, manioc cake stuffed with dry beef or fresh melted cheese and pao de queijo are just some of the tasty starters for Feijoada.

In Brazil, delicious tropical fruits are found year round. Along with the more popular fruits, such as mangos, bananas and pineapple, some rare examples are açaí, cajú, cupuaçu, graviola, mangostim, carambola, pitanga, romã, cajá, umbú, tamarindo, sapoti, jaboticaba, acerola, mangaba, among others. Popular drinks are chopp (draft beer) and a Brazilian's favorite, caipirinha made from cachaça, which is an alcohol distilled from sugar cane. Guaraná is a traditional Brazilian soda made from the energetic Amazon berry called also guaraná. Brazilians are also very proud of their national coffee, ranking as one the largest producers in the world.

Brazil is big, Brazil is rich, Brazil is warm, Brazil is "delicious"! ■

* English edition by Ann Fain

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Brazilian Soccer Superstar Marta Kickoff with L.A Sol

The three times FIFA World Female Player of the year Marta joins the city of Los Angeles and the new Female Professional Soccer League with the Sol. The new team of L.A achieved a major milestone in women's professional sports when they announced an agreement with the Brazilian player last February 1.

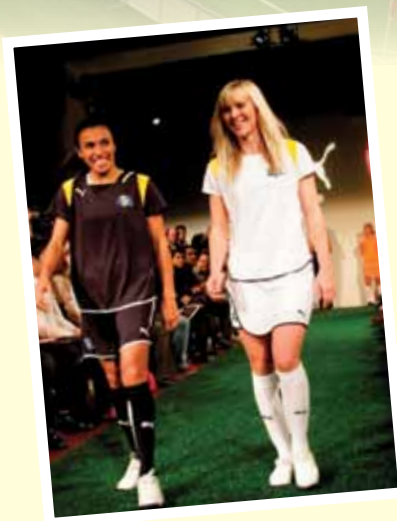
Marta kick off game was March 29 at the Home Depot Stadium on the campus of California State University-Dominguez Hills, when the club hosted the Washington Freedom and won by two goals. L.A Sol also features three U.S. Women's National Team players (Shannon Boxx, Aly Wagner, Stephanie Cox) and a host of others with significant international experience.



After the game Marta said: "I was very excited to be out there today. The atmosphere was phenomenal, and that always gives you a boost as a player. We got the result we wanted and are very happy with that. I am extremely excited to be joining the Los Angeles Sol and to know that WPS is going to be the most competitive league in the world made my decision easy".

Since 2004, Marta, a native of the Brazilian state of Alagoas, has been playing for fabled Swedish women's club side Umea IK, helping lead to wide variety of team and personal accolades. Umea has captured the Swedish league title three times (2005, 2006 and 2007) since her arrival, and took the UEFA Champions League crown in 2004 and a runner-up finish in 2007. In addition, they have drawn an average of nearly 10,000 fans per home game, easily best in the league.

"With the signing of Marta there is no doubt that we have brought in one of the biggest and most exciting pieces of the puzzle we targeted when we launched this franchise last fall," said Scott Hanley, Vice President AEG Sports, who



operates the Sol. "She is a bonfire superstar in the sport of soccer who will undoubtedly electrify fans and raise awareness for both our team and WPS on a global scale."

Marta and Brazil's full national team first gained recognition on the world stage for their attractive, attacking football at the 2004 Athens Olympic Football Tournament, where they took the silver medal, losing to the USA in the final. Marta turned in some amazing performance at the FIFA Under-19 Women's World Championship in Canada, and has been a fixture with the full side since. In 2003, after some excellent performances in the Pan-American Games in the Dominican Republic, where Brazil won the gold medal, she received an offer to move to Umea, before moved to Los Angeles last March. More info: www.LosAngelesSol.com. ■



Polemic about the Popular Brazilian TV Soap Opera "Caminhos da India"

The acclaimed Hindu statesman and President of Universal Society of Hinduism, Rajan Zed, in a statement in Nevada (USA), said that Hindus world over were happy that Brazil's largest TV channel "TV Globo" was propagating Hindu culture in South America. In other hand, he urged it to do thorough research into Hindu traditions before presentation and depict genuine Hindu culture and not the re-imagined version focusing just on audience ratings.

Zed said that insensitive handling of faith traditions sometimes resulted in pillaging serious

spiritual doctrines and revered symbols and hurting the devotees. "If TV Globo needed any expertise on Hinduism related issues, he or other Hindu scholars would gladly provide the resources", Zed added.

To satisfy thus created curiosity about Hinduism and its various aspects, Rajan Zed urged TV Globo to conduct workshops for public by experts on Hinduism and Hindu culture in Brazilian big cities as Sao Paulo, Rio de Janeiro, Salvador, Belo Horizonte, Curitiba, Fortaleza, Brasilia, Recife, Manaus and Port Alegre. "Hinduism is the oldest and third largest religion of the world with about one billion adherents and a rich philosophical thought and it should not be taken lightly", Rajan Zed pointed out.

Broadcasted since January 19, 2009, "Caminhos das Indias" (A Passage to India) is a soap opera and is one of the Brazil's highest-rated programs. It is love story highlighting India's culture and lifestyle, directed by Roberto Carminati, Frederico Mayrink, Leonardo Nogueira, Luciano Sabino, Marcos Schechtman, and on air in prime time. ■

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o samba atravessou,
a alegria desandou e
a música brasileira perdeu
um dos seus maiores filhos.

Quem ficou vai guardar
a lembrança de um Homem,
de um empresário de visão,
mas acima de tudo,
de um amigo daqueles que
não se encontra fácil na vida.

Naquele mesmo dia,
ao entardecer já se pôde ouvir
entre as nuvens uma grande
e alegre batucada.

Daquele dia em diante,
existe mais uma estrela no céu.

Miguel Fasanelli

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AS10 is a unique blend of 10 key fruits and vegetables that is presented in a bottle that looks like a traditional wine bottle, and for my surprise, taste really good with a lightly flavor of chocolate. After our own research, we find out that "On the Today Show", Andrew Zimmern of the Travel Channel, described Cupuaçu as "the pharmacy of the Amazon."

It features a next generation of five Super Fruits including Brazilian fruits Cupuaçu,

Açaí and Acerola plus Prickly Pear and Yum Berry, with five top natural ingredients, and by a joint research with NASA/JSC. Besides the great product, the manufacturer company **AmeriSciences**, has pledged a portion of the proceeds of the sale of AS10 to Project10, and for every case of AS10 sold, they schedule plant one tree on the Brazilian rainforest to give sustenance to the local population and improve the global environment. The "Project 10's" is dedicated to improve health, educa-

tion, shelter and the environment with direct, effective and sustainable actions. Besides planting a tree the company's project provides vaccines and supply school books. The truth is that hope can be built on every dollar because it can help create an activity that improves a person's life or the environment. For information about purchasing AS-10 or to learn more about the green business opportunity surrounding AS-10 call 1-877-270-6076 or e-mail joel@globalwellnessgroup.com. ■



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Santa Barbara Carnaval Cultural

Photos by Simara Souza/
BrookS Institute

The 6th Annual Santa Barbara Brazilian Carnival did bring a full weekend of "Brazilian Culture" to the California Riviera. The "Carnaval Cultural Weekend" project produced by Lindenberg Jr. and presented by Soul Brasil magazine & Contemporanea Instruments of Brazil brings the dynamic rhythms, dance workshop, film, soccer celebration, culinary delight and part of the history of Brazil to the American Riviera. The events in 2009 were held, Friday and Saturday, Feb 20 and 21st, with the third day event Sunday, Feb 22 reschedule for April.

The Carnaval Cultural kick off Friday night with a lecture about Afro-Brazilian studies by UCSB professor Erica Williams following the beautiful film "Miracle of Candeal", featuring Brazilian musician Carlinhos Brown and his social project in his hometown Salvador. A soccer celebration, with local Brazil losing by one goal against local Mexico happened on the Saturday morning. For the Saturday afternoon, the SB Carnaval Cultural did bring the multi-talented artist and choreographer Gracy Ferrecetti from San Diego, for a dance workshop. The "Carnaval Night Bowl" was held for the second year consecutive at the StateSide Club and Lounge and have feature Lula and his L.A Samba Scholl with special guest Flavia de Mellow; Capoeira Batuque Santa Barbara and special presentation of Afro-Brazilian dance by Gracy, Michelle and Monica from San Diego; the Red Hot Rio Samba girls from Los Angeles, and Christine DiStefano, former "Tudo Bem" KCSB Radio host as DJ. The last day event on Sunday was reschedule for April initially in consequence of

the rain as this event format is outdoor and for the whole family.

The concept of the Annual SB Brazilian Carnaval is to bring the culture of Brazil as a whole, showing more than music & dance including educational information about the country, culinary experience and sport activities. The goal is to create the perfect fusion between the Brazilian eclectic music, the exotic dance moves, the delicious cuisine, the entire country's passion for soccer and the unique creativity and style of their people. The idea is to disseminate Brazilian culture among the Santa Barbara and California Central Coast population bring awareness of the largest country south of the

border and the 3rd biggest Latino community in U.S. of over 1 million Brazilians.

The Brazilian Carnaval Santa Barbara 2009 is possible in part by sponsors and supporters such as Univision TV Central Coast – the largest Latino open broadcasting TV in U.S., Contemporanea – the largest manufacturer of percussive instruments in Brazil, Soul Brasil magazine, Kisuccess Marketing & Printing, Magali Travel & Visa Services to Brazil, Aggressive Soccer Stores, Chivas USA, Juliana Hair Design, Capoeira Batuque SB, Capoeira Sul da Bahia SB, SB Permaculture Networking, WorldHealer. Org, AmericaLatino TV, LatinNation.com, Pelourinho.com and KCSB 91.9 radio. ■



REGGAE BAND "NATIRUTS" COMING AGAIN TO CALIFORNIA



The reggae roots band formed in the city of Brasilia in 1994 under the name "Nativus", launched the independent CD Nativus in 1996, which had a hit with "Presente de um Beija-Flor" and sold 40,000 copies. Sued by the band "Os Nativos", they changed the group's name after a long judicial battle to Natiruts. Reissued by EMI, the first album than sold 450,000 copies and a new "wave" for Brazilian Reggae have started. After eight albums the band is releasing their 9th album "RaçaMen" – "a Brazilian from the roots", and a special promotional tour to California is ahead. If you like reggae, and join the Brazilian energy, this concert should be not missing.

Los Angeles – **Thursday, April 23** at Cabana Club, 1439 Ivar Ave. Hollywood, CA 90028 – 21 & over

San Francisco – **Friday, April 24** at Kelly's Mission Rock, 817 Terry Francois Blvd. San Francisco, CA 94158 – 18 & over

Santa Barbara – **Saturday, April 25** at Velvet Jones, 423 State St Santa Barbara, CA 93101 – 18 & over

Sand Diego – **Sunday, April 26** at Cane's Bar & Grill, 3105 Ocean Front Walk in Mission Beach – 21 & over

CARNAVAL MULTI-CULTURAL SF CELEBRATES "REVIVAL & CHANGE"

The "Street Carnival Parade & Festival", a tradition of over 30 years, come again this year with a vibrant multi-cultural festival packed with sizzling live entertainment, beautiful arts and crafts and flavorful fare brings every year something for everyone who loves Latin American and Caribbean cultures. Usually happening on the Memorial Day Weekend the festival themed this year is "Roots of Revival: Seeds of Change" and in the last years have Brazilian groups performances as one of the general public preferences.

The festival runs Saturday and Sunday, **May 23 and 24, from 10:00 a.m. – 6:00 p.m.** on streets of the Mission district between 16th and 22nd streets and offer food, music, dance, art, crafts and other fun activities on several stages for the entire family to enjoy. The street parade is on Sunday, **May 24 starting at 9:30 a.m.** at the corner of 24th and Bryant streets where it will proceed west to Mission Street. From there, the parade heads north on Mission down to 17th Street, where it will turn east and flow into the festival area.

The Carnaval's Grand Parade, includes many floats and is a unique multi-cultural event that celebrates the traditions of many countries and cultures around the world. The floats are spectacular, the music and costumes lavish and varied. Beautifully designed floats depict rich multi-cultural themes, and feature musicians, dancers and other performers that excite and entertain the crowds. More info visit www.carnavalsf.com or call the hotline (415) 651-1811.

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If you are a Brazilian film fan, you will now have two Brazilian Film Fests every year to see and celebrate the best in Brazilian film. The first one this year was the first **Hollywood Brazilian Film Fest**, founded by **Talize Sayegh**, and held at the **Egyptian Theater in Hollywood**. Among the winners were **Best director: Guel Araes** for *Romance* and the **documentary - "Balé de Pé no Chão"** (Bare Foot Ballet).



The **Los Angeles Brazilian Film Festival (LABRFF)** was launched last year by Meire Fernandes and her husband, journalist Nazareno Paulo. The gala opened night and events took place at the **Landmark Theater** in Westwood. Among the winners were **Best director: Selton Mello "December"** and **Best actor: Leonardo Medeiros** and **Caua Reymond** in *"Should nothing else work out."* Bravo! To the organizers and volunteers in both festivals for their extraordinary work and dedication to bring the best in Brazilian film to Los Angeles.

"Love in Black and White," a book of my poetry with atmospheric photographs by the internationally acclaimed photographer **Michael Kenner** is now scheduled to be released in Autumn 2009 by Nazraeli Press. [YouTube - Bianca Rossini & Michael Kenner "Love in black and white"](#)

UCLALive at Royce Hall: In a very upbeat, joyful performance The **Klezmatiks** combined diverse styles of music: folk, Balkan, jazz, Arabic, African, avant-garde, art song and more. Featuring vocalist and accordion player **Lorin Sklamberg** and trumpeter **Frank London**, co-founder **Paul Morrisett** (bass, tsimbl) along with **Lisa Gutkin** (fiddle, vocals), **Matt Darriau** (clarinets, sax, kaval) and **Aaron Alexander** (drums). For most part I felt as if I was in a Bar mitzvah, and wedding celebration. My favorites were the number commissioned by the Pilobolus Dance Company and the Eastern European Wedding Music.



Guillermina Quiroga Dance Company *"Tango, Historias Breves"* featured classically trained **Quiroga's** stunning choreography and performance. Intertwined with some of Argentina's best poetry, music, and

sensuous dance, the entire company was pure perfection, but Quiroga's performance was pure poetry, her lyrical, bird-like quality, flexibility and style that was just extraordinary. Her partner **Cesar Coelho** was joined by three couples and the group **Los Cosos de al Lao**, led by conductor and bandoneon player **Gustavo Paglia**.

The Master Musicians of Jajouka hail from a small ancient village in the foothills of Morocco's Rif Mountains; they have performed their enthralling, trance-inducing music for thousands of years. Described by **Mick Jagger** as "one of the most musically inspiring groups in the world," led by **Bachir Attar**, whose family has passed down the group's traditions from father to son for generations, this all-male ensemble features 15 rhaïta (imagine the oboe) players and five drummers. Before the music started Attar mentioned his gratitude to UCLA LIVE and how happy he and his group were to be performing in America, and how it nearly didn't happen since it was almost impossible for the group to gain visa to enter the States.

Jon Hassell & Maarifa Street with special guest Dhafer Youssef. Jazz trumpeter Jon Hassell is considered one of the most innovative and important composer alive. The visionary creator of a style dubbed "Fourth World" – an ethereal, magical realistic fusion of ancient and digital, composed and improvised, and Eastern and Western. The evening featured Tunisian vocalist and oud player **Dhafer Youssef**, whose soaring voice and jazzy sound is rooted in Sufi laments, world traditions, and Arabic lyricism.

I watched as if hypnotized by the impeccable, intense and passionate performances of **Los Farruco**, which featured three generations of dancers: **Farru**, his mother, **La Farruca**, his aunt, **La Faraona**, his cousin, **Barullo** and his sister **La Faraona**.



The 31st **Playboy Jazz** Press Conference held at the Playboy Mansion was hosted by the great Quincy Jones. I had a chance to speak to Quincy and with some of the festival artists present: **Wayne Shorter**, **Patti Austin**, **Alfredo Rodrigues** (Quincy Jones' newest protégé, a 23-year-old Cuban pianist), **Luis Conte**, **Ndugu Chanler** and **Vincent Wilburn**. Producer **Dar-**

lene Chan announced the very eclectic musical line up for what I think will be one of the best PJF's ever.



To find everything from hidden bars and tiny boutiques to the best clubs and vintage markets, **Total Sao Paulo: A Guide to the Unexpected** (Unhinged Jaw Press) is a must-have travel resource for discerning creative types. Written by **Phuong-Cac Nguyen**, an American journalist who has been reporting and breathing Sao

Paulo's pop culture/lifestyle beat for years, **Total Sao Paulo: A Guide to the Unexpected** (TSP) will be released in April 2009 through Unhinged Jaw Press, and independent bookstores worldwide.

Disney Hall: For nearly 30 years, **Kodo** has explored the boundless potential of the ancient Japanese drum, the taiko. It was riveting to watch the group's performance strength, fluidity and perfect team playing combined with the feminine, singer soloist. Their concentration never took away their inherent joy in performing throughout the night. ■

* Special thanks:
Don Heckman (<http://irom.wordpress.com>),
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Website Solution

Find out the necessary moves

The goal of this article is to help you with the right moves when you design your own website and your presence online. We start by saying that before you hire a web designer, you need to know how often your website will be updated or how often the information needed will be changed. If you are a high-tech savvy, or have complete knowledge in html codes, you can get by with this issue. If this is not the case, continue reading.

Will the website information to always need to be updated? Are these up dates expensive? The alert here is that when the website is finished, you cannot go back without paying extra money to your designer. This is why this should be decided before the website is started. A web designer can build a custom website, which is easy to maintain from the beginning by using a system like ASP or PHP. Using this systems for example, if the header, style sheets, navigation bars, and footer for all pages are in separate files, then each page contains only that page's information plus links to the header, etc. Each page is then easy to edit without fear of changing the style, or accidentally messing with the header. If your website will be a express website (two to five pages) just showing basic pages as homepage, about us, contact info, services or products fast description and frequently asked questions & answers, a simple html website should be fine.

Most web designers charge less for updating a web page that they have designed, especially if they use ASP or PHP language. However, if you ask them to update a web page that someone else has designed, it will probably cost more. At this point, it is best to decide which method

of updating your website will suit you before you get your website designed. Whatever you decide, for you website to stay competitive, it needs to look up to date.

When you are ready and have the right person to design your website, you need, at the very least, a defined set of goals or objectives. You need to figure out what you want your website to do. Your "homework" is first creating your wish list from the perspective of your business. Take in mind that you must define the characteristics and the web designer will propose the best solution. Ask what is happens when the project is over? A good web design might have some good ideas that you had not considered. For example, give you some valuable options for your site be submitted and optimized with the search engines when the site is finished or wondering what pages to include on your website and why before he start the project.

Here bellow you will find a list of important information that should be included on your site in different situations and depending of you budget.

IF YOU WEBSITE WILL HAVE THREE OR FIVE PAGES, USUALLY CALLED "EXPRESS WEBSITES" YOU MUST HAVE:

HOME PAGE – The main page should provide information about what can be done for customers. It should also give visitors a brief overview of what can be found on your site. A custom express website with three or five pages can also include on the homepage a description about your service, or a highlight the product or service (if only one product).

CONTACT US – Place contact details in as many places as possible. Make it easy for your



customers to contact you. Create a special "Contact Us" page and include your details in the "About Us" page. Information in this case should be your business name, physical address, mailing address, telephone, fax, and email.

ABOUT US – This is a very important page as it tells your customer about who you are and why they should buy your products, services and/or trust your organization. Many companies also include their mission, details of their staff (photos, biographies, and qualifications), recently completed projects or logos.

PRODUCTS OR SERVICES – It is useful to have a separate page for each product/service and write as much detail about each as possible. Start each page with a brief summary of the product/service, and then provide whatever information you can. When people are searching for information on the internet, they want to know it now. Whenever possible include the price of your products/services.

FREQUENTLY ASKED QUESTIONS – This has proven to be a great time saver for many companies. Instead of having to answer the same questions repeatedly, place them on your website and keep adding to them. The more information you have on your website, the less time you will need to spend answering questions by email or phone.

DOES NOT MATTER IF IT IS 1 PAGE OR 100 PAGES, ALWAYS INCLUDE:

COPYRIGHT INFORMATION – Your website should carry a copyright notice to

protect its intellectual property. It is generally in the form of "Copyright (c) 2004, Your Company Name". Information about obtaining copyrights and federal laws on <http://www.copyright.gov/>

IF YOU PLANNING TO HAVE MORE THAN FIVE PAGES, CONSIDER INCLUDE ONE OR MORE OF THIS FEATURES:

TESTIMONIALS & PRODUCT REVIEWS – Include testimonials from your current customers to show your potential clients that you are trustworthy, reliable and that you provide great service and/or products. Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial.

PHOTO GALLERY – Even if you do not wish to sell your products on-line, you may wish to showcase your goods or services in a special photo gallery... "pictures speak a thousand words".

MEDIA INFORMATION – Include any information, as published articles and notices in different media formats, print or digital, as magazines e videos.

RESOURCES – Add value to your business with articles about what your offer or about your field of business. For example, if you are a real estate professional, write articles or post news about this field.

BLOG – As you must know, a blog is a "journal" that is available free on the web. Blogs

are typically updated daily or weekly using software that allows people with little or no technical background to update and maintain the blog. It can help you at least with:

- A)** Getting a two-way communication with your costumer as you can post a message on your blog and your visitors can easily respond.
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EVENTS CALENDAR – Relate to your business or industry. If you are a musician, you can feature dates and locations of your next performances.

LINKS – You can place links to the manufacturers of your products, trade associations or complementary services that connect your business or services. Also you can change links or have back links. It also increase traffic for your website and improve your search engine ranking.

SURVEY – Find out what customers think about your website, business or product.

SITE MAP – It shows visitors how the site is laid out and which sections are where.

SEARCH MY WEBSITE FEATURE – Some visitors to your site may not know exactly what they want, but if you include a search function on your site, they can look for it very easily. Like search engines, this feature will allow your visitors to type in

a word or phrase and then search for it on your site.

IF YOU REALLY DECIDE TO PROVIDE E-COMMERCE AND SELL DIRECT:

ON-LINE STORE – An on-line store allows you sell products directly on the internet 24 hours a day/7 days a week. When building an online store it is important to take in a number of key concepts.

- Make sure that when visitors arrive at your store the navigational mechanisms are simple and effective.
- The actual process of placing the order must be simple.
- Make sure you accept common and convenient methods of payment.
- Continually test your store so you understand your customer's shopping experience.

GUARANTEE – Providing a money back policy is always good idea if you are confident with your product or service. The longer the policy period, the more effective it will be. It usually is 30 days or 60 days.

RETURN/REFUND POLICY – To make your customers feel more comfortable when making a transaction at your website, you should provide them with your return/refund policy.

PRIVACY POLICY – Privacy continues to be a major issue for customers shopping on-line. Concerns about how their information is going to be used are a major barrier when making a sale. Internet shopping experience is built on trust and privacy is the number one ingredient in trust.

Good Luck! ■

* English edition by Jennifer Parker

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ECONOMY – Brazil is the 6th biggest car manufacturer in the world just behind 1) Japan, 2) China, 3) USA, 4) Germany and 5) South Korea. The new position is a reflection by the technology innovation and the better power of acquisition by the Brazilians.

JOBS – Do you have Interest in getting in on the new job action this year? Take a look bellow and check the 10 fastest-growing occupations for the next 5 years:

1. Networking systems and data communications analysts
2. Personal and home care aides
3. Computer software engineers, applications
4. Personal financial advisors
5. Medical Assistants and vocational nurses
6. Veterinarians and veterinary technicians
7. Substance abuse and behavioral disorders counselors
8. Make up artists, theatrical and performances
9. Computer networking administrators
10. Sales representatives and marketing experts (*)

* This last one, not necessarily loses out when business is down and no one is buying. Instead a great sales person is essential for survival and might be the only way out of a slump. Marketing experts specially during crisis is a priority for companies that sales products and services. The good news is that you can prepare for many of this jobs at your local community college or technical schools. Some employers even pay for training.

COMMUNITY – The City of Santa Barbara Parks and Recreation Department has opened the trails within Parma Park - The 200-acre Parma Park burned during the Tea Fire and has been closed due to the need to assess repair and restoration efforts. Portions of Parma Park will remain closed, or will be closed in the future, during ongoing restoration and rehabilitation activities. The entrance to Parma Park is located on Stanwood Drive. The public is reminded to stay on designated trails in the park. Venturing off-trail can have significant impacts on recovering habitats and exposed soils, and will contribute to erosion and trail degradation. Please take special note to not hike or ride on wet or muddy trails, as they are more vulnerable to damage. Hikers and horseback riders are permitted on roads and designated trails within Parma Park. Bicycle and mountain bike riders are only permitted on the Ridge trail, in alignment with the fire road. Hang gliders are permitted to land within Parma Park. Dogs are permitted on-leash and on-trail within the park. * Parma Park is one of the “outdoor activities lovers” favorites in South-Central California.



SCIENCE – Seniors should use the internet for an answer to cognitive decline. Surfing the Net is great exercise for the aging brain, says a new study from the University of California. Physicians and scientists have long advocate “brain exercises” such as puzzles and word games to stave off age-related loss of cognitive function. In these modern days, searching the web appears to enhance brain circuitry in older adults demonstrating that our brains can continue to learn, as we grow older.



TEN RULES FOR FINANCIAL SUCCESS FROM 9 OF THE SMARTEST INVESTORS PLUS 1:

1. For age and want, save while you may; no morning sun lasts a whole day – Benjamin Franklin
2. It's the part of a wise man to keep himself today for tomorrow and not to venture all his eggs in one basket – Miguel de Cervantes
3. Fashion is made to become unfashionable – Coco Chanel
4. If a business is worth a dollar and I can buy for 40 cents, something good may happen to me. But if you buy something just because it is cheap and not use it or resale it, it is not worth at all – Warren Buffett
5. The world is a book, and those who to not travel ready only a page – St. Augustine
6. The time is always right to do the right thing – Martin Luther King Jr.
7. There is nothing new in the world except the history you do not know – Harry Truman
8. Only put off until tomorrow what you are willing to die have left undone – Pablo Picasso
9. A wide man should have money in his head, but not in his heart – Jonathan Swift
10. Gold is a risk...Green is a solid investment... for you now and for the next generations – Lindenberg Jr.

O FIGURINISTA BRASILEIRO PAULO P. LIMA ESTREOU SEUS TRAJES PARA O DEPARTAMENTO DE TEATRO DO CSULB (Long Beach) na peça “Sonho de Uma Noite de Verão”, uma das peças mais famosas de Shakespeare, e que esteve em cartaz nas últimas duas semanas de Marco. Paulo atuou como figurinista principal na famosa comédia romântica que retrata os encontros de quatro amantes atenienses e um grupo de atores envolvidos com criaturas mágicas e nobres. Lima trouxe o drama de Shakespeare à vida com trajes que refletem a mágica e o “romanticismo” da peça teatral. Com uma grande variedade de personagens na peça, Lima aproveitou elementos de extremos diferentes para criar trajes originais para cada personagem. O trabalho de Paulo Lima também inclui “Saints Play” reconhecido pelo Los Angeles Times como “Uma orgia post-modern do haute-couture eclesiástico” e menciona que Lima caracteriza elementos brasileiros, trazendo o sabor internacional para o teatro Californiano - www.myspace.com/pauloplima



O “SMALL BUSINESS ADMINISTRATION OFFICE OF ADVOCACY” DOS EUA LANÇOU RECENTEMENTE UM BLOG para assistência a pequenos negócios focando em assuntos do dia a dia entre os quais atividades regulares de cada estado e tópicos de pesquisa para os empreendedores. O “The Small Business Watchdog” pode ser encontrado na pagina web [www://weblog.sba.gov/blog-advo](http://www.sba.gov/blog-advo). “Estamos muito satisfeito do fato que o Office of Advocacy” implantou o uso do “social media” e as novas técnicas da WEB 2.0 para facilitar a vida dos donos de pequenos negócios nos EUA”, mencionou o Acting Chief Counsel of Advocacy. O novo serviço vem dando resultado satis-



A VETERANA CANTORA E TAMBÉM ATIVISTA RITA LEE, TEVE UMA DAQUELAS IDÉIAS BRILHANTES que podemos dizer, dignas do seu gênio criativo. Reclamando da inutilidade de programas como o Big Brother Brasil ela deu a seguinte sugestão: Colocar todos os pré-candidatos à presidência da República trancados em uma casa, debatendo e discutindo seus respectivos programas de governo. Sem marqueteiros, sem assessores, sem máscaras, e claro, sem discursos ensaiados. Toda semana o público votaria e eliminaria um dos candidatos. No final do programa, o vencedor ganharia o cargo público para dirigir o país. Com essa idéia alternativa & criativa da Rita, se acabaria com o enfadonho e repetitivo horário político e a população ficaria conhecendo o verdadeiro caráter dos candidatos. Segunda ela, quem financiaria a “Casa dos Políticos” seria a verba dos telefonemas recebidos pelo programa. Assim ninguém mais precisaria corromper empreiteiras ou empresas de lixo sob a alegação de cobrir o ‘fundo de campanha’. A idéia não é incrivelmente boa?

NO BRASIL, SEGUNDO LEVANTAMENTO DA FUNDAÇÃO GETULIO VARGAS (FGV), apesar da crise econômica que assola o planeta, pela primeira vez na historia a classe media passa a ser maioria no Brasil. As famílias com renda mensal entre R\$1.064 e R\$4.591 por família, correspondem a mais de 50% da população. E nos últimos seis anos, mais de 4 milhões de Brasileiros ascenderam da pobreza a classe C. Os cidadãos que atualmente os números tratam como de classe media (segundo a FGV), há alguns anos, antes da corrosão inflacionaria, eram pessoas que mal venciam as dificuldades econômicas. Critérios de pesquisas, ressalva-se, quase sempre são polêmicos.

Em Abril de 2002 havia: 42.8% de Pobres e Remediados, 44.2% da Classe Media, e 13% na Elite
Em Abril de 2008 os novos números mostram: 32.6% de Pobres e Remediados, 51.9% na Classe Media, e 15.5% na Elite

fatório e sendo aprovado pelos empreendedores que acessam o Blog.



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The Global Arc of Justice Conference

Photo by Sinara Sousa/Brook Institute



“In the past several years, countries in Latin America have been leaping ahead in recognizing LGBT rights,” said Brad Sears, Williams Institute Executive Director. “Given that California and the U.S. already share so much with Latin America in terms of history, culture, and population, we now have the opportunity to share a growing recognition of LGBT rights.”

Last March 12th, over 250 people attended the opening plenary of “The Global Arc of Justice Conference” at the Pacific Design Center in West Hollywood. Mr. Brad Sears opened the conference with ILGLaw President David B. Cruz and West Hollywood City Council members John Heilman and John Duran. The four days conference continued until March 15th and here we point out some highlights.

The second day opening plenary session “LGBT Rights in Latin America” at UCLA School of Law included presentations by human rights lawyer Tatiana Cordero, who helped draft Ecuador’s new constitution that includes explicit protections for LGBT people; German H. Rincon Perfetti, who successfully litigated LGBT rights cases before the Colombia Constitutional Court; Karen Atala Rizzo, a lesbian judge from Chile who is fighting for custody of her children before the Inter-American Commission on Human Rights; and Jorge Saavedra, Mexico’s former AIDS czar. The main topic was focused on implementing the Yogyakarta Principles. Named after the city in Indonesia in which they were drafted, the Yogyakarta Principles explain how existing international human rights laws apply to LGBT people and discrimination on the basis of sexual

orientation and gender identity and expression. The Principles include rights ranging from the right to be free from employment discrimination and laws criminalizing sexual behavior; to state recognition of parenting and couples rights; to affirmative rights for adequate standard of living, healthcare, education, housing and participation in public life. Among the Global leaders were Brazilian Sonia Corrêa, Argentinean Mauro Cabral, North American Alice Miller and Canadian Robert Wintemute.

On the third day event, the audiences enjoyed a unique and rare opportunity to hear from members of three nation’s supreme courts about LGBT rights. Justice Bala Ram K.C. of the Supreme Court of Nepal spoke about the Court’s recent decision that guaranteed equal treatment and protection under the constitution for the nation’s LGBT community. In addition, Justice Eugenio Raúl Zaffaroni of the Supreme Court of Argentina and Justice Michael Donald Kirby of the High Court of Australia each spoke on recent developments in LGBT rights in their respective countries. The evening’s plenary panel, National Leaders: What National Governments Are Doing to Advance LGBT Rights, explored the proactive role that some nations are taking in fighting discrimination against LGBT people both within their borders and internationally. The panelists discussed the “Brazil without Homophobia” program, which includes a national education campaign and a national LGBT rights conference; a similar program in Argentina as well as a discussion of Argentina’s efforts to promote LGBT rights throughout South America; and the Netherlands’ efforts through its foreign service to ac-

tively protect the human rights of LGBT people around the world.

The forth and last day event presented a California Marriage plenary panel and explored the debate over extending marriage to same-sex couples in California. Panelists discussed the historic California Supreme Court decision that extended marriage to same-sex couples in May 2008; the overturning of that decision in November 2008 by a ballot initiative, Proposition 8; the protests that followed; and the challenge to Proposition 8 currently pending before the California Supreme Court.

Latin America’s emergence as a global leader in LGBT rights was apparent last December, when Argentina led 66 nations in affirming the extension of international human rights protections to the LGBT community in a statement to the United Nations General Assembly. The U.S. declined to sign the statement. Latin America’s role at the U.N. Assembly was not surprising. In June 2008, the 34 members of the Organization of American States unanimously approved a similar declaration. Having a greater understanding of this reality will make a difference to LGBT people in our communities, and might make a difference if we are called on to vote on LGBT rights again. ■



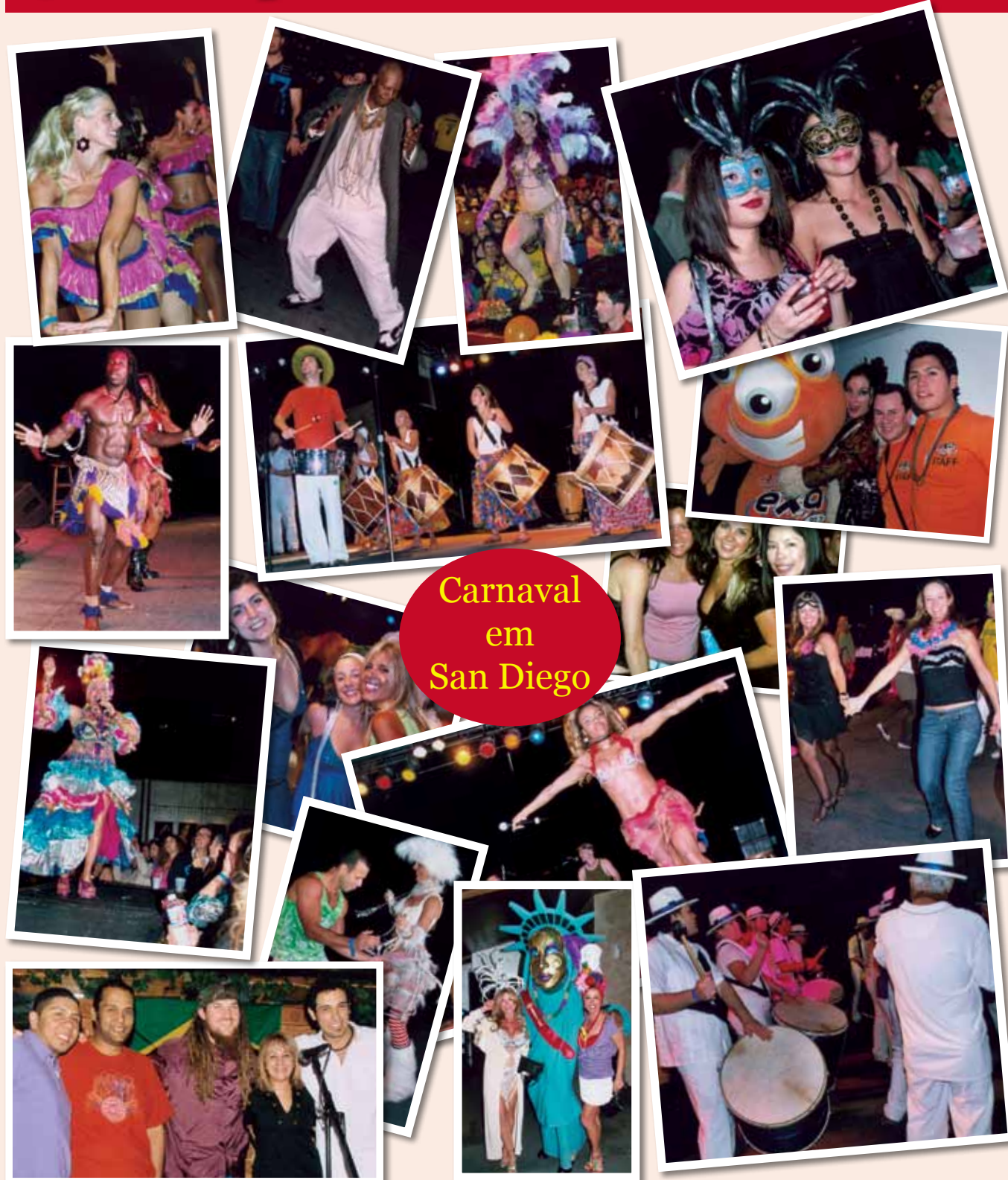
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2º Annual Los Angeles Brazilian Film Festival

Destaques no LABRFF

Depois de 4 dias de atividades, o Festival Brasileiro de Cinema de Los Angeles encerrou sua segunda versão anual, ultimo dia 15 de março com chave de ouro. Foi um domingo de gala com presenças de atores Globais como Cauã Reymond - escolhido Melhor Ator, pelo filme *Se Nada mais Der Certo*, do diretor José Eduardo Belmonte, Murilo Rosa - Melhor Ator pela Escolha do Público por sua atuação em *Orquestra dos Meninos*, e Giovanna Ewbank - que recentemente atuou na novela *A Favorita*.

A diretora e produtora Paloma Rocha recebeu um prêmio especial pelo trabalho de restauração e preservação das obras de seu pai, o cineasta Glauber Rocha, homenageado nesta edição do LABRFF. Ela subiu ao palco acompanhada do seu marido, o diretor Joel Pizzini. Além dos troféus, foram entregues peças elaboradas pelas designers da Jóia Brasil e souvenirs assinados pela artista plástica Sandra Zebi.

Na platéia, ainda podemos constatar algumas personagens importantes como o diretor do Festival Audiovisual de Atibaia, Vitor Carvalho; a produtora Helena Sroulevich, do filme *Bela Noite para Voar*; o diretor Wiland Pinsdorf, do curta *Samparkour*; o diretor Caco Monteiro, do curta *Meio Poeta*; o diretor e produtor americano Ash Baron Cohen; a presidente da Comissão de Filmes da Bahia, Rosa Cayres; o coordenador do programa de Turismo Ético da Bahiatursa, Billy Arquimimo; Rosana França, da Korean Air; Ty Nelson, supervisor da United Airlines, e Hillary Sadler do Departamento de Comércio Americano, além do público geral.

Ainda houve a presença do ator Márcio Garcia que recebeu o prêmio Especial de Excelência em Atuação. O ator - que interpreta Bahuan, na novela *Caminho das Índias* na Globo, foi premiado pela sua atuação no longa *Carma - Hit the Road*, do diretor Murilo Pasta, lançado no Festival de Sundance, em janeiro deste ano. Márcio viajou para os Estados Unidos especialmente para ser homenageado pelo LABRFF, no dia 13 de março. A ator chegou em Los Angeles na quarta-feira dia 11 e retornou ao Brasil no sábado dia 14.

"Acho superimportante valorizar atores brasileiros que estão entrando no mercado internacional da indústria cinematográfica e o Márcio, com certeza, tem talento e deve continuar trilhando este caminho com sucesso", destacou Meire Fernandes, fundadora do Festival LABRFF.

Entre os filmes, nosso destaque em particular, vai para o longa metragem "Orquestra dos Meninos" onde Murilo Rosa faz o papel protagonista. Uma historia baseada em fatos reais, acontecido no interior de Pernambuco alguns anos atrás. Comovente, o roteiro mostra a historia de um homem e vários adolescentes pobres, um sonho e suas dificuldades, A luta de um professor de musica e seus ideais em uma cidade corrompida pelos interesses políticos no agreste Pernambucano. O filme é uma lição de vida e perseverança, e que com boa fotografia e direção, recebeu aplausos do publico.

AO LADO A LISTA COMPLETA DOS PREMIADOS NO LABRFF:

JÚRI OFICIAL:

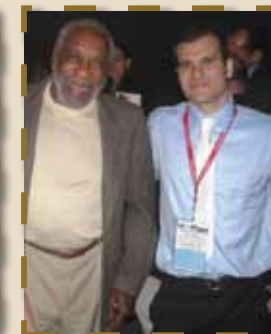
- **Melhor Filme:** Meu Nome não é Johnny
- **Melhor Direção:** Selton Mello, pelo filme "Feliz Natal"
- **Melhor Ator:** empate - Leonardo Medeiros pelo filme "Feliz Natal" e Cauã Reymond pelo filme "Se Nada mais Der Certo"
- **Melhor Atriz:** empate entre Cláudia Abreu pelo filme "Os Desafinados", e "Caroline Abras" pelo filme "Se Nada mais Der Certo"
- **Melhor Roteiro:** Matheus Nachtergaele e Hilton Lacerda pelo filme "A Festa da Menina Morta"
- **Diretor de Fotografia:** Lula Carvalho, pelos filmes "Feliz Natal" e "A Festa da Menina Morta"

JÚRI POPULAR:

- **Melhor Ator pela Escolha do Público:** Murilo Rosa
- **Melhor Documentário:** "Contratempo", de Mini Kerti e Malu Mader
- **Melhor Curta:** Síckiu Vérimanxi, de Igor Spacek e Ivan Spacek
- **Melhor Curta de Animação:** Dossie Rê-Bordosa, de César Lima

PRÊMIOS ESPECIAIS:

- Prêmio Especial pela restauração e preservação da memória de Glauber Rocha: Paloma Rocha
- Prêmio por Excelência em Atuação para o ator Márcio Garcia ■



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Serious and Conscientious Ecotourism

For quite some time we have heard many commentaries about the amount of “eco-tourism” happening in a country such as Brazil. But, there are few commentaries about the ethics and seriousness involved in this “new eco opportunity.” There has not been much discussion about how ecotourism is predatory, devastating and consequential. A large number of hotels, travel agents and service suppliers sell their travel packages with an “eco” prefix without any giving any real thought to its real significance.

It is true that ecological tourism can be characterized as a visit to an authentically natural area that is also protected. This includes the local community. However, the fact of just “being” in a natural place does not automatically characterize a visit as “ecotourism.” Although the concept of ecotourism is “politically correct”, its consequences are not always positive.

Nowadays, ecotourism has turned into a big business that generates billions of dollars per year. While it does generate jobs and promote cultural exchange, it does not take into consideration some relevant important factors, such as the operators of ecological tourism who do not become involved with research institutions

in order to use the largest possible amount of information in its planning. For example, knowledge of the ecosystem is of basic importance in their respective tourist regions. Basic knowledge such as how garbage is managed and how many visitors the region can actually support, physically and ecologically, are often overlooked. The cutting of native trees for firewood or heating food or water for tourists’ baths, the abandonment of younglings by female animals in the face of an extreme human presence, the mutilation of fish and mammals by tourism boats, are all real examples of the devastation caused by ecotourism badly executed.

What we want to focus on here is the need of ecological tourist operators to make it their duty to be conscientious of their roles not only as business people, but also of how they are causing destruction to the ecological environments they serve. We also want to bring attention to the idea that it is “ecologically correct” for tourists, as well, to fulfill their duties by having knowledge about these facts. Tourists should take on an attitude of responsibility with regards to proper ecological tourism and have the consciousness to preserve the environment and, in many cases, to support and respect

the local community. Not practicing a respectful attitude with the local inhabitants can, at times, have a negative impact such as speeding up the process of loss of cultural identity. In the case of the operators, they must prepare their tourist groups to behave with respect toward the local cultures and toward the communities where they are guests. The tourists and operators should consider this an opportunity for personal growth by getting to know and understand the local customs, rather than imposing their own customs on the locals and expecting the locals to change. For the service rendering companies, as well as their customers, this must be of utmost importance. Tourism suppliers that do not practice this philosophy must be discarded.

Finally, we need to remember that the principal weapon of awareness for companies and the public is environmental education. Those who know, help to preserve. For the government’s side, the standardization of procedures and fiscal responsibility of companies who supposedly work with the ecotourism, are a crucial necessity so that ecotourism can grow positively in Brazil. To make all of this happen, we believe that the combination of research, planning, and ambient education are necessary. ■

* Original edition by Lindenberg Jr., English edition by Ann Fain

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