

SOUL BRASIL

May 25 / June 2015 - Year 13 - Issue 73

magazine
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Hot & Special Issue

WHY BRAZIL IS HOT?

Science Bossa Nova...

HOT DESTINATION:

Caruaru,
the Capital of Forró...

HOT RECIPES:

Arrumadinho, Tapioca,
Queijadinha...

THE HOT GIRL:

Celia Almeida
SpiceS Up the Issue...

SPECIAL REPORT:

How to Raise Capital
for you or your business...



Free Issue

+ Reviews, Events and Community News...

Celia Almeida

Summer Special / The Hot Girl



“I live day by day. I keep my confidence high with exercise and enjoying life as much as I can. The future will take care of itself. My hobby is going to the beach... to walk, to run, to get some tan, to have some fun under the sun!”



Get more of Celia checking
“The Hot Girl” video... soon
in our website www.soulbrasil.com



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own hands

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Editor's Note

Summertime and the livin' is easy
 Fish are jumpin' and the cotton is high
 Your daddy's rich and your ma is good lookin'
 So hush, little baby, don't you cry

One of these mornin's, you're gonna rise up singin'
 you're gonna spread your wings and you'll take to the sky
 But 'til that mornin', there is nothin' can harm you
 With Daddy and Mummy, Mummy standing by
 Don't you, don't you cry

These lyrics of "summertime" made Ella Fitzgerald famous. Summertime in Southern California makes a lot of people associate it with beach life, outdoor

festivals and a lot of fun under the sun, and in special, Brazilians. Summer means longer days, cooler nights and an endless season of things to do in L.A, Santa Barbara and San Diego (and great pool parties in Vegas!). Besides all the fun on the beach or at the pool, summertime in Southern California is a fantastic season for music lovers.

The free summer concerts series of 2015 has arrived in many cities and neighborhood. The Twiilight series at the Santa Monica Pier on Thursdays is one of my favorites, but we have so many options and in a variety of locations. I invite you to check our website www.soulbrasil.com to check some new features, including an updated listing for the best free summer concerts and its outdoor venues. We are implementing very cool changes in our website and great news and surprise is on the way.

Happy summer!
 Lindenberg Junior

SOUL BRASIL magazine

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YOU HAVE EMAIL. WE HAVE AN INBOX. SEND YOUR LOVE AND HATE TO LETTER@SOULBRASIL.COM



CORN TAMES TENSION! Frazzled nerves leading to fuzzy thinking? Grab some corn, put it on the grill (or in the oven) and “bom appetite”! The fiber-filled ears are rich in stress-busting B vitamins, study-proven to rev mood and shut down anxiety. Corn is also high in thiamine, a vitamin that increases production of a brain chemical that boost alertness and attention. Corn is also rich in folate, shown to ward off cardio-vascular disease. In fact, eating it regularly can lower your heart-attack risk by 10%.



ZUCCHINI PROTECTS YOUR VISION! The summertime squash is packed with two antioxidants that can slash your risk of macular degeneration – the leading cause of age-related vision loss, almost 50% by filtering out harmful UV light and protecting your retinas from damage. The sight-saving duo is also shown to reduce the risk of cataracts 30%.



PREVENT WRINKLES WITH CARROT JUICE! Carrots have more beta carotene – which our bodies convert into skin-proactive vitamin A, than any other vegetable. Beta carotene works from the inside out, providing protection against sunburn and the ultraviolet light damage that creates wrinkles, roughness and sagging, shows German research. Consume carrots give your skin a natural rosy glow that makes your appear younger, say British research.

KALE IS THE SINGLE BEST FOOD SOURCE OF VITAMIN K! And folks who have pain and inflammation can have much benefit in the long run if eat this wonderful vegetable. A good alternative to use kale is drink a green juice and add also green tea or pineapple as part of the ingredients. Vitamin K appears to strengthen cartilage and green tea helps cartilage stay hydrated, preventing tears and pain, plus delivers tons of EGCC, a unique anti-arthritis antioxidant. The tropical treat pineapple is loaded with bromelain, an anti-inflammatory enzyme that eases pain and swelling and repairs soft tissue damage.



AVOCADO HELPS CONTROL CHOLESTEROL. Eating an avocado a Day can significantly lower your bad LDL. Cholesterol in a matter of weeks, reports the journal of the American Heart Association. The cream fruit is shock-full of plaque-bursting monounsaturated fatty acids.

MEMORY-SAVING “PILL” AND SMART WAYS TO PREVENT ALZHEIMER. Resveratrol, an antioxidant found in the skin of red grapes inhibits the formation of sticky, harmful deposits in the brain linked to Alzheimer. According to University of Kentucky research. To help prevent Alzheimer as well as dementia and other memory-robbers, take 400 IU of vitamin E, 500mg of vitamin C daily, and walk about 2 miles three to four times a week. If you use this strategy starting in your 40's, can lower your risk by more than 60%.



BUST BLOAT AND HYDRATES YOUR BODY WITH CUCUMBER! It is 95% water and provide potassium to relieve bloat and fiber to flush out fats and fluids. The result is that you look and feel slimmer! The detoxifying diuretic also removes uric acid, the culprit behind gout and kidney stones. Its cooling anti-inflammatory compounds reduce puffiness inside and out – that's why cucumber slices are a soothing staple in SPAs. It also contains trace minerals and electrolytes, which make them more hydrating to cells than even plain water.

EXFOLIATE YOUR SKIN WITH YOGURT. The lactic acid mildly exfoliates and lightens skin, say natural health experts! What to do? Twice a week, apply 1 Tbs. of plain yogurt to problem areas on your face, neck and/or hands. Leave it on for 20 to 30 min, then rinse.





How to Save Money on College Costs

For the past few decades the cost of going to college has continued to rise much faster than the rate of inflation. Someone that is going to college today will likely spend twice as much as someone that went just fifteen years ago and received the same education. At the same time, the need for higher education has continued to increase as landing a good job after graduation has become even more competitive. While college is quite expensive, there are several things that a college student can do to save money off their total college costs.

The first thing that a student could do to save money off of their total college costs would be to try taking more courses at once. In most cases, colleges charge a rate per semester hour up until the student reaches full-time status. Once full-time status is achieved, the student can often take more semester hours for either free or at a significant discount. Taking just one more class each semester will allow a student to accumulate enough semester hours to either graduate a semester or two early or pursue an additional degree, which could make them more marketable after graduation.

Another way that a student could save money off of their total college costs would be to take some courses at a local junior college. During a student's first two years of undergraduate school they will likely take many general education courses. These courses are often very similar to the same courses offered at a local junior college. Since the coursework is similar, most undergraduate programs will accept transfer credits from the local junior college. Taking a class at a junior college is normally quite a bit more affordable than the class would be at the four-year college. However, prior to taking any junior college course, a student should verify that the credits will transfer over.

Finding a job on campus is the third way that a student could save money off their education expenses. Most colleges and universities offer a wide range of part-time campus jobs for students. In many cases, the schools will pay a student a premium if their paychecks are applied directly against their tuition bill. Beyond reducing debt, working a part-time job is often considered a strength by employers as it shows that a student can handle multiple responsibilities at once.

HOT TIP TO MANAGE TIME IN COLLEGE

Within the first few days of starting college many students quickly learn that managing their time is one of the most challenging and difficult aspects of being in school. With so much to do and keep track of, strong time management skills can make all the difference. In a few words, here is a "hot recipe" for doing well:

- **GET AND USE A CALENDAR.** It can be your cell phone or a PDA or a old fashion paper. No matter what kind it is, though, make sure you have one!
- **WRITE DOWN EVERYTHING.** Schedule when you plan to sleep, when you are going to do your laundry, when you're going to call your parents. The crazier your schedule gets, the more important this becomes.
- **TAKE TIME TO RELAX BUT SCHEDULE IT.** Don't forget to schedule in time to relax and breath. Relax is necessary and schedule it during college is crucial.
- **ALLOW FOR FLEXIBILITY.** Things inevitably come up that you weren't expecting. A plan B is always a good idea to have in mind!
- **PLAN AHEAD.** Work backward in your calendar and figure out how much time you need. During college we have a lot of projects, so work backward from the due date and schedule the time into your calendar before it's too late.
- **SCHEDULE REWARDS IN.** Your midterms week was a nightmare bringing you much stress? Did you make good? Reward yourself and schedule a fun afternoon or a nice dinner out with some friends! ■





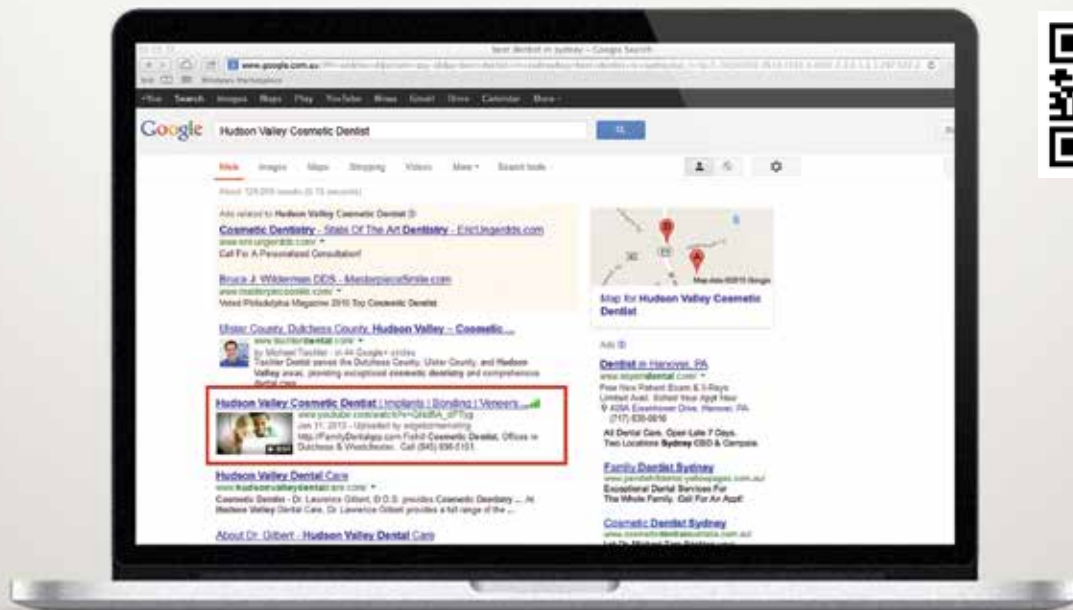
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HABLAMOS ESPAÑOL

Artista Brasileiro Processa a Apple por Uso Indevido de suas ilustrações

Considerado um dos artistas mais prestigiados pelas celebridades americanas, o pintor, escultor e serigrafo Pernambucano e radicado em Miami há anos, abriu um processo contra a Apple e a empresa de design Craig & Karl devido ao uso de uma arte muito semelhante à que o deixou mundialmente famoso. Na ação, que curiosamente se chama "Crie algo novo", a companhia destacava artes feitas com o uso de aplicativos para iOS. A que irritou Romero Britto foi desenvolvida com um iPad Air 2.

O traço e os preenchimentos usados são tão semelhantes as criações de Britto que o brasileiro chegou a ser erroneamente parabenizado por ter fechado negócio com a Apple. Antes do processo, o escritório do brasileiro – entrou em contato com a Apple pedindo que a empresa parasse de usar o trabalho, mas não obteve retorno. Procurada pela agência de notícias Associated Press, a Apple não quis comentar. Os advogados do



artista acusam a Apple de usar o trabalho de outros dois designers que, segundo eles, se apropriam sistematicamente a criação de Britto para alavancar suas carreiras.

Projeto "Under Water - Dive Deep"



Afundar ou Navegar? Você já perdeu alguém que ama muito? O Filho de Sii partiu afogado no mar sem direito a adeus. Sii,

mãe solteira de filho único vê-se só no mundo. Dor e abandono tornam-se rotina. Mas os ventos não de mudar. Sii mergulhará naquelas mesmas águas. Ao sair depara-se com um zoológico a céu aberto, todas as máscaras sociais expostas. Sii embarca numa jornada fantástica com personagens surreais, invisíveis a olhos cotidianos, os quais lhe ensinarão valores que nem toda sua experiência parecia alcançar. Sii construirá um caminho com nova visão, com olhos de navegar.

"Under Water é uma história sobre perda com perspectiva única: salta do plano individual para entender o processo como uma construção coletiva. O filme confortará e dará esperança a tantas mães que perderam importante pedaço de si, seus filhos. Abordamos minorias sociais, o filho de Sii era cego. Escolhemos 4 figuras sociais 'invisíveis' para falarem a

esta mãe em depressão. Eles lhe dão olhos de navegar" revela o diretor do filme Lucas Paz.

Com uma produção da (PRE)FORMA-SE Artistic Productions, o filme "Under Water" terá versão para cegos com áudio-descrição e roteiro em braille disponibilizado a bibliotecas americanas e brasileiras.

A produção vai usar 9 atores multi-étnicos e uma equipe de 20 profissionais. O diretor Lucas

Paz é um residente de L.A e faz mestrado em Filmmaking. O diretor é artista multimedia em Cinema, Teatro e Artes Visuais com bacharel em Direção Teatral pela USP. O projeto tem o apoio da Flower Power Recording Lab, NVISIONATE Studios, Luciana Bassoli Brazilian Celebrity Chef e Soul Brasil Magazine entre outros. Para mais Informações e Investimento visite: www.igg.me/at/underwater ou www.facebook.com/preformase.



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CARUARU:

A CAPITAL DO FORRÓ

Laís Oliveira

**Fotos de Alisson de Lima e gentilmente cedidas pela prefeitura de Caruaru.*

"A rádio de lá sai pela rua; não deixa o baião um minuto só. É por isso que Caruaru é a capital do forró." Quem nunca ouviu este refrão do famoso Trio Nordestino, ainda não visitou o Nordeste brasileiro durante o mês de junho. Cantada por ícones da música como Luiz Gonzaga e Dominguinhos, Caruaru é o coração brasileiro no período junino. E seu título não é à toa, afinal são trinta dias de forró ininterruptos, mais de 200 shows e eventos culturais que animam a cidade e atraem mais de um milhão de pessoas todos os anos.

Localizada no Agreste de Pernambuco e a 130 km da capital do estado, Recife, o município é o mais populoso do interior de Pernambuco, com uma população de quase 300.000 habitantes. Ao longo dos anos, Caruaru recebeu várias denominações, sendo conhecida como a "Princesa do Agreste" e a "Capital do Forró". A cidade disputa com Campina Grande (PB) o título de maior São João do mundo.

Seus habitantes tradicionalmente preparam Caruaru para receber os turistas para a grande festa popular: as ruas são enfeitadas com bandeiras e balões, barracas de comidas típicas e pistas de danças – os conhecidos "palhoções". Podem-se ver fogueiras prontas para serem acesas e quadrilhas que dançam durante toda



a noite. A cidade fica super animada e mais colorida do que nunca no mês de Junho.

Apresentações culturais e históricas também fazem parte da festa, como o Festival dos Bacamarteiros e dos Fogueteiros, o Desfile das "Drilhas" - quadrilhas irreverentes que arrastam multidões pelas avenidas da cidade. Para quem nunca provou comidas típicas nordestinas, esta época é uma ótima oportunidade

para saborear diversas iguarias – em sua maioria feita à base de milho verde, como canjica, pamonha, mungunzá, bolo de milho, cuscuz, pé-de-moleque e o quentão, bebida típica à base de pimenta e aguardente.

Um típico pernambucano e amante do forró e das raízes nordestinas, o gerente de vendas residente em Recife, Marcos Francisco, revela





"Eita, esse forró de Caruaru é arretado de bom. Não tem como não entrar no clima quando você está na cidade em algum dia do mês de junho. É super contagiante. Você se sente em clima de bom carnaval!". Diante da grandiosidade do São João de Caruaru, fica fácil se apaixonar pela cidade que multiplica de tamanho para receber de braços abertos seus turistas e adoradores do autêntico forró nordestino e da rica cultura local.

É bom lembrar que Caruaru destaca-se, também, como o mais importante pólo econômico, médico-hospitalar, acadêmico, cultural e turístico do Agreste, sendo também famosa por sua tradicional feira livre, enaltecida nos versos do compositor Onildo Almeida e na voz do eterno Rei do Baião, Luiz Gonzaga. No "Alto do Moura" se encontra o maior centro de artes figurativas da América Latina, título este concedido pela Unesco como

reconhecimento de uma história iniciada na década de 40 do século passado, através do seu mais ilustre filho, Vitalino Pereira dos Santos. O Mestre Vitalino, ceramista que fez história através da criação de bonecos de barro, teve sua arte perpetuada entre familiares e vários discípulos, representados nas gerações de artesãos, ainda hoje residentes na famosa vila. ■





The corn (and the foods we can make using this ingredients) is very popular in many countries around the world, and Brazil is not different. Here bellow you will find a kind of "Corn Cake" Brazilian style, with the use of coconut milk in the list of the ingredients. Brazilians love to eat "Bolo de Milho Verde" while drinking a fresh and strong coffee in an informal conversation with friends and/or family in a late afternoon or early evening.



INGREDIENTS:

- ✓ 3 ears of corn
- ✓ 7 oz coconut milk
- ✓ 7 oz milk
- ✓ 3 eggs
- ✓ 1 cup flour
- ✓ 1 ½ cup sugar
- ✓ 6 tbsp butter
- ✓ salt

DIRECTIONS:

Preheat the oven at 180 degree. Blend all ingredients together and pour them through a sieve. Put butter and flour on the bottom and sides of a rounded pan that has a hole in the middle, and pour the mixture in it. Bake the cake for 30 minutes or till the surface is golden-brown.

TRADITIONAL BRAZILIAN TAPIOCA

The recipe bellow is for the traditional coconut tapioca and one of the stars of Brazilian Northeast cuisine. During the last years Brazilians have innovate this traditional recipe and a sweet version become also popular with the incorporation of chocolate or dulce de leche or the full replace of coconut for sweet ingredients.

TAPIOCA INGREDIENTS:

- ✓ 1 cup manioc starch
- ✓ Salt
- ✓ Butter

FILLING INGREDIENTS:

- ✓ 1 cup grated coconut

SUGGESTED TOPPINGS:

- ✓ Queso fresco or bufala mussarela



DIRECTIONS:

Pour the manioc starch with the salt through a sieve. Warm up the combination in a pan, without mixing it, till it is firm. Add the grated coconut (or add any favorite topping if would like to innovate it), and fold the "tapioca" in the middle (it should have a half-moon shape). Put a little bit of butter on both sides of the "tapioca" and warm it up one more time before you serve it.

P.S> In Brazil you can find the ready to use "fresh" manioc starch, and particularly, in farmers market of Northeast region. With the popularity of tapioca in all regions of Brazil, in recent years become popular in the market the dry manioc starch. It can be easily found in U.S at Brazilian markets and even in some Asian markets, but it requires a little work before it goes to the pan - you need to put a little water or moisten the dry manioc starch and then sifting it before putting into the pan.





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ARRUMADINHO (DRY BEEF NORTHEAST STYLE)

INGREDIENTS:

- ✓ 1 lb carne seca (dry beef)
- ✓ 1 cup blackeye pea beans
- ✓ ½ cup farinha (toasted cassava flour)
- ✓ ½ onion
- ✓ 2 tomatoes
- ✓ 1 cilantro (coriander) bunch
- ✓ 1 green pepper
- ✓ 1 tbsp vinegar
- ✓ 3 tbsp ghee butter
- ✓ 3 tbsp regular butter
- ✓ 3 tbsp olive oil
- ✓ water
- ✓ salt
- ✓ black pepper

This recipe is a “boteco” (bar) favorite among Brazilians from the Northeast region. Usually couple lovers or friends share this appetizer while having fun and drink a caipirinha or a cold beer. Not have time to make it or to cook is not for you? Remember the name of it – arrumadinho – and you will never forget it! Even without the “dry beef” or vegetarian style, it is great. The mixture of the Brazilian vinaigrette with the farofa and the blackeye beans is a must try!

QUEIJADINHA

It is a very popular and yummy sweet in the Northeast region of Brazil, and in special, in the states of Pernambuco and Paraíba. It is a bit similar with macaroon but much better, believe me! It is also easy to make if you have all the ingredients and a blender.

INGREDIENTS:

- ✓ 2 cans of condensed milk
- ✓ 4 egg yolks
- ✓ 3 ounces of grated coconut
- ✓ 5 ounces of grated parmesan cheese

DIRECTIONS:

Preheat the oven at 180 degrees for 10 minutes. Prepare a mince pie/jam tart pan with butter and flour, so the mixture will not stick to it. Mix all the ingredients using a blender than pour into cup cakes forms. Cook it for approximately 25 minutes or until golden brown. Take the “queijadinhas” out of the pan and wait at least 30 minutes to serve, as it is best warm or at room temperature.



DIRECTIONS:

Cut the carne seca (dry beef) into small squares (1.5 cm) and cook it in a pan with water, to take out the salt. Repeat this procedure 2 times till the desalination process is done. Fry the dry beef with 2 tbsp regular butter, being careful so the meat will not dry. Set aside (1). Cook the blackeye beans in water and salt (not overcook!) and then discard the salted water. Set aside (2). Sauté ¼ onion with 1 tbsp regular butter and 1 tbsp olive oil for three minutes and add the farinha (cassava flour). Mixture it well with a wood spoon and fry it a bit for couple minutes. Set aside (3). Chop the tomato, onions, green pepper, cilantro and add the vinegar, olive oil, salt and pepper. Mixture well all the ingredients. Set aside (4). To serve and having a charming looking dish and meal, arrange the four parts (blackeye beans, farofa, vinaigrette and the dry beef) separately in the plate. * As an option, you can add a small portion of white rice making it the part 5 for the arrumadinho.





Feel in Brazil at Via Brazil Steakhouse

Bring your appetite to this Brazilian steakhouse in Las Vegas, where well-seasoned, delicious meats are delivered to your table "hot off the skewer" Brazilian style original churrascarias. There are several notable achievements that set this Brazilian restaurant apart from other churrascarias. The high quality of the food and the strong variety is a plus. The top sirloin or "picanha", prime ribs and chicken wrapped in bacon are superb. Each of the 21 meats is cooked to perfection and we would consider a carnivorous fantasy come true.

For those that not like meat, they have great options such as the mussels in saffron and

other delicious seafood. The salad bar is a very well-thought-out complement to the meats (take in your list the olives/Palm hearts/sliced vegetables and the carpaccio!). There is no doubt regarding the consistency in quality.

The wine selection and bar is over-the-top fantastic. It is a must to drink the most delicious strawberry/kiwi caipirinhas; not to mention the exceptional mojitos. The wait staff is exceptionally professional and tireless in this regard. Adam and Ana, the owner and manager, runs a tight ship and no stone is left unturned to make all patrons feel at home. The Happy Hour is a must. There are also two



private dining areas for parties. We can rate Via Brazil Steakhouse one of the better kept secrets in Vegas and one of the best options to feel like in Brazil! ■

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BOBO DE CAMARÃO
SHRIMP "BOBO"

INGREDIENTS:

- ✓ 3lb shrimp (peeled and clean)
- ✓ 2lb of yucca (cut in small pieces)
- ✓ 3 chopped onions
- ✓ 1 chopped green pepper
- ✓ 1/3 of cilantro bunch
- ✓ 1/3 of green onions bunch
- ✓ 5 tomatoes cut in small pieces
- ✓ 2 cloves garlic (chopped)
- ✓ 6 tbsp olive oil
- ✓ 1 tbsp "dende" oil (palm oil)
- ✓ 4 cups coconut milk
- ✓ 2 lemons
- ✓ 1 cup water
- ✓ salt
- ✓ black pepper

DIRECTIONS:

Put the chopped garlic and the olive oil in a pan and sauté for couple minutes. Add the cilantro, green onions, onion, tomatoes and the green pepper and cook for more 3 or 4 minutes in low heat or until all the ingredients are soft. Add the yucca, and cook for more 5 to 6 minutes. Add 2 cups coconut milk and 1 cup of water. Cook at a low heat until the yucca is completely cooked. Mix everything in a blender and put aside.

Separately, add lemon, salt and black pepper to the shrimps. Put 3 tbsp olive oil, 1 onion, and 2 tomatoes in a pan, and cook it at a low heat till they are soft. Add the shrimps, and cook for 2 more minutes. Add 2 cups of coconut milk, cook for more couple minutes, add the dende oil and cook for more 1 minute. To finish, add the yucca mixture you have did put aside, and cook everything in a low heat for about 6 to 8 minutes. Serve with white rice.

BRAZILIAN GUARANA: NUMBERS & FACTS

Brazil is the third-largest consumer of soft drinks in the world, and produces their own original soft drink called guarana that is made from an extract of an Amazon fruit with the same name. It looks like an eyeball with a fleshy white fruit that surrounds dark brown seeds. These seeds are about the size of coffee beans, but they contain twice the concentration of caffeine found in coffee seeds. Being high in caffeine, the drink has made inroads in the U.S. as a result of the energy drink craze. Six-packs cans and liters in plastic are sold in most major U.S. cities and through various Latino and Brazilian markets. The taste is mild, slightly apple-like, with a distinct berry after-flavor. However, some also say it has a slight ginger ale based tinge with a raspberry twang in it. In Brazil, the guarana is the second best-selling soft drink in Brazil, behind only Coca-Cola, an absolute leader in its segment. The Brazilian guarana soft drink is one of the top ten best-selling soft drink brands in the world.



*The Brazilian chef Maria Pia Peter is originally from Recife, Pernambuco. She graduated in 1987 as an Economic major at UFPE (State University). Maria Pia lived in Sao Paulo for 10 years, where she had the opportunity to study Fine Arts at the Panamericana Art & Design School, and was engaged in a course for International Chefs at the SENAC University Center. "I am honored to be able to contribute with the magazine, by offering traditional recipes that represent the rich Brazilian cuisine and the culture of our enchanted country".

** The recipe's translations were made by her daughter, Amanda Pepper, an actress and model who studies Theatre Arts in Los Angeles, and who is also part of the Soul Brasil contributors team.



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Acontece em L.A

Por Claudia Passos



O trabalho culinário da baiana **Ana Rognerud** (*Brazilian Fine Sweets*) encanta e se destaca a cada dia pela excelência, bom gosto, criatividade, e qualidade dos seus produtos; docinhos, bolos e decorações que enriquecem o paladar e olhos de qualquer um! Em uma das fotos, Ana Rognerud com Natalia Bruscky e Marcos de Souza do Planeta Brasil/Globo.



O "Mother's Day" foi comemorado num ambiente de descontração, brincadeiras educacionais e muita alegria pela turminha do BRASIL SORRIÁ sob a orientação da pedagoga Cirila Cole e a contribuição de varias maeas no Dale Page Park localizado em Redondo Beach. Foto gentilmente cedida por Cirila Cole (Brasil Sorria).



Entre as atrações houve uma exposição de fotografia do fotografo Jorge Vismara e parte de seu trabalho em documentar comunidades auto-sustentaveis a beira do Rio Amazonas e musica ao vivo com os tambores do mestre Amen e seu grupo incluindo a voz e o cavaco de eRock dos Santos. Entre algumas pessoas conhecidas da comunidade brasileira de L.A estavam a cantora Katia Moares, o coreografo Badaro, a ceramista Sandra Zebi e a produtora Marcia Argolo entre outros.



Uma das mais conhecidas cantoras brasileira na costa oeste, a gaucha Ana Gazolla esta com um novo projeto e por sinal, muito interessante. Trata-se do "Bee Gees: Musicas e Palavras com Ana Gazolla". Ela se apresenta (ou) as 7pm no Sábado dia 30 de Maio (4515 E. Harvey Way, Long Beach, CA 90808), mas novas apresentações estão por vir. Mais informações sobre esse projeto interessante estará em breve na pagina de musica de nosso website. Foto de Madeleine Novello.



Pagode e muito samba com o grupo **Brasilidade** toda Sexta-Feira. Um dos mais antigos grupos de samba e pagode de L.A, fundado por Flavio Ribeiro, voltou a tona depois de uma fase fora do ar para alegria de muitos brazucas. O grupo esta se apresentando todas as sextas no Samba Steak House (Redondo Beach) as 10pm, e inclusive com a reintegração de um velho conhecido da comunidade. Trata-se de Salvador Filho que esta de volta a L.A depois de uma longa temporada no Brasil. Fotos gentilmente cedidas pelo Grupo Brasilidade.



BRAZILIAN WOMAN DIRECTOR WINS FILM FESTIVAL TWICE

LA-based filmmaker Gabby Egito got awards for two films in Houston last April. The Brazilian director walked up the stage twice on April 18 at the award ceremony of Worldfest Houston, in Texas. The film festival is the third oldest of the U.S. and has awarded world cinema icons when they were starting their careers, like Steven Spielberg, George Lucas, Oliver Stone and others.

Despite having been awarded last year in the same festival, the new recognition was a surprise to the director. She says that her short film "Stuffed", the one which won more competitions so far, took a Gold Remi in Houston in 2014. "This year, I decided to try at least one Silver Remi for my other two shorts. So I was thrilled when they announced the Platinum Remi for my

'Synergy', exceeding all my expectations and I could hardly believe when they called 'Taken For Granted' to receive one of the most important prizes of the night, the Special Jury Award," she recalls. Gabby's short films were screened among 150 films from 32 countries, selected from more than 4,300 entries.

The Sao Paulo-born director who arrived in L.A five years ago, has amassed so far ten awards and two nominations at international festivals in Hollywood, Vegas, Orlando, Atlantic City, Houston, Atlanta and Hudson (Ohio). Gabby is now working on the script of her first feature film to be shot in LA and spoken English. Get updates of her projects at her page: facebook.com/GabbyEgito.



Brazilian Filmmaker Gabby Egito

NEWPORT BEACH AWARDS BRAZILIAN CINEMA

Latest movie by director Marcelo Galvão received two awards from the Jury of the festival. Brazilian cinema got the spotlight at the Newport Beach Film Festival and that took place on the last week of April. The movie "A Despedida" received the Jury Awards for Best Actor (Nelson Xavier) and Best Photography (Eduardo Makino).

"A Despedida" (The Farewell) is the latest feature of award-winning filmmaker and has already gathered 11 international accolades from festivals in Brazil, Portugal, Germany and U.S.

The film, inspired by true facts, depicts a 92-year-old man (renowned Brazilian actor Nelson Xavier) who decides that the time has come to say goodbye to all that is most important to him in his life and spends one last night with his lover who is 55 years younger than him, lived by Brazilian bombshell Juliana Paes, featured in People Magazine's 100 Most Beautiful People in 2006. Since 1999, the Newport Beach Film Festival brings the best of classic and contemporary filmmaking from around the world,

screening over 300 films in eight days, and attracting over 53,000 attendees to Orange County. The event is proudly supported by Soul Brasil.



Diretor Marcelo Galvão



Soul Brasil contributors Claudia Passos, Jennifer Parker, Magali da Silva and Gabby Egito.



Vegas Did Go Big with the 30th Rock in Rio

Lindenberg Junior

*Special thanks to Neise Cordeiro

The Brazilian import Rock in Rio celebrated its 30th year of existence and setting up for the first time on American Soil last May 8 and 9 (rock), 15 and 16 (pop), in two separated full weekends of fun and a first-of-its-kind event with the world's biggest stars like. The headliners included Metallica, Taylor Swift, No Doubt, John Legend and Bruno Mars as well as Brazilians stars such as Ivete Sangalo and Pepeu Gomes, and the Heavy-Metal band Sepultura.

The festival took place at the 40 acre MGM Resorts Festival Grounds on the north end of the strip and have attracted thousands of music fanatics from many cities of U.S as well as Brazil. **Sonaria Curtis**, who was in the pop weekend of May 15 and 16 with her friends Mariza Montoya, Valquiria da Cunha, Valeria Ruggieri and Ana Massete, all Brazilians living in Los Angeles, said "The Rock in Rio was fantastic! It was a pleasure to my

senses, the colors, the sounds, and the variety of activities ... wow! Had such an amazing time with my friends! Besides the Brazilian acts, Bruno Mars was my favorite. He and his band were incredible! Magic, John Legend and Big Sean were great too. Great bands and no stop fun... can't wait for the next Rock in Rio USA!"

The festival, in addition to the star-studded lineup, had its "own" city" with three thematic "rock streets" that had captured the culture and sound of Brazil, the U.K and the United States with extra live music and performers. Other attraction of the festival was the 64-foot-tall zip line that stretches 600 feet in front of the festival's main stage, and a colorful Ferris wheel.

For **Patricia Barretto** who lives in San Diego, the first Rock in Rio USA was quite an interesting experience. "As a Brazilian myself, I must confess I missed a bit more of Brazil within the City of Rock. Aside from the one of the corners or one of the

"rock streets" featuring live Brazilian Batucada and Capoeira, I got the feeling most people there didn't know this is an originally Brazilian music festival".

The first day for of the second weekend, or the pop weekend, was the day with more Brazilians as it featured the Brazilian axe music star Ivete Sangalo. She opened the main stage at 5pm, but didn't attract much people in general. Maybe for the reason that she was the first singer and performing at 5pm, but the loyal ones were there enduring the sun, happily reviving the good old Axe times.

Patricia Barretto, who is a native from Recife, state of Pernambuco (Brazil) have found fellows from her state in Brazil that came from other U.S cities and even Brazil. "Ivete Sangalo is a true muse and will never lose her royalty, no matter where she sings. Although she left a lot of the carnival hits out of her line-up, I definitely appreciate when she





ended her show with one of her biggest hits from over 15 years ago. It brought us Goosebumps and some tears of joy. It was definitely worth it the price paid and in my humble opinion, she was much better than the main attraction that night, Taylor Swift", added the Pernambucana Patricia.

Cecilio Dantas, a resident of L.A and a native from Itabuna, Bahia/Brazil, was with his daughter, and have noted that the L.A Times in an editorial published on Monday just after the first weekend, have wrote a negative commentary regarding the event organization and said "The festival was unique and I can even said that was well organized if consider that was the first time in U.S. I have heard American friends commented very well about the event in general and that was a pleasure experience for them".

For Brazilians like Cecilio, Sonaria and Patricia, the experience was fantastic and they had also the

chance to get to know many unknown artists such as the band Terra Celta, an Irish band made up of only Brazilians from U.K. and that played "Forro".

The **"Street Brazil"** had inclusive a Brazilian Culinary representation with the presence of **Aline Spellmeier** from San Diego and her Do Braza "Lanchonete" that served Brazilian delights like Coxinha. The Rock in Rio Festival as the pernambucana Patricia said, had all the ingredients that a music festival should have: diversity, quality music and fun. ■





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How to Make Your To-Do List Work for You

Hot Tip

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Get it Done!

"I really need to finish that project, replay all those important e-mails, and start that other assignment I was supposed to do last week. I also need to get to the grocery store, do laundry..."

If you often say "so many things to do, so little time", continues reading because in this article we will give you a very good and hot tip. There are many things to do in life... our chores, duties, work, business, hobbies, etc. What about so little time? Basically we all have 24 hours in a day and sometimes we would like that the day could have more than that right? If you follow the smart recommendation to sleep 8 hours a day, you have now only 16.

There's a fatal flaw in the old to-do list method of getting things done that can

actually make it more difficult to get tasks completed. Suppose you have a long list of things you want to accomplish. Not hard to imagine, is it? There might be 20 or 30 things on that list, or there might only be 2 or 3 things, but they're big items that will take days or even weeks.

You sit down to work, you look at your list, and you realize there is no way in the world you will get it all done today. What have you just told yourself? That it's perfectly acceptable to leave things on your list undone for another day.

HERE IS THE FIX

Have two lists. The first list is everything you want to accomplish, large and small, quick and long term. The second list is just what you are going to do today. No more and no less. In this way you condition yourself to continue working until you finish everything on your list. Then you make a new list for tomorrow and relax knowing that you had a most productive day. You'll find it's far easier to maintain focus using this method, and at the end of every day you can celebrate your productivity.

We finish with a smart quote from Oprah Winfrey: *"The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work". Just remember, keep moving forward! ■*

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Brazilian Essence and Science Bossa Nova

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*Photo by Thales Moura

** Special thanks to Emanuela Correia

Few years ago, the Newsweek magazine has published an article about the Brazilian culture that now is reaching nearly every corner of the world. The contagion goes beyond the familiar enclaves of fashion and soccer, and the Brazil's turn that was bound to come. The article wrote by Mac Margolis and titled "Everyone Loves Brazil", was one of the best articles I have read about Brazil during the last years. I will highlight part of the article and the next five paragraphs, and will finish this article including extra facts from the country that brings to the world the eclectic art form of capoeira, the refreshing caipirinha, and a black bean & pork stew called feijoada.

"Forget Gisele or Ronaldo, who are well on their way to becoming universal properties. Whether it's the caipirinhas flying off the bar at Sushi Samba in lower Manhattan, samba diva Elza Soares bringing down the house at London's Jazz Cafe, capoeira classes in Toronto or the sun-kissed sylph dominating catwalks from Milan to Guangzhou-almost anywhere you turn, there's a bit of Brazil in the air.

In May, Selfridges, the London department store, turned over its entire building to Brazilian food, fashion, music and art-and crowned it all with a four-meter replica of Rio's

art deco Christ the Redeemer statue. Through September, London's Design Museum will feature the rococo creations of haute furniture makers Fernando and Humberto Campana – including the favela chair, patched together with sticks like Rio's shantytowns.

Brazilian fashion models are the workhorses of today's Asian fashion industry. But to an unprecedented degree, Brazilian culture is now rubbing off on the locals. On the last Saturday of every August, Tokyo's traditional Asakusa district reels with the cacophony of a full-blown Brazilian carnival – and it's the native Japanese wearing the feathers and paint...





Fogo de Chao, which pioneered “rodizio” barbecue franchising, has launched four restaurants in the United States since 1997, and plans to open one each year for as long as the market bears, “said co-owner Ari Coser. And American and European women bought \$13 million worth of Brazilian bikinis last year – not to mention the “Brazilian” waxes necessary to show them off.

Sao Paulo now hosts one of the world's top five biennales, and Brazilian art is on display everywhere from the Guggenheim to the Russian State Museum. “It's like new friends,” says Edemar Cid Ferreira, director of Brazil Connects, a cultural promoter. “The world has started to ask, ‘What country is this?’”

– Source: www.newsweek.com

Five hundred years ago, when a Portuguese fleet disembarked its troops in Porto Seguro, Bahia, certainly its commodore did not dream of a country that would become, five centuries later, the fantastic kaleidoscope which is now Brazil. Frequently referred to as the “sleeping giant”, it is the largest Country in Latin America, one of the most incredible eco-nature-tourism destinations in the planet... and there you will find the most ethnically diverse people in the world.

No language is more sensuous than Portuguese on the lips of a Carioca (native from Rio de Janeiro), no people are sweeter or more generous than the “gente humilde” (the

humble/native Brazilian), no culture has such a mischievous sense of fun or such a highly evolved sense of the absurd. The fusion of Indian, European and African elements, with zero interest in the past (what really matters is the present... the now) gives to their people a special dynamic quality.

And it may explain the high spirit of this people and why Brazilians are more spontaneous, warm, and fun-loving than other nationalities. The real truth is that in this new century and era of globalization, where stressless, love, peace, creativity, spirituality, awareness of nature, sensuality, and happiness is so Important... we will for sure hear more and more about the “Brazilian Essence”. ■

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Law of Attraction for a Loving Relationship

It all may seem random, but everyone you deal with on a daily basis you attracted to yourself somehow. This includes everybody from the cute kid who smiled at you at the store to the jerk that cut you off on the highway. The same goes for your soul mate, the person you'll spend the rest of your days with.

Why is it so hard to use the Law of Attraction to attract the love of a lifetime? Romance is especially tricky to manifest. Here are some tips to make it easier for you.

LOVE YOURSELF FIRST

Start by loving yourself the way you want others to love you. When you're loved by somebody (even yourself), this naturally attracts more love to you. Have you ever noticed that when you're in a relationship, people seem attracted to you; but when you're alone, nobody is? This is why. Fall in love with yourself and don't be afraid to be a little narcissistic.

PRACTICE GRATITUDE

When you're lonely and looking for love, you dwell on past failures rather than successes. Instead, look to the past with gratitude for all the love you've gotten. Doing this, you prove to yourself that you're worthy of good, fulfilling love. You know that you can attract others to you. Focus on your successes in the past.

EXAMINE YOUR NEGATIVE THOUGHTS

Usually what keeps us from manifesting what we want through the Law of Attraction is negativity. We all have self-limiting thoughts, believing that somehow we don't deserve a happy, fulfilling love life. You probably have

serious mental blocks like these right now without realizing it.

Take each negative thought about yourself and examine it. You'll find that you've simply chosen certain experiences from the past as evidence to back them up. Instead, start with a positive thought like 'I'm attractive to others' and search for evidence to support that thought.

WORK ON YOUR RELATIONSHIPS

Finding love isn't the end. After that, you've got to keep it alive, and this is an even bigger challenge. You also need to improve your existing relationships with the Law of Attraction. In just the same way, focus on the positives of your relationship rather than the negatives. Recognize your partner's intentions and find a way to work with them rather than change them. Learn to recognize negative

thoughts and keep them at bay.

LEARNING FROM THE PAST

When you have a bad experience, the natural tendency is to place blame. You may blame yourself or the person who broke your heart, lied to you, etc. Instead, realize that your thoughts, intentions and desires have somehow attracted this situation to you. Let yourself or others off the hook and instead try to discover these negative thought patterns and eliminate them.

KNOWING WHAT YOU WANT

Finally, be clear on your romantic goals. What exactly do you want out of the person you'll share your life with? The clearer you can make these goals, the easier they'll be to manifest. ■



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The Ritual of Being a Woman A Vision, a Dance

By Vicke Quinlyn

In a society where we fence our yards to establish boundaries, where the fast pace of our jobs and family activities keeps us racing from one event to another, we can easily overlook taking time to connect with ourselves and with each other. We smile at our neighbors from the doorway without even knowing their names. We glance at our own reflection hastily in the mirror as we rush out in to the world.

We pick up fast food on the way home barely having enough time to look our spouse and children in the eye and ask "How was your day?", before we lay our weary heads down and rise the next morning to do it all again. It is no wonder that we feel disconnected, we hunger with a burning in the pit our soul to belong, to know, to feel the connection to ourselves and to one another. Few years ago, I had an experience that took me out of the chaos of my daily schedule and gave me a renewed relationship to myself and others by creating the vision of inspiration I needed to help me reach out and quench the longing for that connection deep in my soul.

I attended an amazing and unique workshop called 'Ritualistic Dance' by Sandra Domingos. The philosophy of her workshop is to create a space to help facilitate a way for people to feel safe to reconnect to the place she calls "Soul Fire". Within each of us is the connective force which unites us to ourselves, to each other and to the bigger picture in the cosmos. She believes that once we embrace all of who we are in the vibration of acceptance, the energy of love transforms and healing takes place. Where synergy abounds we are in the space of

limitlessness. In the place of eternity there is limitlessness and we find bliss and happiness. In Sanskrit this is called, "aananda or kama which means emotional fulfillment".

Tribal or ritual dance defines the room where one can experience and have a protected place to explore themselves through music, movement and visualizations. Another concept that is an integral part of the work shop is Sandra's belief that often our consciousness is based outside of our bodies, which is a projected image of how others see us and their perception of how we look on the outside, which translates into self esteem. By using our bodies in an expression of movement we raise our consciousness to reconnect with our soul drawing our perception within.

As we join with others in open movement we connect to their soul which softens the boundaries of separation and creates a sense of unity. Sandra carries that torch of 'soul fire' to us through symbolic visualizations, music and movement. The workshop began by all participants sitting in a circle facing each other. Sandra described the visual journey she would be taking us on, how the music would be slow at times and quiet and then, would become louder and stronger as the imagery called for.

I really appreciated her attention to all the different ways we might feel, and how we are here to release our inhibitions, giving us permission to be free. Free to dance, free to move, laugh or cry and to just to be! To read the complete article and my full experience visit www.soulbrasil.com (click in "Life Style" than "Life Experience"). ■

***Sandra Domingos is a life consultant and certified yoga teacher. A charismatic woman, a free spirit. She has lived in California for more than twenty years, have traveled alone for one year visiting many Asian countries, and now lives in Itacare, Bahia (Brazil). She will be visiting California during the months of July and August and will be offering this inspirational workshop again in Santa Barbara and Los Angeles.**





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A quarta edição do **Brazilian Xurras** reuniu varias famílias brasileiras que residem em San Diego. O tradicional churrasco brasileiro é a atração e claro, acompanhado da boa musica. Descontração total.



A **Confraternização da Comunidade Brasileira do Norte de San Diego** no segundo evento criado por brasileiros que residem na região Norte de San Diego. Uma tarde super agradável com uma deliciosa feijoada feita pela Chef Patricia Swif da Rio Catering.



Muitos brasileiros que residem em SD e sem família fisicamente presente se confraternizam no **Domingo de Páscoa** em clima de alegria e amizade. Dessa vez se celebrou também o aniversário de umas das personalidades mais querida em SD – Silvinho da Califá.



A comunidade brasileira de San Diego ha 3 anos se mobiliza para ajudar na campanha "Levanta Roberto".

Recentemente aconteceu mais um evento beneficente promovido pela Full Table Events e Flowers by Jane. Musica ao vivo com Luiza Marques e Deco Ribeiro. Feijoada da chef Leila Koch.

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How to Raise Capital for You or Your Business

It is not new that a lot of new small business fails within a five year period. If we talk about new ventures, is correct to say that an average 20% make it. This is due to many different reasons; however the main contributor to new small businesses failing is the lack of capital. Raising capital is among the most daunting challenges entrepreneurs face. It is easy to picture local banks as the go-to funding source for entrepreneurs. But banks don't invest, they lend only if you have sufficient collateral. The SBA? They don't lend directly, they just guarantee some of those collateral-backed bank loans. Venture Capitalists? Angel Investors? Of the 5 million new businesses started each year, VCs fund a shockingly low 400 to 600. Angel investors fund more, but still only about 16,000 enterprises.

This article will help with ideas and resources for you raise capital or finance your business in a new way. The idea is to show you easy and alternative business funds for you borrow from \$500 to \$100,000 within minutes.



Crowdfunding, Peer-to-Peer Funding and Short-Term Loans are the new alternatives that thanks to the new technology promise to stay for a while.

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. Peer-to-Peer Funding websites work very

similar to how banks lend money. Investors pool the funds together meet the required amount of funds needed by the borrower. Each investor can place a small cash deposit of say, \$25 on up to tens of thousands. Short-Term Loans or Private Funding, just as it sounds, is money pooled together and dispersed by a brokerage to existing businesses. Below find 9 alternate sources of capital for entrepreneurs and separate by practices or platform.

CROWDFUNDING

KickStarter – Reward-based online platform that lets you exchange perks for cash. If you fail to meet your goal, no funds are awarded. For successful projects, a 5% fee will be applied plus a 3%-5% credit card processing fee on pledges – www.kickstarter.com (Check also www.indiegogo.com)

Angel List – His equity-based crowdfunding site caters to angel investors seeking deals and entrepreneurs seeking capital. It posts online company profiles to help startups attract investments from accredited angel

investors. The carry charge, decided by the lead investor, ranges from 0% to 20% – <https://angel.co>

EquityNet – An equity-based crowdfunding platform on which startups post their company profiles and present a fundraising campaign to more than 20,000 investors who choose which companies to invest in. Basic features are free but entrepreneurs pay a subscription starting at \$109 a month for access the investor network – www.equitynet.com



PEER-TO-PEER

Funding Circle – This program offers loan amounts from \$25,000 to \$500,000 over two to five years from investors and institutions. Credit scores, cash flow, and customer reviews are factors for approval from a loan specialist. Origination fee is 2.99% with interest rates starting at 9% – www.fundingcircle.com/us

Lending Page – Approval takes less than five minutes. Borrowers can get up to \$100,000, with interest rates that start at 5.9%, and a one- to five-year payment term. Investors select the loans they want to invest in and receive monthly payments from borrowers – www.lendingclub.com

Prosper – Looks at your personal credit score. Once approved, you post your loan listing online with details about your loan amount and purpose. Investors will choose the loans they want to invest in. Origination fee varies and interest rates is around 7% APR – www.prosper.com

SHORT-TERM LOAN

Kabbage – Approval usually take seven minutes. It looks at factors outside of your credit score including seller rate, year of business, transaction volume and revenue. Fees are 1% to 16% of the loan amount the first two months and 1% for each of the remaining four months (The loan need to be paid off in six months) – www.kabbage.com

OnDeck Capital – Provides funding in as fast as one business day, but you must have at least \$100,000 in annual revenues and have been in business for at least one year. You can borrow anywhere from \$5,000 to \$250,000 with a 2.5% origination fee. Interest rate averages around 15% of the total loan – www.ondeck.com

PayPal Working Capital – If you have a Pay Pal account, you can borrow up to 8% of your annual PayPal sales. The site approves funding within minutes. Looks at your PayPal history rather than your personal or business credit score, and allows you to pay one fixed fee without late or early repayment fees – www.paypal.com/webapps/workingcapital



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Luana D. B. Elliott



BORN: Rio de Janeiro, Brazil.
LIVING NOW: Los Angeles, U.S.
WEIGHT: 130lbs. Height: 5'5".
SIGN: Aquarium. Color(s): White.
FOOD: Seafood, fresh vegetables and salads.
HOBBY: Reading.
SPORT/FITNESS: Dance and Weight Training.
MUSIC: EDM (to workout), R&B, Soul and MPB.
CAREER: Entrepreneur in the fitness marketplace and Personal Trainer.
A DREAM: Build a worldwide known and profitable brand.
MOTTO: I keep on making what I can't do yet in order to learn to be able to do it – Vincent Van Gogh.

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