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Santa Barbara Brazilian Carnival

Welcome Balé Folclórico da Bahia



The Bale Folclórico da Bahia will make its Santa Barbara debut performing "*Sacred Heritage*" on Thursday, March 10 at 8 PM at UCSB Campbell Hall and as part of 8th Santa Barbara Brazilian "Cultural" Carnival in partnership with the UCSB Arts & Lecture. An "explosion of sights and sounds" (*The New York Times*), Balé Folclórico da Bahia is a 38-member troupe of dancers, musicians and singers led by artistic director José Carlos Arandiba and founder/choreographer Walson Botelho that performs a repertory based on Bahia folklore.

Balé Folclórico, the only professional folk dance company in Brazil, presents the region's most important cultural manifestations with thrilling choreography, joyous rhythms, and a feisty, flirtatious exuberance. Created for Balé Folclórico da Bahia's 20th anniversary and performed for the first time in the United States (also in Los Angeles among other U.S. cities). "*Sacred Heritage*" celebrates this rich Afro-Brazilian religious tradition through a series of dances honoring the most important African deities or Orixás in the pantheon. Classic works from the Brazilian Folkloric Dance Company repertory/program includes Capoeira,

Afixirê - translated "Dance of Happiness" that pays homage to all African countries that influence the Brazilian Culture, Puxada de Rede (Fishermen's Dance), Samba de Roda and Samba Reggae.

Formed in 1988 by Walson Botelho and Ninho Reis in the city of Salvador in the northeastern State of Bahia, since its first year performance, the troupe has achieved considerable international success, in particular, at France's Biennale de la Danse in Lyon in 1994 and 1996, the Sydney Festival and Spoleto Festival USA in 1997 and 2000. The company has toured throughout Brazil, and in 1990, 1993, 1996 and 2000 was named "the Best Dance Company in Brazil", an award given by the Ministry of Culture. Since its 1992 European debut in Berlin, the company has returned several times to Germany, France, Portugal, Sweden, Finland, Denmark and other countries. Their first tour in the United States and Canada in early 1996 included performances in New York, Washington DC, Seattle, Toronto and Montreal among several other important cities. From 1996 to 2004, the troupe visited more than 80 cities on its North America tours.

The current tour, "*Sacred Heritage*", presents a repertory of authentic folkloric dances and music based on the three different influences that formed the Brazilian people: African, from the introduction of slavery in the late 16th century; Indigena, the Brazilian natives; and European, through Portuguese colonization. This marvelous company, with its dancers, musicians and singers, represents in its entire splendor the culture, the traditions, the beliefs, the history, the colors, the music, and the movements of the people of Bahia. Balé Folclórico da Bahia's performance of *Sacred Heritage* is presented by **UCSB Arts & Lectures** in partnership with the **Annual Santa Barbara Brazilian Carnival** and sponsored by **Noozhawk**. Media sponsor/partners include **Univision Channel 38** and **Soul Brasil magazine**. Tickets are \$38 for the general public and \$19 for UCSB students with a valid ID. To purchase tickets, visit www.ArtsAndLectures.ucsb.edu. The **Annual Santa Barbara Brazilian "Cultural" Carnival** goal is the dissemination of Brazilian Culture through different arts forms as well as offering valuable information about the biggest country south of the Border presenting different events/venues in March including free events.

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MARAJÓ ISLAND

A PARADISE FOR SIMPLICITY AND ECO-TOURISM LOVERS

Alia Ponte

With its damp climate, Ilha de Marajó is a pleasant place for tourism, receiving tourists during most of the year due to its driest period of only one or two months, in the second part of the year. The rest of the year, Marajó represents an irresistible invitation for those who love ecology tourism. Besides the awesome landscape and pleasant weather, Marajó offers tourists an intense nature walk, which city comforts do not provide, in order to enjoy the contact with the wild life experience.

Considering geography, Ilha de Marajó is a great location, which tourists can visit in the artificial hills called “teso”, built by local Indians, between centuries XV and XVI. To the north and south there is a huge area of savannah, mainly in the areas of transition from the rain forest and the areas full of rivers and lakes.

Marajó represents beautiful rustic landscapes, and primitive local culture. It belongs to a national touristic circuit because of its beaches and particular vegetation, outstanding nature and peculiar culinary. It attracts a great number of tourists from Europe, Japan and United States.

What tourists' have called attention to in Marajó is the charming rustic infrastructure; it's a paradox throughout the area. There are few restaurants and they are simple. In general, the owners of such restaurants prepare the food and serve the clients with typical dishes made of fish, fruits and homemade candies. The local handcrafting is also rustic and, for the most part, is made with products from the Amazon forest – which makes a great attraction to foreign tourists: baskets made of palm tree fiber, objects made of clay and Indian culture's utensils.

Eco-tourism is a great attraction because it includes visits to the buffalo farms. Sustainable development and ecotourism are important to its touristic policy. In Marajó, it is possible to live a unique experience faced with a natural phenomenon called “pororoca”: the fusion of the Amazon River and Atlantic Ocean. There are other activities that are impossible to miss: the night watch of alligators through ‘lanternagem’ which is a technique of surprising the animals by the use of flashlights that freeze them, allowing the observation of the animal, and riding bulls in tracks made by ancient local people.

From June to November – considered the ‘Amazon summer’, tourists who go to Marajó can’t miss the fields of natural observation, full of egrets and manned wolves seeking food among the cattle, a spectacle of nature

not seen in any other place. For the lovers of radical sports, tree Climbing is a great option. As it is known, tree climbing is normally done from a structure that simulates a forest, but in the island the spot where it is practiced. The sport is practiced among native trees, over lakes through ropes and bridges.

Tourists can climb up to 12 meters high because of equipment and well trained professionals support. To get to the top of the trees, ladders made of rope and wood are used. The passage between trees has nets, trunks, bridges, ladders made of ropes, among others. More natural... impossible! A great touristic activity in the island is a walk near the hotels for a close observation of the Amazon forest, the fauna and especially the buffalos.

The walks provide a greater contact with the nature due to the fact the tracks cross typical vegetation, which allows the tourists to have a wider knowledge of the variety of local animals and plants.

In Marajó, there are eight different tracks used alternately in order to preserve the animal’s paths. For all these attractions, Ilha de Marajó is a mandatory destination for those who love eco-tourism. Thanks to its natural exuberance, Ilha de Marajó includes about three thousand islands, both large and small, that form the greatest archipelago fluvial-maritime on Earth. ■

Alia Ponte is a journalist and professional translator for English, Spanish and French languages. She lives in São Paulo and is a passionate by other cultures. Alia is the new Soul Brasil voice in Sao Paulo. To contact her email: Alia.SP@soulbrasil.com.



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Talento Brasil 2011 se Conclui na Florida e Supera em Êxito as Edições Anteriores

Tendo como convidados especiais os apresentadores **Jhony Sasaki** (da TV Globo Internacional do Japão), **Camila Brandt** (Top Model Internacional) e as cantoras **Andréa Amorim** (a nova sensação do rock pop brasileiro) e **Simone Rosa**. Amanda Borges foi à apresentadora da etapa mirim e o evento teve entre as muitas novidades da terceira edição, a entrega dos troféus "**Brabox-Rising Star**".

Cerca de 1600 espectadores em três eventos distintos prestigiaram as finais do Talento Brasil – Temporada 2010/2011 nos dias 28 e 29 de janeiro no Ramada-Plaza, Marco Polo Beach Resort, em Sunny Isles Beach, ao norte de Miami Beach na Flórida.

Repleto de personalidades de destaque na comunidade brasileira e prestigiado por dezenas de mídias, a final do concurso teve convidados especiais na comissão julgadora, entre os quais, o novo ídolo do pugilismo brasileiro, **Michael Oliveira**, a Miss Brasil Terra 2011, **Drielly Benettone** e o **Mister Mundo Ralf dos Santos**.

O troféu foi entregue às cantoras Andréa Amorim e Simone Rosa, bem como a jovens brasileiros e instituições que se destacam nos Estados Unidos, entre eles: **Gabriel da Silva** (motoqueiro), **Gabrielle Fulfaro** (golfista), **Ramyller Alves** (motoqueiro), **Guilherme Apollônio** (ator), **Ivy Bernardo** (atriz), **Júlia Levy** (cantora), **Victoria Amaral** (cantora), o grupo **Brazilian Voices Kids**, o **Brazilian Club** da **Miami Beach Senior High School**, a

Academia de Capoeira Maculelê e o **Brazilian Soccer Training Center**.

Com direção artística de Caio Castro, direção de produção de **Juliana Reigal** e direção geral de **Andrea Vianna**, as finais do "Talento Brasil 2011" coroaram um processo de oito meses de realização de 15 etapas regionais nos Estados Unidos e Canadá. O DVD com os melhores momentos do evento e um CD, com as apresentações dos finalistas cantores adultos e mirins, serão lançados até o final de fevereiro. O evento é apresentado anualmente desde 2008 pelo BB Remessa e foi patrocinado pela American Airlines e TV Globo Internacional, com participação da Brabox.



A Roqueira Pernambucana Andrea Amorim.

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1º Lugar – Isabeli Oliveira

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3º Lugar – Sonia Azul (Cantora)

2º Lugar – Stefani Ogilvy (Cantora)

1º Lugar – Ellen Moreno (Cantora)

O Talento Brasil já recomeça em março com as inscrições para a sua quarta temporada, 2011/2012. Para mais informações, é só acessar o site www.talentobrasil.com

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Mangalarga Marchador

The Brazilian Blood Horse

When we retired in Arizona, me and my husband became fascinated with horses and riding through the Sonoran Desert. I had owned beautiful Arabian horses back on the East Coast, but needed to find a more calm and reliable horse for us both to ride together. I searched the internet using words like “versatile”, “easy to ride”, “strong bones”, “good feet” and most of all “beautiful”. The internet’s result was the Mangalarga Marchador (MM), the National Horse of Brazil.

Careful breeding and the Brazilian inspection process is the key to retaining the qualities that people love about these horses. In Brazil they inspect the horses before they’re allowed to breed, so there is consistent quality in the Marchador breed. It is a breed that descends directly from ancient Iberian stock. This gaited horse is known and bred for its smooth step – the marcha. It has a gentle temperament, intelligence, stamina and a comfortable ride.

In Brazil, our friends weave the history of the Marchador as if telling an epic legend. Eyes glowing and with great pride, the breeders recount the sires and the mares that were the

foundation of the breed. Breeding horses for generations, you might say the Mangalarga Marchador is in their blood.

The Mangalarga Marchador stands between 14.2 and 16 hands, averaging 15 hands and weigh between 850 and 1100 pounds. Gray is prominent, but chestnuts, blacks, bays, buckskins, palominos and pinto horses may also be found. A versatile, sure-footed horse with plenty of cow sense as well as stamina, this breed holds the Guinness book of World Records Endurance Ride of 8,694 miles in 1994.

The two special gaits are “marcha picada” and ‘marcha batida”. Both are four beat gaits and provide moments of triple hoof support. The picada is a lateral gait and the batida is diagonal. Personal preference and riding terrain determine which one is better. The Marchadors all possess a wonderful canter, which does not disturb their natural marcha.

The marcha picada is a bit smoother. It is a broken pace and therefore creates little vertical movement. The gait can be sustained for long periods of time, allowing

the rider hours of enjoyable riding with little discomfort. The timing of footfalls is similar to the paso llano of the Peruvian Paso Horse.

In Portuguese, Batida means to hit and describes the gait considered to be a broken trot. This gait, unlike a trot, shows very little suspension as the horses are always in contact with the ground. This creates stability and smoothness. The longer and more frequent the moments of triple hooves support are, the more comfortable the gait will be. On flat ground, performing the batida at a normal speed, the hind foot overreaches the track of the forefoot on the same side, adding to the smoothness of the ride.

Although the Marchador breed numbers over 250,000 in Brasil, this breed is truly an exotic one here in North America with fewer than 200 horses. ■

Lynn Kelley and his husband John are two of the founders of the U.S. Mangalarga Marchador Association. They own Summerwind Marchadors whose importation program provided foundation-breeding stock for several new breeders in Canada, MI, NC and PA. More info: <http://www.summerwindmarchadors.com> or <http://www.futurefoal.com>

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Brazil Carnival

Celebrating life to the fullest in Rio de Janeiro

by Vinay Jalla

The Brazil Carnival is considered as one of the supreme artistic shows on the planet. Delight, dazzle, and dissipation summarise the greatest carnival of all – Rio Carnival – a four day gala event celebrated forty days before the Catholic holiday - Lent. Enchantment, energy, and enjoyment are the reasons as to why hundreds of thousands of people flock to the streets of Rio de Janeiro to celebrate and participate in many festivities that occur all over the city complete with music, parades, dancing, and renowned Carnival balls.

The Rio Carnival keeps evolving and seems to be getting bigger every year. The Samba Parade has moved from the streets to

become an expensive and spectacular show while there are ever more kinds of merry-making.

The Brazilian culture comes out in all its hues and moods. The processions are full of cheerful people dancing and singing on the streets. The Samba Schools play a major role in the joyous festivities as they pick theme, work on lyrics and choreography for an all round entertainment of the spectators.

Many interesting events happen a few weeks before the Carnival such as animated group rehearsals, elections of the Carnival King and Queen, samba shows, samba school rehearsals and costume exhibitions.

The famous “Sambodromo” is a half-mile long parade strip flanked by spectator stands and luxury boxes. On the last Sunday and Monday nights before Lent, the seats are filled with over 75,000 eager spectators. Tickets cost up to hundreds of dollars each and sell out quickly.

Some things you just need to experience in the Brazil Carnival include stepping on the Sambodrome asphalt and groove to the blaring tunes – a magical experience that you should at least give it a try. Get out there and samba with the locals. I’m sure there is no shortage of dance partners out there to shake your body with.

Short History of the Brazil Carnival

The first festivals of Rio date back to 1723 when Greeks celebrated and honoured the God of Wine Dionysus. This festival inspired the Saturnalia fête where the senses are enjoyed to the maximum, celebrating the joy of life.

In 1840, the first of the balls took and later street parades became part of the festivities, leading to the samba (a fusion of European, African, and Cuban music) merging into the familiar sounds of Carnival by 1917. In 1928, the Samba School was started and the Samba Parade was held in the streets of Rio. The famous “Sambodromo” was built in 1984 to house the parade.



Banda de Ipanema marches on Vieira Soto Ave. in Ipanema Beach



Rio Carnival 2011: 5th-8th March / Day by Day Events

EVENINGS:

POPULAR DANCES AT CINELÂNDIA

- 8pm Concerts start at Samba Land and in Lapa
- 11pm Rio "Scala Ball" Mangueira Samba School at the Rio Carnival

FRIDAY, MARCH 4th:

- 1pm Opening Ceremony – the Carnival King (Momo) is crowned by the city mayor and receives the city's keys
- 7pm Children's Samba Schools Parade, Downtown Rio

SATURDAY, MARCH 5th:

- 9:30am Street Band "Cordão do Bola Preta", Downtown Rio

- 4pm Banda de Ipanema meets at Praça General Osório, Ipanema
- 7:30pm Official Costume Competition in Hotel Gloria
- 8pm Street Band Competition in Av. Rio Branco, Downtown Rio
- 9pm Parade of the Samba Schools in the Access Group, Downtown Rio
- 11pm The "Magic Ball" at Copacabana Palace Hotel, Copacabana

SUNDAY, MARCH 6th:

- 9pm Parade of the Samba Schools in the Special Group (The "Show" Starts!)

MONDAY, MARCH 7th:

- 21.00 Parade of the Samba Schools in the Special

Group (The "Show" Continues...)

TUESDAY, MARCH 8th:

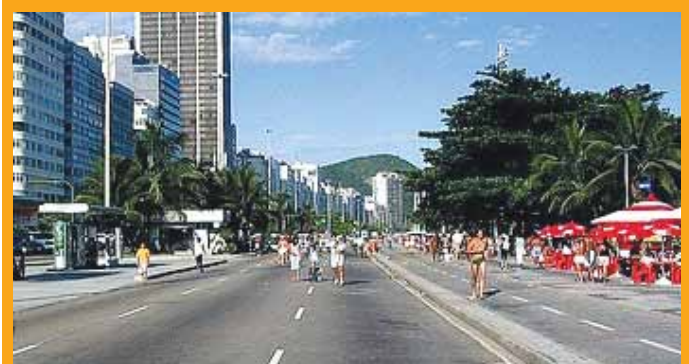
- 4pm Banda de Ipanema marches for the last time
- 9pm Parade of the Samba Schools in Group "B"
- 11pm "Gay Ball" and Costume Contest at Rio Scala

The winner of the Samba Parade is elected on Wednesday, 9th March.

PLANNING AHEAD FOR 2012

The Carnival will be celebrated in Rio de Janeiro, Brazil from 18th-21st February. If you planning a trip to Brazil from U.S territory contact our travel agent and Brazil specialist Magali D'Souza calling (323)428-1963 or e-mail: magalitavel@hotmail.com

* Vinay Jalla is a web content developer, writer and a journalist with 15 years experience in print, online and broadcast media. He has worked as a web editor, graphic designer and as a cartoonist for different newspaper and magazines in India and in the UK. He currently lives in Manchester, United Kingdom. To know more about the author – www.vinayjalla.co.uk



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Festival for the Queen of the Sea

By Paul H. Mason

Flower petals wash up against the shoreline along the Oceanica Ave. There is an unpredictable swell in the ocean but the skies are blue. The sound of a distant crowd carries across the quiet streets of Salvador da Bahia. The Festival of Iemanjá is well under way.

Iemanjá, the Goddess of the sea, is a fecund symbol of fertility worshipped among communities all along the coastline of Brazil. She is the archetypal symbol of motherhood and the patron saint of fishermen. Ceremonies in her honor are observed all year round but particularly near the beginning of the year.

Along the south central coast, Iemanjá is a prominent figure in the syncretism of Umbanda religion. In the Northeast, she is an Orisha, a nature Goddess, a divinized African ancestor worshipped by the followers of Candomblé. Iemanjá can be depicted as a seductive mermaid, a buxom African woman, and even the Mother Mary. Under many different names and forms -Iemanjá, Yeye oman ejá, Inaê, Janaína, the Siren Mukunã, Kaiala, Dadalunda, Dona Maria -the Queen of the Sea receives pilgrims from all across Brazil. Along Urca beach in Rio de Janeiro, ceremonies dedicated to Iemanjá are observed at the end of the year or at the turn of the New Year. In Salvador da Bahia, Iemanjá is honored and celebrated on February 2, and on other dates at Lagoa do Abaeté, Dique and Itapagipe.

During the Candomblé-inspired Festival of Iemanjá in Rio Vermelho, ritual offerings are brought out to sea and submerged in the



ocean. Crowds gather along the beachfront to celebrate the occasion and witness the festival. At the Casa do Peso, worshippers present gifts in baskets. The presents include fresh and artificial flowers, perfumes, coins, small mirrors, combs, cosmetic tools, dishes of carefully prepared foods, soap wrapped in cellophane, letters of supplication, dolls, pieces of fabric, necklaces, bracelets, and other presents to please this powerful and alluring woman. Concerns about the human impact on nature have left some groups wary of non-biodegradable gifts.

Ordained Mothers and Fathers of the religion of Candomblé conduct the events with ritual song accompaniment. They oversee the filling of the baskets, the embarkation, and the launching of gifts out to sea. If the gifts submerge, it signifies that Iemanjá has

accepted the gift and gives her protection to her devotees. If the waves wash the gift back to the shore, it is a sign of bad tidings.

The Festival of Iemanjá is an important occasion for the affirmation of cultural patrimony, the negotiation of regional identity, and the creation of an Afro-Brazilian national image. Although only a minority of Brazilians claims to be practitioners of Candomblé, the festival of Iemanjá attracts an astounding number of pilgrims and tourists from near and afar.

The improvised art of Capoeira is inevitably found somewhere during the festival of Iemanjá. Gatherings of capoeiristas (capoeira players) can be impulsive, and impromptu performances sometimes precipitate among the crowds on the street. The sound of



the berimbau can carry across the throng. Onlookers are attracted to vibrant and eclectic performances.

Grupo Nzinga is a capoeira group located near the beach of Rio Vermelho in the Alto da Sereia (Mermaid's peak). Since 2005, Grupo Nzinga has participated in the Festa de Iemanjá. They perform capoeira, samba de roda and have their own procession of offerings. Each year they carry a basket of gifts from their academy to the beach of Rio Vermelho. During the performances and procession, they sing songs dedicated to Iemanjá and celebrate her as a symbol of feminism.

Environmentalist concerns have driven Grupo Nzinga to develop a slogan for their participation in the Iemanjá festivities:

"Iemanjá protegê a quem protegê o mar" (Iemanjá protects those who protect the sea) – an incentive campaign to promote biodegradable gifts to Iemanjá instead of those that pollute the sea. This anti-pollution campaign meets with some disagreement among various traditionalist communities who observe the celebrations. Opponents claim that it is wrong to stray from tradition. For these traditionalists, the ceremonies should remain as they have always been; replacing the gifts that Iemanjá enjoys is out of the question; tradition must be maintained and religion should be respected.

Can there be a middle-ground? Some argue that Candomblé exists to protect nature and that people can offer fried fish, fruits of the season, remove plastic from gifts and replace

non-biodegradable objects with paper replicas. For these people, what are important are the symbol and not the object.

The pedagogical coordinator for Grupo Nzinga, Lígia Vilas Boas, explains that "the academy's objectives are to introduce a preoccupation with marine pollution." We can hope that their campaign has an impact on traditions more than 100 years old. ■

* Paul H. Mason is an anthropologist with fieldwork experience in Brazil, Indonesia and Australia.

His articles have been published in local and international journals including "Inside Indonesia", "Brolga", and "JATI". His research has been supported by the Australian Netherlands Research Collaboration as well as the Macquarie University Postgraduate Research Fund.

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Mercado de Consumo & Investimentos no Nordeste do Brasil

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A Região Nordeste que por muitos anos esteve associado a uma das áreas mais pobres do Brasil, registrou nos últimos três anos (2008 a 2010) um grande avanço na questão de consumo. Embalados pelo crescimento econômico, os consumidores nordestinos foram às compras e, como exemplo, no ano de 2008 desbancaram a Região Sul que sempre ocupou a segunda posição no ranking nacional de consumo. O volume de compras dos nordestinos pulou, por exemplo, de quase R\$253 bilhões em 2007 para mais de R\$324 bilhões em 2008.

Uma pesquisa mediu o gasto em todos os municípios do Brasil usando o Índice de Potencial de Consumo (IPC). O indicador estima tudo que pode ser despendido pelos consumidores anualmente em cada região. Em termos absolutos, a liderança continua com o Sudeste, que em 2008 obteve R\$902 bilhões em compras

O Brasil vive uma redistribuição do consumo alimentada pelo avanço do nível de emprego, pela melhora da renda familiar e pelos programas sociais do governo federal. Todas as regiões do país registraram crescimento, mas o destaque ficou por conta do Nordeste que vem se desenvolvendo acima da média nacional. Da Bahia ao Maranhão, onde há o maior consumo de roupas e cosméticos, foi registrada a abertura do maior número de lojas varejistas nos dois últimos anos.

Historicamente, o Nordeste nunca teve classe média, sendo que esse cenário vem mudando. Com mais emprego, as pessoas mais pobres passaram a fazer parte da classe média, e também houve um aumento no número de ricos na região. Isso significa que nos dias atuais, em grande maioria, os nordestinos deixaram de apenas consumir itens de primeira necessidade.

A explicação para o avanço do Nordeste se dar pelo fato da região estar em sintonia com o que vem ocorrendo no resto do país. Os programas sociais do governo como o Bolsa Família, vêm também viabilizando uma transferência de renda na região. Dos 60 milhões de beneficiários, 50% deles se encontram no Nordeste. O aumento do salário mínimo no país também foi um fator importante para o aumento da renda na região nordeste. O Recife, por exemplo, desponta como a cidade cujo potencial de consumo mais cresce no país. Entre os itens que predominam no consumo dos Recifenses, se destaca o de vestuário/confeccões e que movimentam mais R\$ 800 milhões por ano. O Recife assume uma posição importante no consumo quando são analisados os dez maiores mercados do Brasil.

O Nordeste, região do Brasil muito conhecida como rota turística por suas belas praias tropicais e povo hospitaleiro, nos últimos anos passou também a ser a região favorita para investimentos, tanto por brasileiros quanto estrangeiros, e nesse caso em particular, Portugueses, Espanhóis, Suíços e Italianos. No ramo imobiliário, por exemplo, Fortaleza e Natal vêm obtendo destaque na preferência dos Gringos.

A região que sempre foi destaque na área de turismo, hoje se destaca também obtendo o segundo lugar de mais consumo no Brasil, um fato que confirma a boa economia da região, e onde provavelmente se podem encontrar boas oportunidades de investimento. ■



O L.A Brazilian Film Festival Segue no seu Quarto Ano Expondo Filmes de Qualidade no Sul da Califórnia

Pelo 4º. ano consecutivo o Los Angeles Brazilian Film Festival – LABRFF 2011 acontece no The Landmark Theatre, West Los Angeles, apresentando uma seleção de filmes inédita na Califórnia. “Em 2010 passamos uma bela temporada de relacionamentos no Brasil, tendo ido conferir os maiores e melhores festivais de cinema, e conseguimos assegurar os mais bem cotados filmes nacionais da safra”, mencionou a co-fundadora do festival Meire Fernandes.

Os filmes apresentados no festival vêm apresentando diferentes temas e principalmente esse ano, desde a preocupação com o meio-ambiente e a responsabilidade social até os enredos mais tradicionais como os enlaces culturais e do cotidiano do brasileiro. “Os filmes inscritos no LABRFF me dá a

sensação de que não estamos sozinhos no mundo, e que há mais pessoas do outro lado da câmera preocupadas com a transformação da realidade de comunidades que vivem à margem do sistema financeiro”, atesta Nazareno Paulo, também co-fundador do LABRFF. O documentário “No Meio do Rio entre as Árvores”, de Jorge Bodansky reflete bem esta realidade a que está descrita acima. Muitos outros títulos são cotados para exibição digital via Auwe, empresa brasileira que por 4 anos tem realizado a projeção dos filmes na tela grande.

Este ano o LABRFF apresenta uma Seleção Oficial com mais de 30 títulos, entre longas e curtas metragens, além dos tradicionais documentários. “Apesar deste ano não estarmos com um número de filmes acima

de 50, média dos anos anteriores, a qualidade superou todas as nossas expectativas. Na verdade, também creio que o produtor brasileiro está bem mais preocupado com a qualidade das suas realizações, e mais consciente do papel de um festival internacional, e do seu papel que possa ter em relação ao mercado internacional. finaliza Nazareno. Para saber mais sobre o festival assim como obter tickets para as noites de abertura e premiação, visitem www.labrff.com. ■



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Business Opportunities

The Most Important Trade Fairs in Brazil

Alia Ponte

*Translation by Edgar Lim

We will start with an introduction of the most important business city of South America: Sao Paulo. What is known as the biggest Brazilian city also goes by several other titles that go 'under the radar' by the masses, as exemplified by, the biggest "Japanese city" or the city that flaunts the "biggest Lebanese community outside of Lebanon". Immigrants from all over the world can be found in this cosmopolitan city, which is also the meeting place where diverse nationals and people look for better business opportunities. This city's diversity with these characteristics could not let its flame die down due to exponential statistics from the favorable, "Business World".

Sao Paulo has a myriad of opportunities available for those faithful in their hopes of good business deals, either through fairs and trade shows or in several choices of goods and services. Some data on the city demonstrate its full potential as the business capital of Brazil, leaving to the other state capitals a small share, aggressively sought after. The numbers shown by Sao Paulo do not allow any doubt about the ability of the city to host events: one every six minutes. Hence, the city is famous for being "the city that never stops," as the events hosted in the "Paulista" (derived from Sao Paulo) capital are booming, since trade shows, fairs and conventions in addition to shows, parties, meetings and ballads, totaling almost one hundred thousand a year.

The great trade fairs which are most relevant business deals are done happen in this city, with prominence going to the "Salão Internacional do Automóvel" (International Auto Show) – www.salaodoautomovel.com.br, an event traditionally performed in Parque do Anhembi; the "Expo Music" – www.expomusic.com.br, performed in Expo Center Norte; the "Salão de 2 Rodas" (Two Wheel Show) – www.salaoduasrodas.com.br, also performed in Parque do Anhembi; and "Sao Paulo Fashion Week" – www.saopaulofashionweek.com.br, performed in Pavilhão da Bienal do Ibirapuera, considered the major event in the Brazilian fashion business and of mega international prominence.



Mega events are also performed and bring great visibility to the city, generating millions of reais (Brazilian currency) in sales, specially to the service sector, such as "Grande Premio de Formula 1" – www.gpbrasil.com.br; the "Fenasoft" – www.fenasoft.com.br, one of the largest world fairs in information processing, and the "Mostra Internacional de Cinema." Other events that attract huge attendance are the "Virada Cultural" (Cultural Changeover), which mobilizes the service sector and cultural affairs, the "Corrida de Sao Silvestre" (Sao Silvestre Marathon), globally



famous sports event and the "Parada GLBT", the largest gay parade in the world and one of the "tops 3" events in what refers to sales magnitude and attraction of international tourists.

One revealing fact of Sao Paulo, as a business magnet for meetings, is that 75% of the major Brazilian fairs happen in Sao Paulo soil. There are over 400k effective square meters of the area, with prominence to Parque do Anhembi, Expo Center Norte, the Centro de Convenções Rebouças, the ITM and the Centro de Convenções Imigrantes, among others. The business potential in Sao Paulo is revealed by the numbers shown in fairs: R\$ 2.4 billion spent yearly, which is R\$ 700 million in rental locations, R\$ 700 million in service equipment and R\$ 8 billion in travel, hospitality, air and ground transport expenses.

The city has an efficient network infrastructure that turns it into the leader in Latin America, and one of the best twenty cities in the world doing business deals, overtaking Madrid, Sidney and Athens. The huge number of hotels in the city is one great backing for major events. There are more than 42 thousand rooms available to tourists, while adding more than 33 thousand taxis, a fleet of 500 helicopters and over 200 heliports. Sao Paulo ranked second in numbers of private jets globally, and has two of the top busiest airports in the country: Congonhas, located downtown, and Cumbica, in Guarulhos, connecting more than 70 cities and 23 countries regularly through commercial flights.

For all that, Sao Paulo is considered by the magazine "Travel + Leisure," one of the most prestigious print media publications on

world travel, and as a city closest to being a "world capital" than any other "Latin America capital", thanks to its mosaic of cultures and lifestyles with relevance in art, architecture, gastronomy and of course, business. ■



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Business Opportunities

The Most Important Trade Fairs in Brazil

*Research & Translation by Alia Ponte

EXPOVINIS BRASIL

The largest wine business gathering of Latin America exposure wine lovers for thousands of labels from around the world. Simultaneously with the exhibition occurs the "Brazil Cachaça", dedicated to promote the most original Brazilian spirit, and "Epicure" bring together the segments of tobacco, fine gifts and luxury goods of South America.

* **Next Event:** April 26 to 28, 2011.

* **Place:** Expo Center Norte – Pavilhão Vermelho - São Paulo/SP – Brazil

* **Website:** <http://www.exponor.com.br>

* **Contact:** + 55 11 3141-9444

ADVENTURE SPORTS FAIR

The biggest fair of sports and tourism in Latin America, the Adventure Sports Fair complete 11 years in 2011 and is growing every new edition. It brings together leading brands and market destinations, government agencies and most active NGOs in the sector.

* **Next Event:** September 22 to 25, 2011.

* **Place:** Pavilhão de Exposições do Anhembi – São Paulo/SP - Brazil

* **Website:** <http://www.adventurefair.com.br>

* **Contact:** + 55 11 5093-2217

FIAFLORA EXPOGARDEN – International Fair of Landscape Gardening, Leisure & Flowers

In its 14th edition, Fiaflora Expo Garden consolidate itself definitively as the main event of Landscaping, Gardening, Leisure & Flowers in Latin America, leveraging a decisive integration of complementary markets and offers its exhibitors the widest range of opportunities and expansion of business.

* **Next Event:** September 22 to 25, 2011.

* **Place:** Pavilhão de Exposições do Anhembi – São Paulo/SP - Brazil

* **Website:** <http://www.fiaflora.com.br>

* **Contact:** + 55 11 3845-0828

BIENAL DO LIVRO (BOOK) DE SÃO PAULO

The International Book Biennial of São Paulo is the greatest moment of the book in Brazil. It plays host to a summit of leading publishers, booksellers and distributors in the country which prepare their release. A good place for business! It attracts journalists, businessmen and writers around the world and with great visibility in the media.

* **Next Event:** 2012

* **Place:** São Paulo/SP – Brazil

* **Website:** <http://www.bienaldolivrosp.com.br/>

COUROMODA – International Footwear, Sporting and Leather goods Fair

Recognized as the most important shoe fair, sporting and leather goods in Latin America, Couromoda brings together 1.200 exhibitors and 65.000 trade visitors from Brazil and other 63 countries. It is held in São Paulo, Anhembi Exhibition Pavilion and it presents the first year of collections and trends in footwear, leather goods, sporting goods and fashion accessories, influencing the movement of the shoe market in the entire first semester.

* **Next Event:** January 2012.

* **Place:** Pavilhão de Exposições do Anhembi – São Paulo/SP - Brazil

* **Website:** <http://www.couromoda.com>

* **Contact:** +55 11 3897-6100

ESTÉTICA BRASIL – International Beauty Exhibition

Estética has established itself as the most prestigious fair of Latin American cosmetic industry. Each year it brings the best in products, services and





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equipment to highly qualified professionals with decision-making power in Brazil and throughout Latin America. Ideal space for an eager public for innovations and trends in Science Aesthetics and Cosmetology, the fair has important role in growth of the market. In its latest edition, generated millions in business and attracted more than 160 exhibiting brands.

* **Next Event:** August 04 to 07, 2011.

* **Place:** Pavilhão de Exposições do Parque Anhembi – São Paulo/SP - Brazil

* **Website:** <http://www.congressoestetica.com.br>

* **Contact:** estetika@fagga.com.br

FIMAI - International Fair of Industrial Environment and Sustainability

The International Industrial Environment and Sustainability is considered the most important trade fair for the industrial environment in Latin America. It is an excellent choice to show the best and the most advanced environmental technology. It is a great attraction for investors and entrepreneurs and abroad who wish to strengthen contacts with companies in the industry, do business and expand network of business relationships.

* **Next Event:** November 08 to 10, 2011.

* **Place:** Expo Center Norte – Pavilhão Azul – São Paulo/SP – Brazil

* **Website:** <http://www.fimai.com.br>

* **Contact:** nmai@nmai.com.br

AGRISHOW – International Agricultural Technology in Action Fair

The first edition of Agrishow happened in 1994. Over the years the fair has established itself as the leading event of the segment in Latin America, with a concept of dynamic agricultural fair, that is, a fair that is not just a static display, but with demonstrations of machinery, equipment and farm implements in action.

* **Next Event:** May 02 to 06, 2011.

* **Place:** Secretaria de Agricultura e Abastecimento do Estado de São Paulo – Pólo Regional de Desenvolvimento Tecnológico dos Agronegócios do Centro-Leste/Centro de Cana. Rodovia Antonio Duarte Nogueira Km 321 – Ribeirão Preto/SP – Brazil

* **Website:** <http://www.agrishow.com.br>

SALÃO DO TURISMO/ROTEIROS DO BRASIL

The Tourism Fair was planned as a strategy of the Programme of Tourism Regionalization and released in April 2004 by the Tourism Ministry to be a space to promote and support the marketing of structured questionnaires for the Program. The event is divided into modules of activities: Sightseeing Fair, Showcase Brazil, Business Roundtable, Core Knowledge, Promotional

Missions (Caravan Press Trips and Brazil) and Area Marketing and selling of products and tourism services exclusively Brazilian.

* **Next Event:** April 20 to July 31, 2011.

* **Place:** São Paulo/SP – Brazil

* **Website:** <http://www.salao.turismo.gov.br>

* **Contact:** +55 61 2023-8115

FEBRAESP – Brazil Sports Fair

The unique business exhibition in Brazil to market the sports segment with exclusivity, it reaches broad specialist public, and has the main objective of presenting new trends in clothing, footwear and sporting goods. It is held twice a year to the fall/winter and spring/summer collections.

* **Next Event:** August 23 to 25, 2011.

* **Place:** Santa Maria/Rio Grande do Sul - Brazil

* **Website:** <http://www.redebrasilespportes.com.br/febraesp/>

* **Contact:** + 55 51 3584-7235

FEIRA INTERNACIONAL DO MÁRMORE E GRANITO/VITÓRIA STONE FAIR

The largest showcase of ornamental segment in Latin America, held in the capital of Espírito Santo, the largest processor and exporter center of this type of rock in Brazil. The diversity and beauty of the Brazilian stones enchants visitors from all over the world in its annual edition. This fair, which stands out among the five largest in the world, has established itself as one of the "engines" of the mining industry, equipment and supplies.

* **Next Event:** February 2012.

* **Place:** Parque de Exposições de Carapina – Vitória/ES - Brazil

* **Website:** <http://www.vitoriastonefair.com.br>

* **Contact:** +55 27 3434-0600

FEIARTE – International Handcrafts Fair (Rio Grande do Sul State Edition)

Considered the main international and national handcraft fair held at the country, along with its edition in Paraná, FEIARTE meets in each edition, about 1.000 artisans from 30 countries and 27 states and a visitor audience of 70.000 people.

* **Next Event:** March 25 to April 03, 2011.

* **Place:** Centro de Exposições FIERGS – Porto Alegre/RS - Brazil

* **Website:** <http://www.feiartepr.com.br/>

* **Contact:** diretriz@diretriz.com.br

*This is a partial list from Alia Ponte research/text. To check the complete guide for the most important business trade fair in Brazil, visit our website www.soulbrasil.com. You will see a link from the homepage.

**Alia Ponte is a journalist, publicist and translator for many languages including Spanish, French and English. She lives in Sao Paulo, Brazil and is the newest Soul Brasil contributor. Alia is our "voice" in the biggest city of Latin America.

To contact her: Alia.SP@soulbrasil.com.



San Diego Latino Film Festival is Celebrating its' 18th Edition

The MEDIA ARTS Center San Diego announces the arrival of the prestigious and internationally recognized **San Diego Latino Film Festival**, now celebrating its' 18th edition. Over 20,000 festival attendees, 160 entertaining & award-winning movies starring such actors as Ricardo Darin, Martha Higareda, Demian Bichir, Adal Ramones and Carmen Salinas among others, plus special guest celebrities, recognized filmmakers, industry professionals, artists, and musicians for all ages and tastes will gather from **March 10 - 20, 2011** at the **UltraStar Mission Valley Cinemas Hazard Center** (just steps from San Diego Trolley's Hazard Center Station). A few of the feature films to be screened at the

11-day 18th Annual San Diego Latino Film Festival include: **EL ATENTADO** starring Daniel Gimenez Cacho, **FLAMENCO, FLAMENCO** directed by Carlos Saura, **RUNWAY** starring Demian Bichir, **CHICOGRADE** starring Demian Alcazar, **REVOLUCION** starring Adriana Barraza, **CARANCHO** starring Ricardo Darin, **MARTIN AL AMANECER** starring Adal Ramones, **TE PRESENTO A LAURA** starring Martha Higareda and many others including Brazilian films.

As in every year, SDLFF is much more than just film screenings. SDLFF 2011 will include live appearances by Nickelodeon's famous TV characters – **Dora the Explorer (Photo)** and **Diego**; plus special showcases of **Jewish**

Latino Cinema, Documania,

Cine'Mation, Brazilian Cinema, Free Student Screenings;

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Para la Familia events, and much more. New tickets are **\$10.00**, for general audience, and \$8.00 for Students, Seniors, Military & MEDIA ARTS CENTER SAN DIEGO Members (ID required).

2011 Film or Festival Passes are also available.

For purchase tickets, the complete schedule of films and more information please visit www.sdlatinofilm.com

or call (619)230-1938. ■



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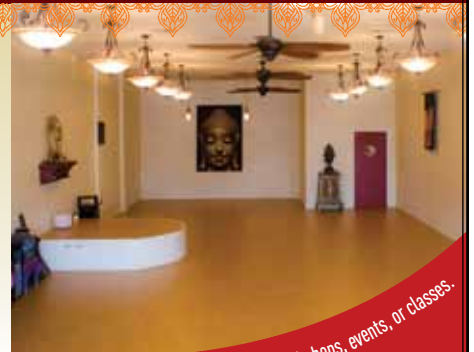
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Piano performer Luciane Cardassi from SP and composer John Celona "Meu Rosto Mudou" presented at UCSD - a work for piano + video projection.



Villa Deli & Grill (Churrasco) opening party, Alvaro's Germano new project in San Diego.
"Little girls" Gabriela & Luiza with Soul Brasil magazine.



The new Forro Band in San Diego - Zabumba, playing at Brazil by the Bay. The band has Randall (Coqueiro) and Ken Beaumont as the leaders and plays a mix up of Forro and Reggae, from Falamansa to Bob Marley and many originals as well. Special "thanks" to "sanfoneiro" Anthony for the valuable SB contribution!



Capoeira Brasil San Diego winter festival by Contra-Mestre Mindinho and Professor Massape including guests from Republic Czech), Canada, France and Brazil plus Long Beach, Los Angeles, New York and Oakland.

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O Preço da Auto-Estima

Fabienne Lopez

Li um artigo, essa semana, que me deixou pensativa. A idéia central tocava sobre o alto custo que as pessoas pagam para desenvolver a auto-estima. Fiquei perplexa. Alto custo! Como assim? Na minha ingenuidade, acreditava que toda ação em benefício da minha auto-imagem seria algo favorável, pois os psicólogos não alertam para a importância de uma auto-estima saudável e bem desenvolvida, como condição para uma vida feliz e equilibrada? O reverso da medalha seria a redução do conceito de auto-estima a uma fórmula: satisfação material, sucesso social e poder.

Pesquisas da Universidade de Michigan mostram que, para alcançar ou manter esta fórmula, as pessoas buscam somente desafios que irão reforçar as qualidades e atributos que contribuem para a auto-imagem. Com isso deixam de enfrentar obstáculos e aprender com a experiência. Descartam qualquer coisa que não se coadune com o rótulo adotado.

Com isso, a procura pela auto-estima transforma-se em vulnerabilidade psicológica. O indivíduo passa a depender exclusivamente da opinião e da aprovação das pessoas que considera importante para gostar de si mesmo. O referencial torna-se externo e não interno. A auto-imagem converte-se em autovalor – mas o autovalor é definido por outra pessoa, não

pelo próprio indivíduo. Quando isso acontece, surge um dilema. Ou a pessoa abafa sua essência para correr atrás de um sonho que não é dela, ou segue sua voz e responde por essa escolha, mesmo na contramão do valorizado socialmente.

Naturalmente, quanto maior for a dependência por validações externas, maior será a suscetibilidade da pessoa diante de qualquer ameaça à auto-imagem. Para manter o status quo, o indivíduo cria mecanismos de defesa, como a priorização do ter em detrimento do ser, o apego ao binômio reconhecimento público/dinheiro, acreditando ser esta a prova que são felizes e bem-sucedidas.

Por serem inerentemente temporárias, essas validações externas necessitam de constante atualização para sustentarem a auto-imagem. Veja a história de profissionais vitoriosos que lotam os consultórios médicos, psicológicos e psiquiátricos. São pessoas que lutaram para atingir uma meta e agora enfrentam a necessidade de trabalhar ainda mais para se manter no topo – pois a exigência nunca para. Portanto, a auto-estima pode ser incompatível com nossas necessidades fundamentais de relacionamento, aprendizagem e autonomia.

Como, então, desenvolver a auto-estima

sem cair na armadilha da definição externa? Paradoxalmente, a auto-estima pode melhor ser servida quando os objetivos incluem, abrangem ou contribuem para o bem maior da sociedade; quando as pessoas tomam consciência de sua conexão com o mundo e param de se preocupar em saber se possuem algum valor como pessoa. Significa abandonar uma receita padronizada de vida em favor da singularidade e da imposição de limites a busca pelo sucesso. Significa algumas vezes correremos o risco de sermos rejeitados ou desaprovados.

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Para terminar, quero sugerir uma forma bem gostosa de cultivar uma auto-estima sadia. Pergunte sempre: Faço todas as coisas que me fazem bem? Tomo decisões em favor de minha felicidade de maneira rotineira? ■

***Fabienne Lopez é astróloga e reside em São Francisco, Califórnia. Para contatar a autora envie um email para Fabienne@astro-brasil.com.**



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Filme Inédito Mostra Índios Isolados na Fronteira Brasil-Peru



A atriz Gillian Anderson do seriado 'Arquivo X' ('X-Files'), lançou a nova campanha da Survival International para proteger algumas das últimas tribos isoladas no mundo. O filme mostra índios isolados na fronteira Brasil-Peru em detalhe nunca visto antes. É a primeira filmagem aérea de uma comunidade de índios isolados. Em uma divulgação a imprensa na última semana de janeiro a senhora Anderson disse "O que podemos ver fortemente neste filme extraordinário é o quanto saudável e confiante essas pessoas aparecem. Espero que eles possam ser deixados em paz. Mas isso só acontecerá se os madeireiros ilegais forem expulsos."

O filme foi produzido pela BBC em colaboração com a FUNAI (departamento de assuntos indígenas do governo brasileiro), para uma nova

série de TV da BBC chamada 'Human Planet' e que estreou no dia 03 de fevereiro (2011) no Reino Unido. Uma cobertura global da história já levou as autoridades peruanas a agirem na primeira semana de fevereiro anunciando que irão trabalhar com a FUNAI para proteger a área de forma mais eficaz após o descaso por um longo período. O filme pode ser visto no website www.indiginasaislados.org/fotosbrasil/

A sobrevivência dos índios está em perigo com o influxo de madeireiros ilegais que estão invadindo o lado peruano da fronteira. As autoridades brasileiras acreditam que o influxo de madeireiros está empurrando índios isolados do Peru para o Brasil, e se especula o provável conflito entre os dois grupos. O futuro incerto das tribos isoladas deverá ser uma preocupação mundial e a ajuda

da atriz Gillian Anderson chamará mais atenção sobre os acontecimentos.

José Carlos dos Reis Meirelles, sertanista da FUNAI no estado do Acre, disse "São povos isolados meio desconhecidos. É difícil convencer até o próprio estado que eles existem. Você demarcar um território maior para eles já é uma dificuldade. É um grande desafio inicialmente porque você vai mexer com um monte de interesses. "O segundo grande desafio é manter essa terra isenta de interferência externa". Essa área está agora em risco real, e se a onda de extração ilegal de madeira não parar logo o controle se tornará mais difícil no futuro. ■

*Fotos © Gleison Miranda / FUNAI / www.uncontactedtribes.org

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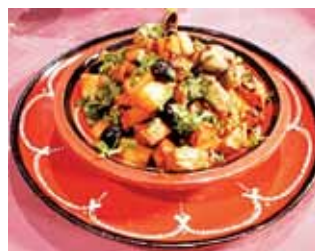
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San Francisco Highlights

Comunidade "SambaFunk!": Carnaval pra Brasileiro ver



Foto: Kamau Amen Ra



Foto: Elise Evans

Com a proximidade do Carnaval, a comunidade brasileira residente da Bay Area começa a ficar atenta ao calendário de festas, que já antecipa o "Grito de Carnaval" em diversos clubes. No entanto, existe uma comunidade em Oakland que celebra o Carnaval semanalmente, independentemente da época do ano. Para a galera do "SambaFunk! Carnaval Explosion", comunidade fundada pelo diretor artístico e instrutor de dança Theo Aytchan

Williams, mais conhecido como "King Theo", o "Grito de Carnaval" acontece todos os domingos, das 4pm às 6pm, no Centro Cultural Malonga, em Oakland. O público? Todo mundo que aprecia desde Samba, Samba-reggae, Frevo, Maracatu até o Funk. Teoricamente, o evento trata-se de uma aula de dança; Na prática, porém, o encontro vai além disso. No início da "aula", King Theo ensina para seus alunos/seguidores (os denominados funkquarians) passos

de diversos estilos de dança brasileira e de Funk. Na segunda parte da aula, o Funktyme Playah's, grupo musical oficial da comunidade "SambaFunk!", entra em ação e toca bateria ao estilo do Carnaval brasileiro, enquanto os funkquarians dão um show de samba no pé. Cada domingo, o "SambaFunk!" reúne cerca de 50 pessoas. Em entrevista exclusiva para a Soul Brasil, King Theo explica as raízes desse movimento, que não parará de crescer.



Foto: Kamau Amen Ra

SOUL BRASIL: Como tudo começou?

KING THEO: Meu ex-instrutor, Carlos Aceituno, fundador do grupo Fogo Na Roupa, que infelizmente faleceu há alguns anos atrás, comandava as aulas de samba aos domingos. Esse foi o meu primeiro contato com o samba. Desde então, decidi criar o "SambaFunk! Carnaval Explosion". O movimento começou com apenas quatro alunos. Agora, que estamos completando um ano, temos cerca de 40 seguidores e

mais dez bateristas. O movimento combina Samba, Cultura Afro-Americana e tem influências do Funk – elementos que amamos.

SOUL BRASIL: Como você conquistou o título de "King"?

KING THEO: Durante uma competição do Carnaval 2000 de San Francisco, na Mission, eu fui coroado como "King". O interessante é que isso aconteceu depois de uma aula de domingo com o então instrutor Carlos Aceituno.

SOUL BRASIL: Como foi que você se iniciou no mundo da dança?

KING THEO: Quando eu era apenas um garotinho, lembro-me de acompanhar minha mãe em sua aula de dança Africana. O som dos tambores ficou na minha memória por muito tempo... Eu iniciei dança moderna em San Diego, mas meu contato mais profundo com a dança aconteceu em Atlanta, onde eu tive a oportunidade de frequentar as tradicionais aulas de dança e conectar com as raízes Africanas. No final dos anos 90, minha irmã Gina me apresentou para o Carlos Aceituno. Desde então, me apaixonei pelo som do Samba e Samba Reggae, e também pelos movimentos do Funk.

SOUL BRASIL: Como você descreveria suas aulas de domingo em Oakland?

KING THEO: Minha aula vai além de uma simples aula de dança. Carlos Aceituno foi quem me ensinou assim. Da mesma forma que as Escolas de Samba no Brasil e grupos como Olodum e Ille Aye, "SambaFunk! Carnaval Explosion" atua também no desenvolvimento de uma comunidade, onde a arte é usada para ajudar a juventude e proporcionar qualidade de vida para as pessoas envolvidas. Em nossas aulas, você ouve gente falando Português, Espanhol, Inglês, Francês. Temos gente de toda idade, desde crianças até a terceira idade. Todo mundo dança junto.

COMO PARTICIPAR DAS AULAS: Quando: Domingos às 4pm | Onde: Malonga Center for the Arts, 1428 Alice Street @ 14th Street, Studio A / 2nd Floor, Oakland
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