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Aug 25/Sep 2011 - Year 9 - Issue 55

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"Cansei de Ser Sexy" in L.A for the Annual Culture Collide

The band from São Paulo, Brazil, internationally known as CSS was labeled as part of the explosion of the New Rave scene. Their songs are in both English and Portuguese and is the abbreviation for "Cansei de Ser Sexy", as it is known in Brazil, and literally "got tired of being sexy" in Portuguese. CSS recorded tracks for their third studio album, "La Liberación", while touring. The new international album has title in Spanish and should be hit stores shelves anytime in August with eleven tracks.

In a recent interview with Brazilian newspaper Folha de S. Paulo, the bass player and producer of the band, Adriano Cintra said that the band's third album "is not a themed album. It has influences from clubs, reggae and punk." The guitar player Ana Rezende, however, said "we sometimes do a reggae that nobody thinks it's actually reggae. But in our head is very reggae".

All start in 2006 when CSS signed with Sub Pop to release their international debut album, Cansei de Ser Sexy. The first single "Let's Make Love and Listen to Death From Above" was a tremendous success. During the summer of 2007 they played at various festivals across Europe and were also scheduled to play at the Lollapalooza Festival in U.S. The band came to wider attention when their song "Music Is My Hot Hot Sex" was used in a worldwide television commercial by Apple for the iPod. Due to the song's exposure in the United States, it charted at #63 on the Billboard Hot 100, becoming the highest charting single in the United States by a Brazilian band to date.

Until April 2008 years, the idea of a (nearly) all-girl group from Brazil (Iracema Trevisan left the



band and Adriano Cintra replaced her) becoming famous for making hip electro-pop, rather than "world music", would have been unusual. São Paulo's CSS have shattered that preconception. Since then several of CSS's songs feature on the soundtracks of video games such as "Alala" in Forza Motorsport 2, "Jager Yoga" in FIFA 09, and "Rat Is Dead (Rage)" in Midnight Club: Los Angeles.

After five years some critics says the band plays a contemporary, synthesizer-led, new wave/disco sound, others says they play a new fusion of rock-electronic-reggae. For Soul Brasil they just play a universal music with a Brazilian soul. Sometimes like such other dance-driven hipster as Robyn from Sweden and Ximena Sarinana from Mexico, these Brazilians combine antique new wave sounds with unexpected world beats to create a contemporary universal language, driven by the lust for fun.

Filter Magazine's Second Annual Culture Collide Festival will take place October 6 to 9,

2011 in Los Angeles, CA, featuring CSS and many other bands from 23 participating countries such as Lindström, Does It Offend You, Yeah?, Gang Gang Dance, Liam Finn, Avi Buffalo, Da Brasillians, and many others great bands. Festival attendees will not only experience full-band live performances, but also film screenings, happy hours featuring free food and drink from around the world, and intimate acoustic sets at a variety of venues.

The Festival will take place at eight of Los Angeles historic venues including The Echo, Echoplex, Taix, 826LA, Swinghouse Studios, The Church, Reform Academy and Stories Books & Cafe. The festival will once again conclude with the Toyota Antics Block Party, a free all-day event in Echo Park on Sun, Oct 9th. A limited number of festival wristbands, providing access to all Culture Collide showcases, are available now for \$20 and can be purchased at TicketWeb.com. Additional details and the most updated information visit www.culturecolide.com - Brazilian Media Partner **Soul Brasil**. ■



Canoa Quebrada: Natural Beauty & Native Charm

By Simone Sousa Leandro
Translation: Corey Bunyard

Located on the state of Ceara in the Northeastern region of Brazil, the former fishman village was discovered by hippies in the 1970's. Canoa Quebrada is a beach that not only boasts natural beauty, but also offers a hospitable people, a variety of accommodation options, artisans and good diversity. Whoever goes to Canoa will find themselves unable to sit still! Rafts excursions are recommended (the traditional vessel of Ceara) to enjoy a wonderful excursion on the sea, and listening to the stories of the fishermen. However, those who prefer land and adrenaline can buzz through the sand dunes of the beach in a buggy. When the ocean is low, an exciting and safe option for those with children is enjoying the natural pools located in "Porto das Baterias."

With a stable climate of temperatures between 80 and 86 degrees Fahrenheit the entire year and strong winds, Canoa is the ideal location for sports like kite surfing, paragliding and ziplining. If you like sports and don't like to sit still, you can enjoy learning kite surfing with local instructors. The other option is paragliding, where you can be blown away by the view of amazing red cliffs on the shore.

One unforgettable suggestion is to experience one of the most beautiful moments in Canoa: sunset from the top of a sand dune! It's truly one of the most incredible scenes and one of the principle attractions of the village. During the night, the party goes down on the principal street, the famous "Broadway." A mixture of rhythms takes note of the location, where the tourist may encounter anything from Reggae

to Forro, and even Rock and Electronic Music. Obviously, there are a variety of bars and restaurants with diverse menus of regional and international culinary delights.

From the beauty of its dunes and cliffs and its special charm, the former fishing village captures the attention of people from all over the world as one of the most visited beaches in Brazil by national and international tourists. Canoa Quebrada waits with open arms for whoever wishes to "embrace" it.

HOW TO GET THERE

From Fortaleza take the CE 040 highway to the South until you reach the municipality of Aracati. From there it's another 7.5 miles of road to the beautiful beach of Canoa Quebrada. By bus there are daily routes from the bus station in Fortaleza directly to Canoa Quebrada. The bus company Sao Benedito makes the trip daily.

ORIGIN OF THE NAME

Canoa holds a history starting in 1650, when the Portuguese Navigator Francisco Aires da Cunha received an order from the Portuguese King, Dom Manuel, to find villages and acquire new lands on the Northeastern coast. Navigating the Sea, Aires da Cunha finally hit his ship against a large rock on Ponta Grossa beach, wrecking the ship. Worried about reaching solid ground, Aires searched on until he reached a charming fishing village where he was helped by native residents. Since 1650, the gorgeous beach has been known as Canoa Quebrada (Broken Canoe) and is still one of the principal tourist destinations of Northeastern Brazil. In the 1980's it became

internationally recognized for its natural beauty of difficult accessibility – The 7.5 miles from Aracati to "Canoa" could only be traversed by 4x4s, attracting thousands of Europeans and Hippies. ■

* Simone Sousa is a Brazilian journalist living in Fortaleza, Northeast of Brazil. To contact her email: simonesousa857@hotmail.com.



Canoa Quebrada: O Destino Mais Famoso ao Leste do Ceará

Por Simone Sousa Leandro

Localizada no litoral leste do Estado do Ceará na região do nordeste brasileiro e descoberta pelos hippies nos anos 70, Canoa Quebrada é uma



praia que além de reunir belezas naturais, possui um povo hospitaleiro, uma variedade de opções de hospedagem, artesanato e boa diversão. Quem vai para Canoa, não consegue ficar parado! A dica é aproveitar os passeios de jangada (embarcação tradicional do Ceará) e curtir um delicioso passeio pelo mar, ouvindo as histórias de pescador. Mas, para quem gosta de terra firme e adrenalina, outra dica é fazer os passeios de buggy e descer pelas dunas da praia. Se a maré estiver baixa, uma opção "deliciosa" e segura – para quem tem crianças, é aproveitar a diversão nas piscinas naturais localizadas no "Porto das Baterias".

Por ter um clima estável, temperatura entre 27° a 30°C durante todo o ano e fortes ventos, Canoa é ideal para a prática de alguns esportes como o kitesurf, o vôo de parapente e a tirolesa. Se você gosta de esportes e não quer ficar parado, pode aproveitar e aprender kitesurf juntamente com instrutores da área. Outra opção é o vôo de parapente, assim, você poderá se deslumbrar com a vista das fantásticas falésias vermelhas na praia!

Uma dica imperdível é apreciar um dos momentos mais belos em Canoa: o pôr-do-sol visto do alto da duna! É realmente um dos mais incríveis cenários e uma das principais atrações da vila-cidade. Durante a noite, a festa rola solta na rua principal, a famosa "Broadway". Uma mistura de ritmos toma conta do lugar, onde o turista pode encontrar desde o reggae e o forró até o rock e a música eletrônica. E claro, uma variedade de bares e restaurantes com variados cardápios da culinária regional e internacional.

Pela beleza de suas dunas e falésias, e do seu charme especial, a outrora vila de pescadores

chama a atenção de pessoas de várias partes do mundo, fazendo-a uma das praias brasileiras mais visitadas por turistas nacionais e internacionais. Canoa Quebrada está de braços abertos para quem deseja visitá-la!

COMO CHEGAR:

Partindo da capital Fortaleza siga pela rodovia CE 040, até chegar ao município de Aracati. De lá são mais 12 km de pista até a bela praia de Canoa Quebrada. Para quem vai de ônibus existem saídas diárias da rodoviária central de Fortaleza direto até Canoa Quebrada. A empresa São Benedito faz o trajeto diariamente.

CURIOSIDADE SOBRE A ORIGEM DO NOME:

Canoa guarda uma história que data desde 1650, quando o navegador português Francisco Aires da Cunha recebeu uma ordem do rei português Dom Manuel para fundar povoados e conquistar novas terras no litoral nordestino. Navegando muito a beira do mar, Aires da Cunha acabou chocando seu barco com uma pedra muito grande e, na praia de Ponta Grossa, quebrou seu barco. Preocupado em encontrar terra firme, Aires navegou até encontrar uma charmosa vila de pescadores, e logo foi ajudado por moradores nativos. Desde 1650, a bonita praia ficou conhecida como Canoa Quebrada e até hoje é um dos principais destinos turísticos do Nordeste Brasileiro. Na década de 80 ficou conhecida internacionalmente pela sua beleza natural de difícil acesso – os 12 km de Aracati até Canoa tinha que ser feito através de camionetes 4X4, atraindo milhares de Europeus e Hippies. ■

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Você sabia que...



VOCÊ PODIA VIAJAR SEM SAIR DE CASA?

A nova tecnologia a cada dia que passa nos surpreende, e para os que gostam de viagens ou cultura, aqui segue algumas dicas: curtas grandes maravilhas históricas como a Basílica de São Pedro e a Capela Sistina através do site oficial do Vaticano. Como exemplo, os aplicativos permitem mergulhar nos estreitos corredores da necrópole sem ter de seguir as indicações do guia, e contemplar os mausoléus basta apenas um clique. A Fundação espanhola Telefônica desenvolveu o programa "Ars Virtual", um projeto que pretende divulgar e promover o patrimônio histórico da América Latina, Espanha e Marrocos, por meio de visitas guiadas na

internet. Os passeios virtuais são em 3D permite descobrir muitos detalhes. Já o gigante Google criou o "Art Project", um portal que reúne os 17 museus e galerias de arte mais importantes do mundo. Esse site abre as portas para entrar no portal do "Moma", de Nova York, no "Tate Modern" em Londres e no Museu Rainha Sofia em Madri.

AFIRMAÇÕES POSITIVAS PODEM TI DAR SUPERIOR AUTO-ESTIMA?

Esta provado que repetir afirmações positivas para o nosso subconsciente ajuda e muito a nos superarmos problemas e desafios, assim como manter o balanço necessário em nossas vidas. Abaixo segue algumas frases efetivas para diversas situações:

Sucesso e Poder Pessoal: "Nada nesse mundo pode me segurar! Minha alma é como um balão leve que sobe para o céu ao encontro da liberdade eterna".

Corpo e Saúde: "Eu sou muito agradecido pela maravilhosa forma que trilhões de células em meu corpo trabalham juntas e em harmonia".

Amor: "Amor existe! Mas eu libero a necessidade de amor desesperado, e ao invés, permito que ele me encontre na seqüência do tempo perfeito".

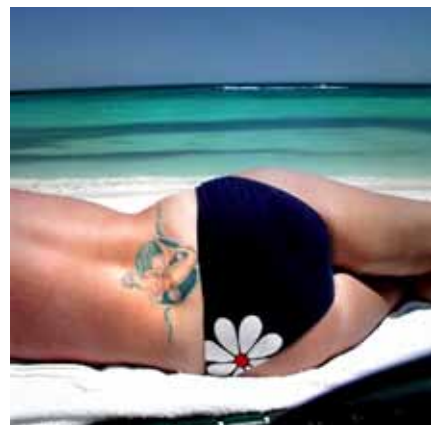
Carreira e Trabalho: "Eu tenho competência e possuo as qualidades & habilidades que os empregadores precisam".

Prosperidade: "Minha felicidade universal é tanta que posso atrair dinheiro naturalmente de uma forma crescente, através de múltiplas fontes, e de uma maneira continua".

Transformação: "Não existe nada bom ou ruim, mas sim o pensamento de querer fazer acontecer".

Satisfação: "Eu estou feliz, aqui e agora".

Esperança: "Tudo vai acontecer da melhor forma sempre".



BUMBUM GRANDE FAZ BEM A SAÚDE?

Segundo pesquisa da Oxford University da Inglaterra acumular "gordurinhas" a mais na região dos quadris, bumbum e coxas pode ser saudável, pois protege contra problemas cardíacos e metabólicos. A explicação está em que a gordura absorve ácidos graxos e contém um agente antiinflamatório que impede a obstrução das artérias. O artigo, publicado na revista científica International Journal of Obesity, ainda afirma que ter bumbum grande é preferível à gordura na região da cintura. A gordura em torno do quadril também produz maiores quantidades de um hormônio que protege as artérias e promove melhor controle da taxa de açúcar no sangue e da queima de gordura. Salve as Brasileiras!

"ZAGALLO" COMPLETOU 80 ANOS?

"Mario 'Lobo' Zagallo, único campeão mundial de futebol pelo Brasil como jogador, assistente técnico e treinador, e diferentes torneios, e uma verdadeira lenda do futebol do Brasil, completou 80 anos no dia 2 de agosto de 2011. Em entrevista à Rede Globo, o tetracampeão mencionou ainda querer ajudar a Seleção na Copa de 2014 e falou sobre uma possível função que poderia exercer auxiliando Mano Menezes - "Eu sei que posso dar muito, minha experiência é grande e eu só poderia colaborar e muito, no todo. Dentro de escalação, em tudo... "Você convive dentro do campo, trocando idéia, e pode ajudar", afirmou.

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BRASIL NO CENTRO DAS ATENÇÕES

O ano de 2015 colocará o Brasil no centro das atenções dos negócios globais. Até lá, esse fato transformará a lógica das empresas com operação no Brasil. Agora, como isso influenciará o perfil de profissional demandado por elas? Pesquisa global da IBM publicada com exclusividade por EXAME.com dá pistas para essa resposta. Realizada com 700 executivos de Recursos Humanos de mais de 61 nações e 31 segmentos de mercado, a pesquisa "Working Beyond Borders" constatou que a América Latina é um dos mercados mais promissores para recrutamento nos próximos três anos. De acordo com o estudo, 26% das empresas pretendem aumentar o número de contratações nos países do lado sul do continente americano.



GOVERNO BRASILEIRO PROCURA POR 70,000 PESSOAS PARA DIVERSAS VAGAS

12 milhões de brasileiros concorrem a mais de 70.000 vagas através de concursos públicos até o fim de 2011. Nunca tanta gente quis ser funcionário público. O que atrai tantos candidatos para os concursos, primariamente, são os salários cada vez mais polpudos e a garantia de estabilidade. Em 2000, os vencimentos médios de um servidor público federal eram de pouco mais de 4000 reais. Hoje, estão perto dos 7000 reais. Já na iniciativa privada para se ter uma ideia, em 2000 um trabalhador com carteira assinada recebia em média 1400 reais, e atualmente essa média está em torno de 1500 reais. A vantagem inicial é que a seleção para os cargos públicos é extremamente democrática: não faz discriminação de idade, condição social, sexo ou cor de pele – o que nem sempre ocorre no setor privado. O sucesso, porém exige do candidato meses de dedicação e estudos. Por outro lado, os concursos públicos e sua respectiva demanda passou a ser também uma mina de ouro para alguns profissionais e diretores de cursinhos.

TENDÊNCIAS & PERSPECTIVAS ECONÔMICAS NOS EUA

Depois de um acerto de última hora no dia 1 de Agosto e as vésperas do "deadline" sobre o acerto orçamentário, os partidos democrata e conservador finalmente chegaram a um acordo sobre a dívida dos Estados Unidos, e assim, evitar não poder honrar os compromissos do governo a partir do dia 2 de agosto. Com o corte imediato de despesas e um 1 trilhão de dólares no primeiro ano, o governo de Obama teria recursos suficiente para não ficar em falta com os credores. Entre os credores externos está o Brasil, acreditem se quiser, aparecendo em quarto lugar na lista dos credores externos dos EUA, assim como a China, o seu maior credor. Em relação ao acordo em um todo, é confuso explicar, mas basicamente ele prevê a redução da dívida do país, que está hoje em mais de 14 trilhões, em 2,4 trilhões na próxima década, e tendo Obama a liberdade para aumentar o teto da dívida à medida que os cortes sejam processados. Obama não conseguiu emplacar o imposto sobre os mais ricos e só poderá gastar o que economizar. Os Estados Unidos se livrou do calote por agora, mas as incertezas para o futuro continuam e as perspectivas não são das melhores. A conclusão básica e rápida, seria dizer que Obama perdeu, os políticos Americanos são irresponsáveis e o sistema está mais do que nunca vulnerável.





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Should I Stay or Should I Go?

By Jose Ricardo Aguilar

When did Brazilians become so afraid of adapting? We constantly hear our fellow Brazilians living abroad talking about how much they miss home, but they also say it is impossible for them to go back and readapt to their old lives. Brazilians living abroad say they are so accustomed to their new “foreign” lives that it is hard to picture living in the tropical regions of Latin America again. This includes young adults who received an education abroad. Yes, perhaps there is some truth in this way of thinking, but, forgive me for saying so, going back is just not that difficult. Going back and readapting to the very place we came from could be the best thing for an individual – especially if this person can contribute to the growth of the country.

While living abroad, many of us have received training, mastered certain skills, and increased our overall knowledge. Many of us have become better human beings with nurtured abilities capable to influence and improve things around with little effort. A good number of Brazilian citizens living abroad carry with them a great

amount of knowledge and expertise. These are, for instance, the people who should be heading back and guiding the country forward. The new knowledge we have acquired here is what we should keep and then apply where it is needed.

Brazil was always (and will be always) very different from the United States. The U.S. perfected democracy over the last 225 years while Brazil has struggled to maintain its democracy over the last 100 years. The styles of life today between the two countries are also very different. Most Americans live to achieve their personal goals in the long run while most Brazilians like to live one day at a time. The United States today is home to more than 1.1 million Brazilians. This unfortunately serves to explain the image of Brazil from many years ago - not only a country consumed by corruption and violence, but a place where millions of its own people felt the urge to leave and restart their lives somewhere else. But the curious fact here is that, many years ago, we moved and we adapted. A good number of us, Brazilians, started moving

to other countries and remained there. When we moved, we figured out how to blend in the lifestyles of Europe, Asia, and America while still preserving our true Brazilian ethnicity.

Our own culture is reshaped by foreign influences too. Even before the 1800's, Brazil had welcomed immigrants from Portugal, and later on, people from the rest of Europe and Asia. Excluding the thousands of Portuguese emigrants who fled with the royal family to the former capital of Rio de Janeiro, most immigrants were brought with the main intent to work in the discovery of minerals and also benefit the agricultural industry, which has traditionally been the foundation of Brazil's economy. In addition to these immigrants, we also have the African influences that were brought in even earlier by slaves. The Brazilian population as we know shows the end-result of the “melting pot” the U.S has claimed to be producing.

Americans have for many years talked about how multiculturalism will eventually reshape



the North American culture in the many years to come, but the reality is that this is old news in good-old Brazil. Our last names are Spanish, Italian, Japanese, Portuguese, and the list goes on. Few are the Brazilians with real native family names, if any at all. Our appearances are unique and modeled by the looks of all peoples inside and outside of our country. Brazilians can look like Indians, Koreans, Germans, Italians... the Brazilian people can look like everybody else. This is not to say that Brazilians do not have a particular look, but our unique combination of looks is what defines our people.

This shows that Brazilians have long been adapting into our very own country even before the 1800's. We have not been there forever; our families have not been there forever. Our own ancestors were once newcomers to the very place we call home, and we seem to have adapted very well, don't we? This is why Brazilians can actually go back home and do well. The difficulty in dealing with the idea of going back has to do with the transformation our psychology goes through after moving away from home.

During our first couple years in America, as an example, we see ourselves as outsiders trying to blend in. We work like maniacs to feed our

lives back home. We live a double life. But this only goes on until we realize we must pick one of these lives in order to simply live better. That is when we begin making fewer phone calls back home. That is when we start being more selfish and taking care of ourselves better. That is when we send less money to our kinfolks. We eventually realize that we can have a more comfortable "new life," but in order to have that, more means have to be invested in ourselves alone. Then we develop a valid and reasonable counter-argument to comfort our desire to stay: perhaps the reason we do not want to go back home is because we enjoy

both the comfort and convenience this new "American" life provides us.

The better quality of life in America is certainly another force that makes us want to stay and not go back. It is normal not to want to go back to a place that slapped us on the face 20 to 25 years ago, and instead, we feel safer to stay in a developed environment that gives opportunities even during the greatest economic chaos since the Great Depression. It is much easier to want to identify ourselves with a place that treats us better. From our past memories, home has always given us less room to move around. It has glued our feet to the floor and impeded us from even trying to climb the steps of the economic classes.

America is a completely different place (or at least, has been for the most part). Uncle Sam actually allows us, peoples of all races and backgrounds, to start fresh and make money if we work hard, which is the not the case in other places such as Brazil. For those without a college degree, working in the U.S as a plumber or electrician can pay just as much, if not way more. Obviously, a college degree will be useful





for the rest of our lives, but in the sake of this argument, working as a plumber assistant will help pay the bills and more for a certain period of time.

The opportunities the Brazilian economy offers are not as abundant yet, but steadily and slowly, they are improving. As we know (and as we hear all the time), the Brazilian economy is getting better. Jobs are being created like never before. Foreign investment is being injected in the economy everyday. Infrastructure and education are finally being considered for improvements. Women have better opportunities. Hunger and poverty are looked at as old shameful habits and being tackled by the government. Violence in the big cities is finally bothering politicians. Brazil is addressing its problems and aiming for better days in the future. Of course some old habits will never break (or maybe they will just take longer). Habits that cannot seem to go away are, for instance, a national soccer team on a streak of disappointment, or soap-operas insisting on slowing down the brains of those watching them, or rich families hiring 24/7 cleaning ladies and stripping them away of any chance of succeeding with their own lives.

Brazil is still as good as the old days, but this time, it is moving towards the better days. With all the experience and knowledge we have acquired from living abroad, we make up an useable force for the Brazilian economy - young adults, especially. These are people with innovative ways of thinking that can revolutionize the old-school management style of Brazil. Even though our economy is moving upward, our political system of today is only a modern reflection of what it was in the recent post-dictatorship: old ideas to solve old problems. Young people who went to universities abroad nurtured different ways of thinking.

They carry different perspectives and universal ideals that can be applied when trying to solve the stubborn problems of Brazil. This is not to say that Brazilian students attending colleges abroad are better, they are just better prepared because of the extra experiences they go through and opportunities they have. The article "Brazil: Sustaining Economic Growth," published by Soul Brasil magazine talks in greater depth about the underdeveloped educational system inside Brazil. When closely compared, it is evident that the American universities are

producing better professionals and are in much better shape than the Brazilian ones.

So maybe the freezing temperatures of New York or the humid weather of Florida has eaten our memories of the tropical beauty of Brazil. Or perhaps the decreasing value of the Dollar is still good for everybody - as long as the Real stops trying to catch up to it. Based on its (recent) history, Brazil has given us many reasons to run away from home and never to come back. Recently, it started with the dictatorship, then went to the destruction created by the bad moves of Fernando Collor de Melo, and finally, it moved to the escalating violence and the lack of opportunity for the rest of the people. But today, times are different.

Brazil is not yet a fully developed superpower, and it may take a few decades to get there, but we can help the country get there faster. The catch here is that we will need to do some weight lifting. We do no good if we move back and wait with our arms crossed for better days. Moving back will require some individual efforts. We cannot simply hitch a ride on a growing economy and catch the products as they trickle down - if we do that, we will actually slow down the process of development - we must apply the knowledge and abilities we have acquired abroad in order to push the country forward. The only headache here will be to update all documents and get used to the excessive bureaucracy again. Besides this little inconvenience, enjoy a very cold beer at bar do Ze followed by a churrasco later in the afternoon. ■

***Jose Ricardo Braga de Aguiar is a dual citizen and natural from Minas Gerais, Brazil. He has a degree in International Business from University of Bridgeport and in 2011 is pursuing his MBA in International Economics in NYC. For contact and comments email him at joseaguiar113@gmail.com**





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Maior Gravadora do Mundo Aposta em Brasileira de 16 Anos

Quando vivia nos EUA, entre os seus 11 e 12 anos, Laura Rizzotto mostrava músicas brasileiras para seus amigos. Eles gostavam da melodia, mas não entendiam as palavras. Laura então começou a traduzir as letras do

português para o inglês e a turma toda adorou. As traduções logo evoluíram para versões e Laura, que já estudava piano desde os 8 anos de idade, começou a compor as suas próprias canções, com letras em inglês.

De volta ao Brasil, Laura colocou o seu repertório a prova em três shows no Rio de Janeiro, onde reside. Foi vista por um diretor da Universal Music, a maior gravadora do mundo e contratada imediatamente. Meses depois, a jovem carioca de 16 anos já lançou o seu primeiro videoclipe oficial, três singles que estão sendo vendidos na internet e em breve finalizara o seu primeiro CD, com o produtor britânico Paul Ralphes.

O talento de Laura Rizzotto, que além de cantora e compositora também toca piano e violão, impressionou Eumir Deodato, famoso maestro brasileiro, que já fez arranjos para Al Jarreau, George Benson, Björk, Aretha Franklin, dentre outros. Deodato veio se apresentar no Brasil e aproveitou a viagem para fazer um arranjo especial para uma canção de autoria de Laura, escolhida pessoalmente por ele. O single de Laura com Deodato será lançado em breve, na internet, pela gravadora Universal. "Ficou lindo, bem do jeito que eu queria: pop com um charme vintage", comemora a jovem artista.

Laura quer conquistar o mercado brasileiro e internacional e em uma coletiva mencionou: "Quando vivi nos EUA percebi que os estrangeiros gostam da nossa música, mas a apreciariam ainda mais se entendessem as letras. Dizem que é difícil um artista brasileiro fazer sucesso com músicas em inglês, mas de que vale a vida sem sonhar ou pelo menos tentar?" indaga Laura, com olhar e determinação de quem vai chegar lá. ■

***Para checar o site oficial da jovem carioca, visitem www.laurarizzotto.com**



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Cabelo: Prioridade entre as Mulheres



O cabelo sempre foi uma das prioridades do sexo feminino no que se refere a beleza incondicional. O certo é que um cabelo bem tratado e com um penteado 'in style' já melhora o visual de qualquer mulher. Não é a toa que a indústria do cabelo é uma das indústrias que mais lucram dentro da esfera "Moda & Beleza". Mas claro, existem alguns truques "naturais" que podem ajudar a mulheres de A a Z.

No quesito de cuidados, para quem vive em cidade grande, a poluição é algo que não somente prejudica o fio como também acelera o seu envelhecimento. Além de danificar a fibra do fio, a poluição do ar e da água faz com que o organismo produza radicais livres, substâncias químicas que aceleram o envelhecimento e causam mutações nas células do corpo, inclusive no couro cabeludo, o que pode levar até à calvície.

Nesse caso, o segredo é lavar e higienizar o cabelo pelo menos três a quatro vezes por semana. No caso de quem tem cabelos oleosos, a prática deve ser idêntica. Aplicar babosa nos fios é sempre muito bom para a queda e fortalecimento. Quem sofre

com oleosidade excessiva no couro cabeludo e nos fios pode apostar nas propriedades da argila para resolver o problema. Quando a argila é aplicada na raiz, ela remove todas as células mortas e ativa a circulação do couro cabeludo para incentivar o crescimento de novos fios saudáveis.

Para conseguir dar mais brilho e cor natural aos seus cabelos, uma boa dica é passar chá de camomila nos fios e em seguida expor o cabelo ao sol por alguns minutos. Nos EUA não se acha sabão de coco com facilidade, mas para quem mora no Brasil ou pode trazer um sabão de coco de boa qualidade, lavar os cabelos pelo menos uma vez por semana com esse tipo de sabão é uma maravilha para a revitalização dos fios. Para hidratar, use uma máscara de abacate – bata a metade da fruta no liquidificador com gotinhas de óleo de amêndoas e uma ampola de queratina, deixe por meia hora e lave com água morna. Para proteger os fios, além de um bom condicionador sem enxágue, uma boa dica é aplicar um silicone nas pontas dos fios.

No Brasil, os experts já estão antecipando os penteados para quando o sol voltar mais forte

- verão 2011/2012. As opções são para todos os gostos e tipos, mas os lisos que ficaram "fora de moda" durante algum tempo no Brasil, volta com força total. Os cortes de cabelos de fios retos vão desde o comprimento médio até o longo. Esse estilo faz os rostos femininos ficarem mais elegantes e sofisticados. Os fios lisos podem ser usados tanto soltos ou presos. O penteado com cortes retos inspirado nos anos 70 – que é um rabo de cavalo com mechas um pouco soltas nas laterais para cobrir as orelhas, deve ser seguido por muitos cabelereiros brasileiros.

Mas se você não tem fios escorridos nem paciência para passar um tempão alisando o cabelo, os cabelos curtos com comprimento mais ou menos na altura do queixo e em formato "quadrado" é outra aposta a "ritmo" de verão brasileiro – tipo da modelo americana Arizona Muze. Já no que se refere as cores, a tendência deve ser os loiros acinzentados e acobreados e as tonalidade bege ao estilo "natural". Como mencionado mais acima, os rabos de cavalo voltam a ser "in style" e as donas de madeixas médias e compridas devem investir nas tranças e coques. ■



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Guardian Angel Conversations

By Tom T Moore

Six years ago I discovered that I could converse with “spirit” as it’s called. This is something you can do too if you don’t mind putting in the time and effort, which I’ll explain below. The first person I communicated with was an American Indian Shaman living in the western United States in the 1600’s. He explained that I was a Shaman also living at that time and that I was to reintroduce people to “The Gentle Way.” This became the title of my first book on teaching people a simple, yet very powerful spiritual tool to use - requesting Most Benevolent Outcomes (MBO’s). I had been requesting MBO’s for several years, but I did not understand how powerful they are. I only cared that they worked perfectly, and I had never been able to say that about any of the other modalities I had tried - law of attraction, power of positive thinking, etc.

Eventually I began communicating each time with my own Guardian Angel. Naturally I asked what name to call him. He explained that our vocal chords are not made to pronounce angelic names, and we would simply be frustrated if we tried. He said, “Tom, we’re not too big on names here, so you can call me Tom, Dick, or Harry, but Tom might be a little confusing in your meditations.” So in my case I thought about it for a few days and was “inspired” one day to begin calling him Theo.

So here’s your first suggestion. Say out loud, “Guardian Angel, what name should I call you?” You may immediately receive a name in your mind, or it may take a few days, as it did me.



The second suggestion is to start requesting MBO’s. Remember what I said about how powerful this is? Theo told me that this is the FIRST big step in learning to co-create with spirit! Our goal is to become “Junior Creators in Training.” So just start with the mundane requests such as, “I request a Most Benevolent Outcome for a parking place in front of _____, thank you!” You’ll start receiving immediate feedback that these requests work, before you start requesting MBO’s for ones that can take months or even a year to manifest, such as requests for the perfect job, home, or mate. Theo says humans are impatient (he says that with humor).

Theo tells me that there are a little over one million Guardian Angels (GA’s) handling all the souls having earth lives, and all of our lives on earth are happening at the same time, as time is an illusion for us. That’s why I could converse with the Shaman living in

the 1600’s. I have learned from him that all of these GA’s are “golden light beings,” with an enormous amount of experience and knowledge.

They do it with great love and joy, but Theo says we must request assistance, as our souls have instructed them to only assist if we ask, or if our lives are in danger and our soul contracts are to live to an older age. So when you request MBO’s you become more aware, and most importantly, your vibrational level begins to increase! Theo says requesting MBO’s is the simplest way to raise your vibrational level, and with all the benefits that come with your GA assisting in manifesting your requests.

So contacting your own GA can be quite easy if you already meditate. Instead of going into a deep meditation, just stay in the higher Alpha state instead of the deeper Theta



level. Then you just say, "Guardian Angel, are you there?" You'll receive a response where it seems you are mentally answering your own question, but continue with a simple question or two. Theo says they send us "thought packet" answers that are filtered from our right brain to the left according to our knowledge, beliefs, and education. And that's why you can communicate with any beings in the universe, as you don't have to speak their language.

If you don't mediate, don't fret. There are many meditation CD's and MP3's out there. I do highly recommend that you say, "I request a Most Benevolent Outcome for receiving these messages perfectly, thank you!"

That and surrounding yourself with white light will give you protection to only speak with your own GA.

Communicating with your own Guardian Angel takes some work, but the results will amaze you. You can write the answers, say them out loud and record, or as I do type the answers on your computer. Have all your questions listed on a pad and open your eyes to read each one as you go. Then, practice, practice and practice, as Theo told me over and over again. Have a most benevolent experience! ■

***Tom T. Moore is a speaker, frequent radio guest, and author of the series "The Gentle Way: A Self-Help Guide for Those who Believe in Angels by Light Technology (ISBN # 1-891824-60-0 and # 978-1-891824-80-7). <http://www.thegentlewaybook.com>**



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The "Made in Brazil" Success

By Rebecca Carvalho

Brazil has the largest economy in Latin America, its economy is also among the largest in the world. It has a growing domestic economy that has brought up the "status" of the country at the international level, allowing it a favorable economic environment for foreign investment and exportation opportunities. According to Apex Brasil - Brazilian Trade and Investment Promotion Agency, in recent years Brazil has been strengthening its economic role as a major economic platform, and becoming an important market for investors around the world.

A promising example of the economic relationship between Brazil and foreign markets is the Brazil - Peru business roundtable that took place last August 25th (*2011) in Lima, Peru. According to Andina (Agencia Peruana de Noticias), Peru is the sixth largest market for Brazilian exports and Brazil is the third largest provider of Peruvian imports (after the U.S. and China). In June (*2011), the Brazilian meatpacker Marfrig agreed to acquire American company Keystone Foods. Marfrig will become a leading supplier to American fast-food restaurants like McDonald's and Burger King. Following this wave of corporate acquisitions, in July (*2011) the American company Dow Chemical's agreed to sell two plants for production of polypropylene (a type of plastic) in Texas for Braskem, a Brazilian plastic producer. Although marketing agreements reaffirm the important image of the Brazilian economy abroad, the presence of Brazilian high-quality products in international markets plays an important role in breaking

stereotypes and disseminating various nuances of the Brazilian culture. Over many decades, Brazil was considered the country of samba and soccer and only a "supporting actor" in the international economic scenario. While some Brazilian companies have gained international prominence, as is the case of Embraer and Alpargatas (Havaianas), the words "Made in Brazil" come to have strong meaning and represent these days "cool stuff". Another interesting factor is that the internationalization of the companies helped Brazil to attract more investors to the country.

An interesting international project came from Leblon, a distillery from the state of Minas Gerais which aimed at internationalizing a typical Brazilian product: cachaça. Leblon introduced its products in the U.S. in 2005 and, a year later, in the UK and France. The company concept was to present a high-quality cachaça at accessible prices to foreign markets, and also started to teach consumers about Brazil's cultural history. At the cultural marketing level, it was a very strategic move. The goal was to popularize cachaça in the world by introducing consumers to the cultural connotations behind it. The company also was eager to teach the difference between cachaça (a Brazilian product) and rum (Caribbean). In the U.S., it is common to hear cachaça being called "Brazilian rum", however the two drinks are prepared in different ways. In 2008, Leblon started caipirinha-making lessons. Since then they have spread through Europe and went to Thailand. The campaign to popularize

caipirinha, while giving it international quality, helped the cachaça to gain recognition as an authentic product "Made in Brazil." When a popular high-quality product is associated with the image of a country, it strengthens cultural ties. For example, USA Today called cachaça "the essence of Brazil in a bottle."

If you are Brazilian, living abroad or just sightseeing, do not be surprised to find cookies, coconut water and acai brands from Brazil on the shelves of several supermarkets as well as Havaianas flip-flops stands and Brazilian Jiu-Jitsu academies in many cities from L.A to Moscow. Avoid the old expression "this world is too small," as these Brazilian representatives are more than coincidences on your way. They represent the strength of the Brazilian economy reaching international markets and consolidating the culture of Brazil in foreign lands. ■

* Rebecca Carvalho arrived in U.S. years ago as an Ambassador Student from Brazil, than in June 2011 got his graduation from the Lawrence University in Wisconsin). She now lives in the "Silicon Valley" in California. Rebecca is a journalist and an author of books for kids - rebeccamcc7@gmail.com.



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A NOVA CLASSE MÉDIA BRASILEIRA TEM MAIS JOVENS E EMPREGOS FORMAIS

A nova classe média popular que surgiu no Brasil nos últimos anos é, comparada à população total, mais jovem, mais empregada no setor privado formal, mais concentrada na indústria de transformação e no comércio, e com uma proporção maior de pessoas com oito a dez anos de estudos. Alguns dados importantes foram catalogados pela Secretaria de Assuntos Estratégicos da Presidência da República, para o seminário Políticas Públicas para a Nova Classe Media realizado em Brasília no dia 8 de agosto.

A emergência da nova classe média corresponde ao inchaço de um segmento do meio da pirâmide de renda no Brasil, com perda de espaço para as pontas mais pobres e mais ricas. Isso ocorreu pela queda da desigualdade, com a renda dos pobres crescendo mais rapidamente do que a dos ricos, congestionando o meio da distribuição. Assim, aquele grupo médio saiu de 40% da população em 1999, ou 68 milhões de pessoas, para 52% em 2009, ou 99 milhões.

Nesse grupo, 9,3% das pessoas são jovens de 20 a 24 anos, proporção maior do que entre os

pobres, de 7,7%, ou os ricos, com 7,8%. Entre os trabalhadores dessa classe média popular, 41,6% têm emprego com carteira assinada, comparado a 20,5% dos pobres, e 34,5% dos ricos. O grupo do meio tem 15,9% na indústria da transformação, ante 9,5% dos pobres e 13,5% dos ricos; e 19,8% no comércio e serviços de reparação, comparado a 13,8% dos pobres e 17,5% dos ricos.

Em valores estatísticos, essa definição pode entrar em choque com a idéia de que a classe média no Brasil possa viver nos mesmos padrões do grupo assim classificado nos Estados Unidos e na Europa – onde esse segmento está de fato no meio da distribuição, enquanto no Brasil se situa entre os mais ricos. O estudo chegou a uma conclusão que o “grupo intermediário” têm renda per capita familiar (1-4 pessoas) entre R\$ 1.000 e R\$4.000. Esse grupo cada vez maior no meio da distribuição brasileira tem uma personalidade própria, diferenciada tanto dos ricos quanto dos pobres. Em muitos aspectos, como a aspiração à ascensão social, o gosto pela tecnologia e a importância crescente dada à educação, é um segmento com características sociológicas de classe média.

IV CONFERENCIA “BRASILEIROS NO MUNDO” TEM DATA MARCADA PARA OUTUBRO

Com datas marcadas para os dias 5, 6 e 7 de outubro de 2011, em Brasília, a IV Conferência “Brasileiros no Mundo” serve para o Governo Brasileiro prestar contas de suas ações em benefício dos brasileiros no exterior e debater as demandas pendentes. Serão apresentados os primeiros resultados do Plano de Trabalho SGEBCRBE para o biênio 2011/12, definido em maio passado.

A decisão de se anunciar a Conferencia com bastante antecedência atende a demanda da própria comunidade brasileira, que poderá planejar sua vinda a Brasília com mais tranquilidade, e os objetivos do MRE de assegurar uma maior participação. Será também a primeira edição com o Conselho de Representantes de Brasileiros no Exterior em pleno funcionamento, após sua posse pelo então presidente da República Luiz Inácio Lula da Silva na III CBM, em dezembro de 2010. A Conferência é o principal fórum de debate sobre a política governamental para as comunidades brasileiras no exterior e reúne as principais autoridades, lideranças comunitárias, estudiosos e outros interessados no tema. Para contato: brasileirosnomundo@itamaraty.gov.br





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San Francisco



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San Francisco Highlights

"Senna" estreia na Bay Area

O documentário que conta a vida do famoso piloto brasileiro de Fórmula 1 Ayrton Senna, foi lançado na Bay Area no dia 19 de agosto.

Dirigido pelo britânico Asif Kapadia e produzido com o apoio da família de Ayrton Senna, o filme acompanha a carreira do piloto, desde sua estreia na Fórmula 1, em 1984, até a sua morte em um acidente durante o Grande Prêmio de San Marino, em 1994. A produção mostra também os três campeonatos mundiais conquistados pelo aclamado piloto brasileiro, sua rivalidade com Alain Prost, além de sua saída da McLaren.



Courtesy Senna Film

Para nós que vivemos fora do Brasil em especial, filmes como este sempre serão uma boa opção de entretenimento! Mais info: www.sennamovie.com.

JV CBM será em Outubro

A IV Conferência Brasileiros no Mundo (CBM) será realizada nos dias 5, 6 e 7 de Outubro de 2011, em Brasília. Na ocasião, o Governo brasileiro prestará contas de suas ações em benefício dos brasileiros no exterior e debaterá as demandas pendentes. A CBM é o principal fórum de debate sobre a política governamental para as comunidades brasileiras no exterior. O evento reúne as principais autoridades, lideranças comunitárias e estudiosos.

Acontece na Bay Area



BRAZILIAN INDEPENDENCE DAY CELEBRATION EM SF acontece no Domingo, 11 de setembro a partir das 2pm no Golden Gate Park, Hall of Flowers (Entrada pela 9th ave and Lincoln St.). O evento já se tornou uma tradição para a comunidade brasileira da Bay Area. Entre as atrações, vários apresentações de grupos de música e dança de grupos locais, comida típica de varias regiões do Brasil e exposição de artes de artistas brasileiros. Informações: 415-587-4990 ou 415-425-7242 - www.brazilinthebay.com

OS ASTROS DA MUSICA SERTANEJA BRUNO & MARRONE se apresentam na Quinta-feira, dia 29 de Setembro, as 8pm no clube Roccapulco localizado na 3140, Mission St. em São Francisco. O evento tem produção da Kidoidera e mais informações podem ser obtidas pelo fone 415-425-7242 ou acessando o website www.brazilianevents.com



Eu amo a Bay Area Porque..

"Aqui posso bater minhas asas ao mesmo tempo que observo o trânsito na Golden Gate Bridge. Lindo mesmo e ter o privilégio de presenciar a Golden Gate fazendo jus ao nome, sob a luz do pôr-do-sol".

Suellen Cristina Lustoza
Praticante de Parapente

"Porque Voce Ama Sao Francisco?"

Envie sua mensagem e uma foto para debora@soulbrasil.com. As melhores respostas serão publicadas nas próximas edições da revista.



DEBATE & SOLUÇÕES PARA MELHORAR O BRASIL

Começou o processo de participação social para a elaboração do II Plano Nacional de Enfrentamento ao Tráfico de Pessoas. O documento que deve ser concluído até o fim de 2011, conterá estratégias, ações e metas para se enfrentar o problema. A participação popular e consulta pública virtual é uma excelente forma de mostrar que sim estamos mudando. Há duas modalidades para participação:

- 1) Envio de propostas pela internet;
- 2) Realização de reuniões com grupos que discutirão o tema e poderão fazer sugestões.

Qualquer cidadão brasileiro pode participar, individualmente, por meio de ferramenta disponível no sítio eletrônico <http://www.mj.gov.br> debate. O processo será dividido em duas etapas: a primeira, aberta para participação nos fóruns virtuais, acontece até o dia 31 de agosto; a segunda, para votação das propostas sistematizadas, ocorrerá de 1º a 15 de setembro próximo.

COMO EVITAR O "ENCALHE" DE ENCOMENDAS AO BRASIL

Há atualmente, sobretudo na Alfândega do Porto de Santos/SP, caixas ou encomendas com diversos tipos de mercadorias retidas por não estarem amparadas no conceito de bagagem e não possuírem o documento chamado de "Conhecimento de Carga" ou "Bill of Lading" (BL) em inglês - documento que comprova a posse e a propriedade da carga. Muitas dessas encomendas foram transportadas em contêineres junto à mobília de viajante que "se transferia" em definitivo para o Brasil, contrariando a legislação. O artigo completo "Como enviar encomendas para o Brasil e evitar o "Encalhe" do material enviado", editado e baseado no comunicado da Receita Federal enviado a imprensa brasileira do estrangeiro esta disponível em nosso website <http://www.soulbrasil.com> (coluna da direita "Featuring Online").



EBOOK GRÁTIS QUE PODE TI AJUDAR A DRIBLAR A CRISE

Depois de ser vendido por mais de dois anos online, o eBook em português "Como se Tornar um Empreendedor de Sucesso Associado ao Maior Site de Leilões do Mundo – o eBay" estará disponível a partir de 7 de setembro totalmente grátis na homepage da Kisuccess Publishing & Marketing. Os interessados em obter valiosas informações sobre como funciona o eBay e quais as melhores ferramentas auxiliares que podem ser usadas para aumentar as chances de se tornar um empreendedor online podem acessar o website <http://www.kisuccess.com> e baixar o respectivo eBook em formato PDF.

IMIGRAÇÃO NOS EUA

Em uma decisão mais do que acertada do governo Obama, no último dia 18 de agosto, os EUA anunciaram que vai suspender os processos de deportação contra imigrantes ilegais que não representam ameaça à segurança nacional ou a segurança pública. A governação ainda vai orientar juizes de imigração a acelerarem os cerca de 300 mil processos em pendência, deportando aqueles que se envolveram em atividades criminosas e os que concretamente violaram as leis de imigração. A nova política deverá ajudar principalmente milhares de imigrantes ilegais que vieram para os EUA ainda crianças e desejam entrar numa universidade americana ou desejam servir nas forças armadas.





Brazilian Day Celebrations 2011

The first weeks of September had been very busy for Brazilians who live abroad. Every year, thousands of Brazilians in the U.S take their Brazilian national team shirts from their wardrobes, paint their faces and expose the country's flag on their cars to take to the streets

around the United States to celebrate the Brazilian Independence Day. It is the "Brazilian Day", which after several years of celebrations in New York, has spread through the U.S territory in cities such as Miami, Boston, Los Angeles and San Diego as well as worldwide like in London,

Tokyo, and Toronto. In California [Soul Brasil](#) magazine is one of the supporters and incentive all Brazilian culture lovers to come over for what we consider a diversified scope of Brazilian culture, demonstrating traits of our music, dance, and cuisine that are not often seen.



BRAZILIAN DAY IN LOS ANGELES

Saturday, Sept 10, 2011 from 12pm to 6pm at the La Brea Tar Pits, in Hancock Park. The Consulate General of Brazil will have the assistance of SambaLa Samba School organization in the organization of the annual "Brazilian Day in L.A" this year. This collaboration will make it possible to continue to offer a day of celebration of Brazilian culture in Los Angeles, a tradition since its first edition in 2005 by the initiative of Brazilian General Consulate. The event this year bring together two events in one as the former "Long Beach Brazilian Street Carnaval" organized by SambaLa will be aggregated to the Brazilian Day in L.A and making it more strong. The event will continue to be free and open to the public. For more info visit www.braziliandayla.org.

BRAZILIAN DAY SAN DIEGO

The annual event is held since 2008 on Sunday after the "Labor Day", but in 2011, as a result of the date being 9/11, this year's event will happen on Sunday 18th and as usual, from 11am to 7pm on Garnet Street in the heart of Pacific Beach. In an initiative of the Brazilian capoeira master Paulo Batuta and DJ Rubinho Moreno – who is no longer part of the organizing committee, the event has become a reference in Southern California and this year it is estimated to an audience of more than 60,000 people. This year's theme is "Green & Growing... Responsibly", and the great news this year coming from the "floats" that have been produced by the community and will be part of the "parade", schedule for 3pm. Also new for this year is the presence of a second stage - the "Latin Explosion", that was designed to give exposure for diverse groups of Latino community. More info www.braziliandaysandiego.com.





Soul in Shape

Amanda Araujo



Born: Brasilia, Brazil

Living Now: Brasilia, Brazil

Weight: 111 pounds

Height: 5'4"

Sign: Gemini

Color: Green

Food Preference: Anything with Shrimp.

Hobby: Dance & Make New Friends.

Sport/Fitness: Handball & Surf.

Music Style: Hip Hop

Career: Interior design

A Dream: To know the five continents of the planet.

Photos: Paulo Macedo

Full Article: Starting Oct 1 of 2011 at www.soulbrasil.com/soul-in-shape.

*Article & more photos usually is published in our website one month after the printing magazine is in circulation.



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