

World Cup Special



Free Issue

History of Cups, Prognostics 2018, Where to Watch in California...

*** International Samba
Congress in L.A**

*** Brazilian Museums
that are Worth Checking Out!**

*** Jamaican Reggae and its
connection with Brazil**

*** Life in the U.S: Worthwhile
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Editor's Note

The world prepares for another soccer extravaganza. It's time for the World Cup 2018. The Olympics...The Super Bowl... what I can affirm is that the World Cup is more beloved by far more of the biggest sport fans on the planet and for us Brazilians; it's time to celebrate more than ever!

In this World Cup in Russia the Brazilian team is considered again one of top favorites to win the tournament with talents such as Neymar, Willian, Marcelo, Coutinho and Gabriel de Jesus. The shame of the 7X1 defeat against Germany in the 2014 World Cup in Brazil will never be forgotten and passed into history. Something that still these days, any Brazilian or soccer lover can be able to explain.

But Brazil is the only team to succeed in qualifying for every World Cup competition ever held and in all previous World Cups; and six have been won by Brazil! The Last time it happened was in 2002. In 2006 Brazil coming off a 1-0 loss to France in the quarterfinals and 2-1 to the Netherlands in the 2010 quarterfinals, so this time in 2018 Brazilians are "going crazy" waiting for a final game and a second carnival party in the year of 2018!

Soccer is taken very seriously in Brazil. It is the favorite pastime for kids, teens and adults in the country. The World Cup draws Brazilians together to watch the national team play, at home, at the office, at the bar or wherever is possible...in Brazil or in any country that they are. And in U.S alone there are over 1 million "Brazucas"! No matter what was going on in one's life, the rarity of the tournament could serve to unite families, friends and loved ones, all for the love of the game.

Lindenberg Junior



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Inform and educate our readers; build relations and networking with Brazilians, Brazilian culture lovers and the conscious living community; and also, give exposure to the products and services of our advertisers and partners.

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We are in our route to complete 16 years on the road few months ahead and since our last issue of 2015 we stop to printing large quantities as we have done for the first 14 years.

We have moved in a new direction with focus in digital issue, through different formats and forms/ways.

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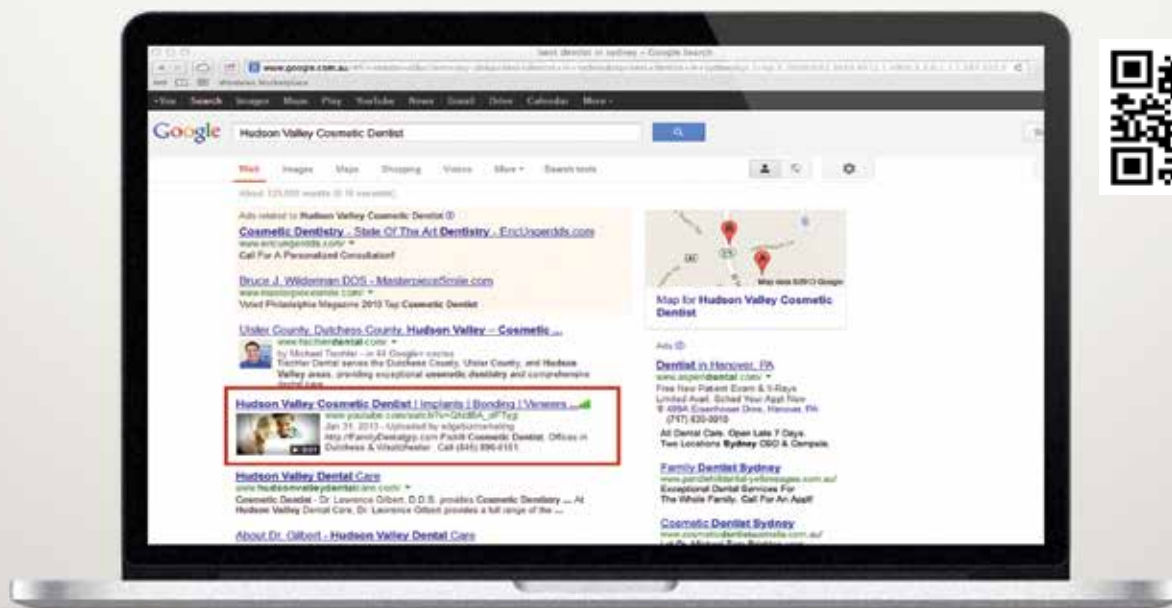
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International Samba Congress Celebrates Brazil in California

The second edition of the event happens from June 14th to 17th and brings awareness, classes and performances of samba and other Brazilian rhythms

Photos by Gia Trowela

The Annual Samba Congress was created in 2017 by Ana Laidley, Patrick Carvalho and Rodrigo Marques to celebrate the Samba and the Brazilian culture. It will be held in the Dance & Movement Studio, (located in downtown Los Angeles), offering intense dance classes with 34 professional dancers that will teach 17 varieties of Samba and other Brazilian rhythms. The program will also have, different performances with cultural groups coming from different parts of the U.S, Brazil and many other countries. Through the event, these Brazilian artists wish to express and spread the Brazilian culture all around the world.

The first edition has got recognition throughout all the U.S and gathered important Samba personalities from many places around the globe. It has been established as one of the biggest Samba celebrations outside Brazil. The program this year starts on June 14th with the Grand Gala Opening Night which hosts the Pioneer of Samba Award. The singer, Dionne Warwick, was chosen

to receive the honor due to her musical career that has contributed to support and promote Samba worldwide. After the ceremony there will be a special appearance with singer Fernando Ebano who will play with his band and his Brazilian repertoire to make everybody dance like in an authentic Brazilian party.

In the following days, the congress will have activities from morning until evening with 34 professional dancers providing classes and workshops and talented musicians teaching Brazilian percussion. The dance classes involve challenging and amusing methodology that is suitable for everyone and even people with no experience on dancing. Besides the varieties of Samba, the ISC program embraces other important rhythms in Brazil such as Frevo and Maracatu.

By night, the Dance Studio will turn into a stage for cultural presentations. One of the highlights is the Adriana Lima's "Female Malandro Contest",

in which women do amazing performances incarnating the Malandro, the male icon of the Samba culture. The contest is open to each and every woman that wishes to compete. Here's a link for tickets and more info about the event: www.internationalsambacongress.com.

Confirmed teachers **coming from Brazil** includes Carlinhos do Salgueiro, Matheus Olivério, Patrick Carvalho, Rodrigo Marques, Karla Moreno, Rosangela Silvestre, Marcelo Chocolate, Marília Rameh, Anne Costa and Ailton Nunes. **From USA:** Angelique Starks, Melissa Corpus, Ana Malandro, Gisella Ferreira, Jonia McCleney, Abraham Gonzalez Pollick, Carlinhos Pandeiro de Ouro, Sula Gomes, Neguinha Sambista, Wag D'Groove, Danielle Lima, Marcio Peeter, Dill Costa, Lorin Hansen, Dudu Fuentes, Khalil Cummings, Brian L. Davis, Rachel Hernandez, Vanessa Isaac and Dandha da Hora. **From other countries:** Irineu Nogueira (England), Tereza Azevedo (France), Adrianna Yanuziello (Canada) and Sashya Jay (Australia). ■



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Fatos e Números da População Latina e Brasileira nos EUA e Califórnia

Por Laís Oliveira

Que a população latina tem crescido nos Estados Unidos, não é novidade, mas que a brasileira também continua a crescer, talvez não. Muitos dos brasileiros que ainda estão no Brasil e planejam viver nos EUA, adiaram sua vinda na era do governo Trump porem muitos ainda se aventuram, principalmente os que são atraídos por Hollywood, pela cultura surf ou simplesmente pelo sonho de viver na “Califa”. No estado dourado e de vanguarda, se encontra muitas cidades consideradas santuários e que são contra a política anti-imigrante do governo de Donald Trump.

Em números, o maior grupo demográfico do país é o dos brancos com 256 milhões de pessoas e o segundo o dos latinos, com 57,7 milhões, cifra que inclui os que se identificam como tal, seja de qual raça forem. A Califórnia é o estado com a maior comunidade latina do país, seguida por Texas, enquanto em nível de cidade Los Angeles fica em primeiro lugar seguida por Nova York.

Em 2015, pesquisas demográficas anunciaram o que muitos já previam: os números de hispânicos vivendo na Califórnia haviam oficialmente superados o de brancos. O número de latinos vivendo no Estado Dourado correspondia a 14,99 milhões de habitantes enquanto 14,92 milhões era de brancos. Em 2016 (pesquisa mais atual sobre o tema), o total era de 15,3 milhões de hispanos residindo na Califórnia.

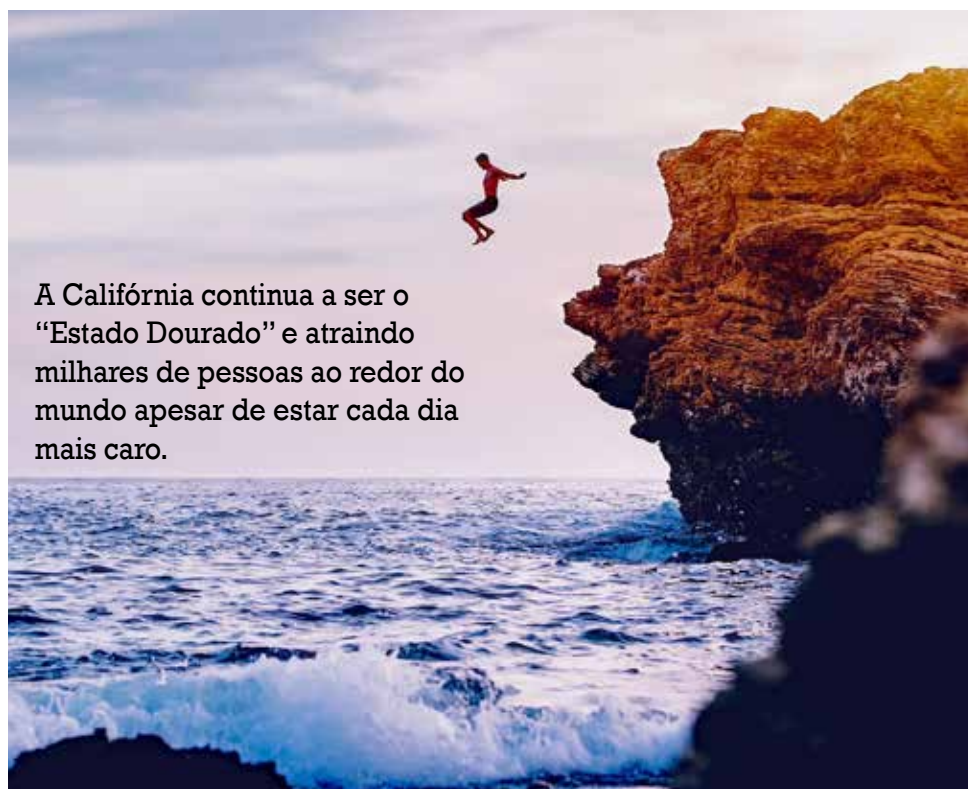
Em dados não oficiais, se especula que exista cerca de 90 mil brasileiros residindo no estado dourado, com a grande Los Angeles (incluindo Orange County) sendo o maior centro de concentração dos Brazucas (45 mil), a área da Baía de São Francisco em segundo (30 mil), a região de San Diego em terceiro (10 mil), enquanto cerca de 5 mil estão espalhados fora dessas três regiões dentro do estado, onde podemos

citar, por exemplo, as cidades de Ventura, Santa Barbara e Sacramento.

Uma pesquisa a respeito da economia desse grupo vivendo nos Estados Unidos e de nome “Latinos no Golden State: uma análise das tendências econômicas e demográficas” revelou dados interessantes: um aumento na renda familiar média para os latinos do estado e uma diminuição da taxa de pobreza. As rendas médias para os latinos da Califórnia aumentaram mais de US\$ 5.000 por ano, e o nível de pobreza caiu 2,4 pontos percentuais. E cada vez mais crianças latinas possuem seguro de saúde. Entre os anos de 2013 e 2014, a Califórnia teve a maior diminuição no número de crianças latinas não seguradas, de acordo com o estudo.

Os dados sobre os habitantes do estado da Califórnia se transformaram em um marco: a primeira vez em que a população latina superou a população branca desde que a Califórnia se tornou um estado em 1850. Em 2060, pesquisadores do censo preveem que os latinos vão representar 48% da Califórnia, enquanto os brancos serão 30%, os Asiáticos, 13%, e os negros, apenas 4%.

*Para finalizar, no estado dourado, em particular, nas três regiões mais habitadas e mencionadas acima, o custo de vida entre moradia e gastos com saúde e lazer quase que duplicaram nos últimos 10 anos (*2017). Vale mencionar também que o estado da Califórnia, apesar de ser extremamente caro, continua atraindo muitos americanos residentes em outros estados. Não é a toa que é conhecido como “Golden State”. ■*



A Califórnia continua a ser o “Estado Dourado” e atraindo milhares de pessoas ao redor do mundo apesar de estar cada dia mais caro.



População nos EUA Ultrapassa os 325 Milhões e Brasil Chega Perto dos 210 Milhões

Segundo projeções publicadas pelo Escritório do Censo americano, ao final de 2017, a população dos Estados Unidos aumentou em 2.3 milhões de pessoas passando a ser mais de 326 milhões. Enquanto isso a população do planeta aumentou em 78.5 milhões e atingiu a marca dos 7.44 bilhões.

Segundo estes cálculos os EUA continua sendo o terceiro país mais populoso do mundo atrás respectivamente de China com 1,38 bilhões e Índia com 1,29 bilhões respectivamente. Brasil esta em quarto com uma população estimada de 208.8 milhões enquanto Indonésia com 262.7 milhões se

coloca em terceiro, Paquistão com 207.98 milhões fica logo atrás de Brasil em quinto lugar.

O prognóstico para 2018 é que nos EUA se registrem um nascimento a cada oito segundos e uma morte a cada dez segundos, e calcula-se que a imigração internacional líquida acrescentará uma pessoa à população do país para cada 29 segundos. Desse modo, o Escritório do Censo acredita que a combinação de nascimentos, mortes e imigração internacional líquida aumentará a população dos EUA em uma pessoa a cada 18 segundos. ■



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Brazil Spotlight: Museums that are Worth Checking Out!

If you like to travel and consider including art and history in your program of visits on your next trip to Brazil, here we suggest five Brazilian museums that are worth checking out! The country has more than 3 thousand museums and it's ranked about 8th among 141 countries in cultural resources. We would like to emphasize that the museum with the highest visitation numbers in Brazil is the Imperial Museum of Petrópolis – a city just 90min from downtown Rio. The Imperial Museum has received 321.6 thousand visitors (*2016).

IMPERIAL PALACE MUSEUM

Previously known as the Royal Palace of Rio de Janeiro and Palace of the Viceroys, is a historic building in the center of the city of Rio. The Paço Imperial was built in the 18th century to serve as residence for the governors of colonial Brazil. From 1808, it was used as a royal residence by King John VI of Portugal as King of Portugal and later also as King of Brazil. In 1822 it became the city palace of the monarchs of the Empire of Brazil, Pedro I and Pedro II, who used it not as a residence, but as a workplace. It was one of the main political centers of Brazil for nearly 150 years, from 1743 to 1889. The Paço Imperial is located in the Praça XV in central Rio. Due to its architectural and historical significance; it is one of Brazil's most important historic buildings.





SÃO PAULO MUSEUM OF MODERN ART

The São Paulo Museum of Art (MASP) is an art museum located on Paulista Avenue in the city of São Paulo. Its well known for its building, a 1968 concrete and glass structure designed by Lina Bo Bardi, whose main body is supported by two lateral beams over a 74 meters freestanding space, considered a landmark of the city and a main symbol of modern Brazilian architecture. The museum is a private non-profit institution founded in 1947 by Assis Chateaubriand and Pietro Maria Bardi. MASP distinguished itself for many important initiatives concerning musicology and art education in Brazil, as well as for its pioneering role as a cultural center. It was also the first Brazilian museum interested in Post-World War II artistic tendencies.



MUSEUM OF TOMORROW

The Museum of Tomorrow is a science museum in the city of Rio de Janeiro. It was designed by Spanish neo-futuristic architect Santiago Calatrava, and built next to the waterfront at Pier Mauá. Its construction was supported by the Roberto Marinho Foundation and cost approximately 230 million reais. The building was opened on December 17, 2015. The main exhibition takes visitors through five main areas: Cosmos, Earth, Anthropogenic and experiences. The museum mixes science with an innovative design to focus on sustainable cities.



OSCAR NIEMEYER MUSEUM

Located in the city of Curitiba, Paraná, this museum is also known as Museu do Olho (Niemeyer's Eye Museum), because of the eye-shaped design of the main building. Its unusual design both from outside and from inside is the highlight of any visit here. The architecture was designed by the renowned modern architect Oscar Niemeyer when he was 95 years old. Besides providing information about Niemeyer (Brazil's greatest architect), the museum hosts exhibitions of international and Brazilian contemporary art and has an outdoor sculpture garden.



CONTEMPORARY ARTS CENTER INHOTIM

The largest open-air contemporary art museum in the world is located in the small town of Brumadinho, just 60km from Belo Horizonte, Minas Gerais. Works of contemporary art are part of the landscape of a 97 hectares large park. The starting collection of 350 works from 80 artists is spread across the countryside in a nonlinear sequence of pavilions set inside a botanical gardens. Brumadinho is full of stories and surrounded by beautiful mountains at an altitude of 880 meters. It has literally won the heart of Brazilian travelers and the world over in recent years. ■



Documentário Reúne Desconhecidos Momentos de Pelé

Dirigido por Ernesto Rodrigues, "Pelé - Um Rei Desconhecido" mostrará coisas que milhares de pessoas não tiveram a oportunidade de ver sobre o ex-jogador e legenda do futebol mundial. O filme, produzido especialmente para a TV, vai ser exibido pelo Canal Brasil nos dias 7 e 8 de junho, às 20h35, e 8 de junho, às 9h05 (horários do Brasil).

O diretor buscou em arquivos internacionais coisas que não tivemos oportunidades de ver e se concentrou particularmente nos anos 60 pela boa quantidade de filmes de ótima qualidade e de pouca divulgação. O diretor esteve no programa Redação SporTV e o apresentador Marcelo Barreto mostrou-se admirado com o conteúdo reunido por Ernesto dizendo "É impressionante que exista algo não visto, raro sobre o Pelé, essa celebridade mundial. Em época de Copa do Mundo é sempre uma boa oportunidade rever Pelé. O documentário também explora fotos maravilhosas de momentos do rei. Sem dúvida uma boa pedida para quem está no Brasil ou fora do Brasil com acesso ao Canal Brasil. ■



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World Bank Report: Brazil Fell in Doing Business Rank

The World Bank "Ease of Doing Business" annual report (2017) and published in 2018 sheds light on how easy or difficult it is for a local entrepreneur to open and run a small to medium-size business when complying with relevant regulations. It measures and tracks changes in regulations affecting 11 areas in the life cycle of a business (check below).

Starting a business in Brazil can be more difficult than in countries like Ghana and Jordan. Mexico is the best Latin American country to do business, while Brazil ranks among the six worst countries as in accordance with this report.

CHECK OUT SOME SECTORS IN WHICH BRAZIL WAS EVALUATED, AMONG WHICH GETTING CREDIT, PAYING TAXES AND PROTECTING MINORITY INVESTORS.

STARTING A BUSINESS: What does it take to start a business in Brazil? Starting a business requires 11 procedures, takes 83 days, and costs 3.80% of income per capita. Globally, Brazil stands at 174 in the ranking of 189 economies on the ease of starting a business.

CONSTRUCTION PERMITS: What does it take to comply with the formalities to build a warehouse in Brazil? Getting with construction permits requires 18.20 procedures, takes 425.70 days and costs 0.40% of the warehouse value.

GETTING ELECTRICITY: What does it take to obtain a new electricity connection in Brazil? Getting electricity requires 4 procedures, takes 43.60 days and costs 28.60% of income per capita.

REGISTERING PROPERTY: What does it take to complete a property transfer

in Brazil? Registering property requires 13.60 procedures, takes 31.70 days and costs 3.10% of the property value.

GETTING CREDIT: How well do the credit information system and collateral and bankruptcy laws in Brazil facilitate access to credit? The economy has a score of 7 on the depth of credit information index and a score of 2 on the strength of legal rights index. Higher scores indicate more credit information and stronger legal rights for borrowers and lenders. Globally, Brazil stands at 97 in the ranking of 189 economies on the ease of getting credit.

PROTECTING MINORITY INVESTORS: How strong are minority investor protections against self-dealing in Brazil? The economy has a score of 6.50 on the strength of minority investor protection index, with a higher score indicating stronger protections. Globally, Brazil stands at 29 in the ranking of 189 economies on the strength of minority investor protection index.

PAYING TAXES: What is the administrative burden of complying with taxes in Brazil – and

how much do firms pay in taxes? On average, firms make 9.60 tax payments a year, spend 2600 hours a year filing, preparing and paying taxes and pay total taxes amounting to 69.20% of profit. Globally, Brazil stands at 178 in the ranking of 189 economies on the ease of paying taxes.

TRADING ACROSS BORDERS: the trading across Border indicator refers to an ease of doing business scenario of a warehouse in the largest business city of an economy trading with the main import and export partner through the economy's main border crossing. Globally, Brazil stands at 145 in the ranking of 189 economies on the ease of trading across borders.

ENFORCING CONTRACTS: How efficient is the process of resolving a commercial dispute through the courts in Brazil? Contract enforcement takes 731 days and costs 20.70% of the value of the claim.

RESOLVING INSOLVENCY: Resolving insolvency takes 4 years on average and costs 12% of the debtor's estate. ■

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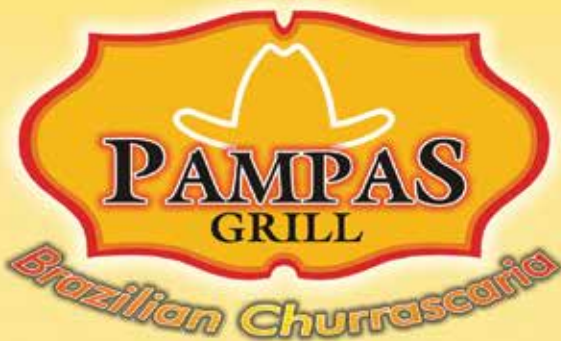
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Apresentamos a Nova Consul-Geral do Consulado de Los Angeles

Tivemos a oportunidade de conversar com a embaixadora **Márcia Loureiro**, que assumiu as funções de Cônsul Geral no Consulado Geral de Los Angeles no lugar do embaixador Bruno Bath e que faz parte do rodízio de anos que adota o Itamaraty. O Consulado Geral de L.A tem uma jurisdição que abrange cidades do Sul da Califórnia e os estados do Arizona, Nevada, Utah, Montana e Havaí.

Nascida no Rio de Janeiro, a carioca Márcia Loureiro tem experiência de lidar com os anseios e necessidades dos brasileiros, pois trabalhou como Consul-Adjunto no Consulado-Geral em Boston entre 1999 e 2003 e também no Consulado-Geral de São Francisco entre 2006 e 2010. Em sua experiência nos EUA, foi responsável pelas áreas consular, cultural e também de relações com a comunidade.

Agora em Los Angeles, sua primeira experiência como Consul-Geral, ela acredita que terá novos desafios, no entanto, suas duas experiências anterior nos EUA como Consul-Adjunto, tende a ajuda-la no seu papel de suprir as necessidades e anseios de milhares de brasileiros na área de sua jurisdição. Por sua vez, nos acreditamos que os serviços do consulado tende a ganhar mais agilidade e qualidade em consequência dessa experiência previa e contato direto com os brasileiros residentes nos EUA.

"Reativamos o Consulado Itinerante e San Diego foi à primeira cidade depois de alguns anos. Nos dias 14 e 15 de abril registramos o comparecimento de mais de 450 pessoas residentes de San Diego County e 418 documentos foram processados. Depois foi a vez de Salt Lake City que recebeu o Consulado Itinerante nos dias 5 e 6 de maio", nos disse a nova embaixadora. O Consulado Itinerante acontece em algumas cidades e atende ao máximo de pessoas que precisem regularizar documentos, realizar recadastramento e muito mais.

"Havendo disponibilidade de recursos, atenderemos a outras cidades ao longo do ano, pois toda a equipe consular tem consciência da importância de prestar esse serviço aos brasileiros residentes em nossa jurisdição que, por várias razões, nem sempre podem se deslocar a Los Angeles. A equipe, aliás, realiza os itinerantes com muito entusiasmo e dedicação", complementou a embaixadora Márcia Loureiro. Ela ainda nos mencionou sobre a atenção especial que foi dada ao recadastramento eleitoral e cujo prazo terminou no dia 9 de maio para os brasileiros residentes no exterior.

A simpática e dedicada nova embaixadora também esteve presente na reunião do Conselho de Cidadãos do Sul da Califórnia no mês de Abril, na sala de reunião do Consulado em Los Angeles, e onde teve a oportunidade de conhecer pessoalmente parte do grupo de conselheiros. Ela deve estar presente também aos próximos dois eventos organizados pelo conselho (Fortalecimento da Mulher Imigrante e o Network Entre Influenciadores da Comunidade) a ser realizado na sala Vinicius de Moraes dentro do Consulado Geral de Los Angeles.

Perguntamos também se ela já conhecia Los Angeles e quais eram suas impressões da cidade e ela nos disse "Já conhecia como turista e minha primeira impressão foi de ser uma cidade muito agradável. E isso está sendo confirmada a cada dia. É diversa, multicultural, vibrante, criativa, e que oferece grande potencial de trabalho para o consulado. Ao mesmo tempo, vou conhecendo gradualmente os restaurantes e outros negócios brasileiros, o que me ajuda a trazer um pouco do Brasil para a minha casa e a matar as saudades".

Por fim, perguntamos se ela gostaria de dizer algo mais aos nosso leitores e residentes do Sul da Califórnia. "Gostaria de dizer que me sinto muito honrada e feliz com a designação para servir como cônsul-geral em Los Angeles e estarei sempre aberta a ouvir a comunidade sobre como aperfeiçoar o nosso trabalho. Em contato direto com a nossa equipe, pelas mídias sociais do consulado ou por intermédio do conselho de cidadãos, os comentários e sugestões que recebemos são analisados com atenção, por serem uma fonte de aprendizado para todos nós". Desejamos a nova embaixadora uma feliz estadia em Los Angeles e que sua nova missão seja inesquecível em sua trajetória de diplomata. ■





The Show Continues...

THE GREAT BEAUTY OF SOCCER AND THE WORLD CUP

By Lindenberg Junior





Played by millions of people in hundreds of countries, soccer is without a doubt, the most popular sport in the world. Large sums of money are spent every day in merchandising and companies like Nike, Adidas, Puma and Umbro, just to mention the biggest players, invest millions of dollars in publicity and sponsorship. Also, some of the biggest breweries on the planet like Brahma (Brazil), Quilmes (Argentina), Corona (Mexico), and Heineken (Netherlands) invest heavily in the soccer world.

Whether you call it soccer or football, it is a family of team sport that involve, to varying degrees, kicking a ball with a foot to score a goal. Its immense popularity across the world positions soccer in a way entirely apart from anything else. The sport is truly one of the few global phenomena, residing at the intersection of world sport, politics, fashion and culture. What makes soccer so popular is the simple way it is played, the controversies that arise from some results, and naturally, the thrill and emotion that the sport is able to create.

There are several national championships such as the FA Cup (England), Campeonato Brasileiro (Brazil), MLS League (USA), The Bundesliga (Germany), etc., and different soccer cups around the world such as the UEFA Champions League, Copa America, Copa Libertadores, UEFA Europa

League, Africa Cup of Nations, Confederations Cup, etc, but nothing excites more fans of soccer than the World Cup.

Every four years national teams from many countries get together to play the most important soccer tournament in the world. The BBC estimated that over one billion people around the world tuned in for the final game of the World Cup 2014 in Brazil between Argentina and Germany. A lot of network giants such as Globo TV (Brazil), Univision (USA) and the RAI (Italy) get into disputes for the exclusive rights for broadcast the event in their countries. And, as expected, they have to pay high prices, for the privilege. The reason is clear: soccer is the sport for the masses and, of course, the commercial interests are awoken.

A LITTLE BIT OF HISTORY

According to some historians, a game named "gioco del calcio" in Italy during the middle ages kick started the game of soccer that we know today. It was played in the piazzas with 27 players on each team in which the players would take the ball to two poles at opposite ends of the plaza. The game was prohibited as a consequence of the lack of organization, noise and violence that was generated. But that didn't stop the sport; members of the aristocracy created a new version of the game with rules that didn't allow for violence.

Historians have concluded that the "gioco de calcio" left Italy and arrived in England in the 17th century. During Queen Elizabeth's reign the sport gained some new rules and was codified. The field would have a measurement of at least 180 meters, and at each end of the field two rectangular arches, called goals, would be installed. The ball would be made of leather and filled with air. Students and the sons of the British nobility played the first games until it became more and more popular.

In 1871 the goalkeeper position was created. Four years later the 90-minute playing time was created, in 1891 the penalty was established to punish the fouls inside the field area, and in 1907 the off side rule was developed. An interesting fact happened in 1897: soccer left Europe, when the British team called "Corinthians" did an overseas tour, something that definitively contributed to spread the soccer around the world.

FIFA AND THE INTERNATIONAL TOURNAMENTS

The International Federation of Associated Football (FIFA) was created in 1904 and is the greatest authority in the soccer world, organizing and administrating every aspect of the game. Besides the organization of the World Cup, created by a Frenchmen named Jules Rimet in 1928, the entity is also responsible for other world tournaments such as the Women World Cup and various World Cups for Juniors such as the Under-21 and U-17 World among others.

IN BRAZIL

Charles Miller first introduced soccer to Brazil in 1894 when he brought the first ever soccer ball and book of rules to the neighborhood of Bras in Sao Paulo when he returned home from England where he had been studying. The first game ever played in Brazil was on April 15, 1895 and the players were employees of British companies. In





the beginning soccer was property of the upper classes and they didn't allow the participation of Afro descents in the first national teams.

AND THE SHOW HAS BEGUN

Uruguay was the country chosen to host the first ever World Cup in 1930. With only 16 national teams, all invited by FIFA, and without a preliminary, the Jules Rimet Cup was won by the Uruguayans who kept it for four years. Italy got the 1934 (in Italy) and 1938 (in France) titles. The following competitions, 1942 and 1946 were cancelled due to the WWII. In 1950, Brazil was chosen as the country host, and with the enthusiastic Brazilians feeling confident, the "Maracanã Disaster" took place. The team went as far as the finals to play against Uruguay in front of a crowd of 200,000 fans and let everybody down. They lost the game (2 to 1) when a simple draw would have given the first World Cup to the Brazilians.

The World Cup of 1954 (in Switzerland) was won by the Germans and, finally, in 1958 (in Sweden)

Brazil lifted up the cup for the first time. In Chile (in 1962), Brazil again ended up winning the World Cup. In 1966 the British won playing at home, and in 1970 it was Mexico's turn to host the games and everyone had the chance to see the Brazilian "dream team" (Pelé, Rivelino, Jairzinho, Gerson, Tostão...).

Brazil became the first team to win 3 times after a final game against the Italians and acquired the right to keep the Jules Rimet trophy forever at home. In 1974 the Germans won for the second time playing at home. Also playing at home, Argentina, led by Mario Kempes won the cup for the first time in 1978, becoming the third South-American country to achieve such a feat.

In 1982, in Spain, and with a team that in my opinion was the greatest of my generation, Brazil impressed the world not just playing well, but also by giving a true spectacle. However, it was Paolo Rossi and their Italian colleagues who eventually became the champions of that year.

Mexico was the first country to host another World Cup in 1986 and the Argentine team, led by Diego

Maradona won its second title. In Italy, in 1990, one of the least satisfying World Cups ever, technically speaking, was won by the Germans again. The U.S. host the World Cup 1994 and Brazil, after 24 years waiting for a new title, finally won, and again, in a final against the Italians (in a dramatically game end tied without goals and going to penalty kicks).

It was my first World Cup "Live"! Millions of Brazilians (including myself) were taken by surprise thanks to players like Dunga, Romário, Bebeto, and the goalkeeper Taffarel! Brazil got their 4th world soccer championship and I can still remember very clear this memorable day. Colorado Blvd in Pasadena closed to cars and the crowd partying on the street. There were Brazilians, Americans, Mexicans and plenty of foreigners, all lovers of the artful Brazilian soccer enjoying the same happiness of those who know how to party.

In 1998, France was the host for the second time. Was I open-mouthed and not believing how Brazil can lose that final in Paris against the



French? But the waiting wasn't that long. Four years later, in Japan/Korea in 2002 with Ronaldo & Rivaldo in their prime, the Brazilian team beat the Germans and won their 5th World Cup.

In 2006 Germany hosts the party and Italy won the tournament, claiming their fourth World Cup title. This World Cup stands as one of the most watched events in television history, garnering an estimated 26.29 billion non-unique viewers, compiled over the course of the tournament. In 2010 the World Cup was for the first time held in Africa and South Africa was the host. Spain, the European champions, defeated the Netherlands (third-time losing finalists) 1X0 after extra time with Andres Iniesta goal giving Spain their first world title.

The 2014 World Cup was the 20th FIFA quadrennial world championship for men's and took place for the second time in Brazil. A total of 64 matches were played in 12 venues and host cities across Brazil. For the first time at World Cup finals match officials used goal-

line technology, as well as vanishing foam for free kicks. Brazil received over 1 million visitors from 202 countries. The surprises that shocked soccer fans around the world: Spain, the title holders, along with former world champions, England and Italy, were eliminated at the group stage. Host nation Brazil, who had won the 2013 FIFA Confederations Cup and is the biggest winner of world championship titles (until 2014), was shamelessly eliminated losing 7X1 against Germany in the semi-final game and eventually finished in forth.

AND THE SHOW CONTINUES

Soccer is art, soccer is passion, soccer is controversy, and soccer is a show for many folks in the world. For Brazilians, soccer is a national mania. It's a reason to fight with your wife (or girlfriend), to have a few beers, to have good times, and to travel and know the new city – that's hosting the cup. It's a good reason to stay home positioned in front of the television, to laugh and have fun. It's a good reason to entertain your sons and to buy a yellow shirt. The show must go on

and new Ronaldos, Romarios... and Neymar will appear... and Brazil will keep on singing: "Olé, Olé, Olé, Brazil, Brazil".

THE 2018 WORLD CUP

The next quadrennial international soccer tournament will be hosted by Russia and is scheduled to take place from June 14th to July 15th. This will be the 21st World Cup and the first World Cup ever held in Eastern Europe. It will be also the first held in Europe since 2006. The tournament will involve 32 national teams with a total of 64 matches to be played in 12 venues located in 11 cities. The final will take place on July 15th in Moscow at the Luzhniki Stadium. In my personal opinion the favorites are Brazil and Germany, with Spain, England and France with good chances. The surprise would be if Argentina wins the 2018 World Cup because they are not in a good moment, but they have the best player in the world, Leonel Messi, and they are Argentina, two-time World champions. ■

Brazil plays in the city/stadium of Saint-Petersburg against Costa Rica on June 22





Why Brazil is Considered a Favorite to Win the World Cup 2018?

Brazil has produced some of the best players throughout the history of the game, from Pelé and Garrincha in the sixties, Rivelino and Jairzinho in the seventies, Zico and Socrates in the eighties, to Ronaldo, Romario, Kaka, Ronaldinho and Neymar in the past 25 years. Entertainment, flair, dribbling skills and creativity is what Brazilian soccer is all about, and for us, Brazil have at least 6 players that we consider top 25 in the world right now:



WILLIAN hit his peak in between 2015 and 2016, and was in that period, arguably, the best performer at Brazil's national team and Chelsea. This first half of 2018 he is playing "muita bola!" (Too much!).



CASEMIRO has cemented himself as an essential part of Real Madrid's tactical scheme in the past 2 seasons. The midfielder went from being considered the weak link in Zinedine Zidane's lineup, to being labeled by many, as the best defensive midfielder in the world



GABRIEL DE JESUS ability of receiving the ball with his back turned to goal, his intelligent movement and infiltration to the penalty box and his eye-for-goal, make him the ideal striker in Tite's tactical scheme.



COUTINHO can play on both flanks as wide play-maker who has the required technical ability to cut-in and have a go at goal, but can also operate as central midfielder, with the responsibility of creating play and organizing his team's build-up. He is a multi-talented footballer, who shows up in big games more often than not.



MARCELO has helped Real Madrid win almost all in the past couple years, including the Spanish league title and the UEFA Champions League. He with his ability with the ball, passes, and game vision could easily wear a 10 shirt! Marcelo was one of the main culprits in that humiliating defeat against Germany, but he will be looking to write his name in the history books, for the right reasons, this time in 2018.



NEYMAR has been the best Brazilian footballer in the past few years and has helped Brazil win the Confederations Cup in 2013; as well achieve Olympic Gold in the Rio games in 2016. He is the typical Brazilian footballer who entertains the fans with his skills, creative approaches and improvisation. The stage is set for him to break the dominance of Lionel Messi and Cristiano Ronaldo. 2018 will be the moment of truth, where he finally shows whether he is able to live up to the hype as the main man, or whether he will fade when it matters the most. If he can guide his nation to World Cup triumph in 2018, then he would no doubt cement his place as one of the greatest players in the history of the game.

In most opinion polls, Germany and Brazil are fighting side by side the favoritism of being the 2018 World Cup champion, and we also agree. It would be wonderful to see the consolidation, once again, of the "Canarinha" after the sad episode of the 1X7 in home, in the 2014 World Cup, by coincidence against the Germans. ■

Refinanciar seu Empréstimo de Automóvel Pode ser uma Boa Ideia

Uma grande maioria das pessoas que moram nos EUA sabe que pode refinanciar as hipotecas de seus imóveis, mas menos da metade dessa maioria não está ciente de que também pode refinanciar o automóvel, foi o que concluiu uma pesquisa da Harris Poll para a Ally Financial. Este refinanciamento é uma tarefa simples e que pode reduzir os pagamentos com seu carro em cerca de US\$ 1.300 por ano.

Os fatores a seguir podem te ajudar a decidir se o refinanciamento do seu empréstimo é uma boa opção para você:

- **Taxas de juros:** você pode reduzir seus custos mensais diminuindo a taxa de juros que está sendo atualmente cobrada. Compare a taxa de juros atual com as prometidas pelo refinanciamento. Tenha em mente que existem vários aspectos que podem impactar a queda dos juros e que inclui o seu "Credit Score" antes e agora. Se sua pontuação de crédito aumentou significativamente desde que você financiou seu veículo, pode ser hora de refinanciar com uma taxa de juros mais baixa.

- **Orçamentos mensais apertados:** Se você precisa reservar algum espaço em seu orçamento devido

às circunstâncias da vida ou simplesmente deseja economizar mais dinheiro, o refinanciamento do empréstimo do carro pode ter um impacto substancial em suas finanças. Por exemplo, aqueles que refinanciaram seus veículos através da Clearlane, a plataforma de financiamento online da Ally, reduziram seus pagamentos mensais em uma média de US\$ 112.

- **Reduzir o prazo:** outra razão pela qual muitos optam por refinanciar o carro é a redução no número de pagamentos que terão que fazer e com o objetivo de diminuir o montante total dos juros pagos ao longo do empréstimo. Isso pode ser vantajoso se você puder pagar um valor mensal maior do que quando você comprou seu veículo, graças a um aumento de salário ou uma nova fonte de renda que você possa ter adquirido.

Se você optar por refinanciar, certifique-se de rever seu contrato de empréstimo e os termos com cautela para ter certeza de que você compreende como funciona seu atual empréstimo. Você também deve estar ciente de quaisquer custos que possam ser incorridos por refinanciamento ou alteração dos termos do empréstimo. E claro, observe atentamente todas as ofertas e compare, assim como não tenha medo de perguntar e esclarecer dúvida com profissionais desse setor/indústria. ■





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Brazilian singer Fabio Jahgun with her son on stage at the Topanga Canyon Raggae Festival in Los Angeles - Photo by Claudia Passos



Jamaican Reggae and its connection with Brazil

By Carol Mendes
Translation: Julia Melim

Guitar, bass, acoustic guitar, drums and other percussion instruments to spread their music, but the reggae rhythm has been well-known in Brazil for more than a decade for using those. The sound of reggae is the convergence of many musical styles and different influences originated in Jamaica.

Everything started more than 5 thousand kilometers from the Brazilian land, in the 1940s, when "mento" (a musical genre also from Jamaica) was influenced by the "blues", which resulted in the "Ska". This new rhythm has a strong presence until the 1960s, when the Jamaica people have to face a new socioeconomic reality because people who worked in the fields migrated to the cities looking for a better quality of life. Those changes also affected the musical expression and "Ska" became "rock steady", "which was clearly influenced by "soul music", using guitar and bass constantly.

Still in the 1960s, a new generation of musicians were experimenting with "rock steady" that also reflected changes in the lyrics and themes used in the songs.

The compositions had a rhythm repetition and were also part of social causes, such as the "Rastafarian" movement, which defended that people with African descent should grow beyond their social limitations through politics and spiritual beliefs. This battle showed the effort to rebuild their dignity through their cultural expression, which came in from of music, what we know today as "Reggae".

However, it was not an easy task to make this innovative sound travel around the world because even the Jamaica radios were prejudiced and refused to play their music. After they won that battle, in the 1970s, people could "meditate" to the sound of Bob Marley and Jimmy Cliff. "No Woman No Cry" and "I Can See Clear Now", among other hits, were immortalized and became representative of a sort of reggae's "national anthem".

The translation of this musical genre is connected to the sense of musicality in itself, the body language translated into music. And the creative Brazilian people would not let this opportunity to express themselves

Jimmy Cliff has been in Brazil several times and even recorded an album titled "Jimmy Cliff in Brazil." In this album you will find a compilation of hits by the musician celebrating the artist's intimacy with Brazil and the musicality of the country of the Samba and Bossa Nova. In 1969 he came to Brazil for the Festival da Canção, in the 1980s he sang alongside Gilberto Gil in a memorable concert, and in the 90's he participated in the albums of two Brazilian bands: Cidade Negra and Olodum.



pass them by. In a different way than in Jamaica, reggae took another shape in each region of this "tropical country" – Brazil. There's not enough research to prove how reggae spread its melody throughout Brazil, but most likely it happened when Jimmy Cliff adopted Brazil as his second home. After a performance by Luis Melodia, Jorge Ben Jor and Gilberto Gil, in an International Music Festival, the Jamaican rhythm was incorporated as part of our musical repertoire.

The reggae myth "lived" exclusively in Bahia for many years until the early 1990s. Then, Brazilians proved that the Brazilian rhythms already in existence weren't enough, and became interested in new bands with reggae influence, such as Cidade Negra, Tribo de Jah, Natiruts and Maskavo among other bands, which prove there's a huge market for this rhythm in Brazil. Reggae energizes Brazil and brings a new wave of positive energy to the people of the tropics. Today, reggae in the "country of samba" is without a doubt one of the preferred rhythms among the locals, and one of the most commercial musical genres, especially among young people. ■

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Novas Tendências do Ensino Superior e Emprego nos Estados Unidos

Por Laís Oliveira

Com robôs substituindo humanos num mercado tão competitivo, profissões conhecidas desaparecendo, outras novas surgindo, e novas tecnologias sendo desenvolvidas em série, uma das áreas mais impactadas pelas transformações no mercado de trabalho já está sendo a educação. Da faculdade aos cursos de especialização, dos treinamentos corporativos aos MBAs, a forma como adquirimos conhecimento já está mudando em vários lugares ao redor do mundo.

Enquanto as universidades federais e estaduais brasileiras usam a nota do vestibular (Enem) para determinar quem entra e quem fica de fora, as instituições americanas consideram o SAT Score - um número que vai se acumulando do kindergarten até o último ano de High School, e uma série de outros fatores como atividades extracurriculares e até mesmo voluntariado.

Mas um fator pesa sobre essa diferença: o custo para adquirir ensino superior nos dois países. No Brasil, institutos e universidades federais, bem como as estaduais, oferecem todos os cursos inteiramente gratuitos para os alunos que conseguirem vencer a acirrada disputa do vestibular. Sem pagar nem um real, exceto por seus custos pessoais para se deslocar e ter materiais extras de aula, um aluno se forma em pelo menos quatro anos de curso e está pronto para o mercado de trabalho.

Já nos Estados Unidos, não existe universidade pública gratuita. Pode ser tornar gratuita através de bolsa de estudo, mas no geral, universidade

não é para qualquer um e uma matrícula anual pode custar até US\$80 mil em certas universidades privadas e dependendo do curso. A média, no entanto, está em torno de US\$50 mil. Já em uma Universidade do Estado, como a UCLA da Califórnia, localizada em Los Angeles, um residente legal do estado pode estudar por uma média de US \$35 mil. Já um estudante, residente legal de outro estado (Arizona, por exemplo) tem que pagar, em média, US\$15 mil a mais pelo mesmo curso na UCLA. Em resumo, numa universidade estadual norte-americana o residente daquele estado tem a preferência e paga menos.

Apesar de haver opções para quem não tem condições financeiras como bolsas estudantis parciais e empréstimos do governo do Tio Sam (que se deve começar a pagar seis meses depois de se formar) no geral, o estudante já sai da universidade com uma dívida altíssima no final dos quatro anos tradicionais, o que dificulta a estabilização financeira nos primeiros dez anos de sua carreira.

Para muitos americanos e residentes legais vivendo nos EUA, uma das táticas mais conhecidas (e usada, por exemplo, pelo ex-presidente Obama) é, logo após o High School, entrar para um Community College (como o Santa Monica ou Glandale College na área de L.A) onde o residente legal pode fazer diversos cursos de um, dois e três anos e aproveitar várias cadeiras que podem ser utilizadas de crédito em uma universidade. Ou seja, em um Community

College esse estudante vai pagar em média US\$200 por semestre, adquirir educação superior e ainda aproveitar várias cadeiras quando se transferir para uma universidade anos depois, economizando assim milhares de dólares.

Apesar da economia considerável que pode ser feita usando de algumas táticas, os custos de uma universidade nos EUA são altíssimos. O acesso à educação superior no país está afastando alunos menos favorecidos e novas soluções estão surgindo no mercado. Em consequência, uma nova tendência surgiu como alternativa. Com investimentos de terceiros, muitas pessoas estão substituindo o canudo em quatro anos dentro de uma universidade (ou mesmo em Community College) por cursos práticos e objetivos com duração de até um ano. Essa nova tendência vem aumentando em demanda já que quase garante





um emprego ao concluir o curso, e melhor, sem um custo inicial.

O mercado de trabalho está entrando numa era que muitos especialistas chamam de hiperespecialização, a qual requer conhecimento técnico aprofundado em áreas muito específicas. Com essa nova demanda de conhecimento, muitas vezes a necessidade de um curso de quatro a seis anos numa universidade para conseguir um diploma e status cai por terra e dá lugar a cursos rápidos, ligados à tecnologia, totalmente conectados com a nova realidade do mercado de trabalho e o melhor, sem se preocupar em pagar altos custos após a conclusão.

Esta tendência de ensino tem atraído milhares de jovens nos Estados Unidos de idades a partir de 18 anos. A vantagem é que o aluno não tem um “up

front cost”, ou seja, não precisa pagar enquanto estiver estudando. Esses tipos de instituições investem no aluno e o mesmo começa a pagar apenas quando conseguir um emprego em sua área de formação e tiver um salário considerado mínimo pela instituição tipo US\$50 mil anuais. O retorno do investidor vem através de 15% do salário do ex-aluno durante os três primeiros anos.

Com esta plataforma de ensino, as escolas investem no aluno para ter retorno financeiro depois. Um formato que pode revolucionar a educação superior nos próximos anos, pois ainda promete inclusão imediata no mercado de trabalho. Na Califórnia, a Holberton School optou por esta nova forma de ensino. A instituição foca em seus alunos de forma comprometida com a nova realidade – ao mesmo tempo em

que eles permanecem focados em desenvolver habilidades digitais, o corpo docente também adiciona à “grade curricular” um punhado de cursos de educação geral em áreas distintas como resolução de problemas e trabalho em equipe.

A Praxis, uma escola digital que começou suas atividades em 2013 e localizada na Carolina do Sul, já empregou diversos alunos em empresas conhecidas do mundo digital. A instituição fornece em sua grade uma série de habilidades digitais e sociais – como comunicações, por seis meses antes de encaminhá-los como aprendizes em uma empresa iniciante, principalmente em tecnologia. O programa custa US \$ 11.000 e é projetado para ser coberto pelos salários ganhos durante o aprendizado. Apenas 11% dos alunos da Praxis que se candidatam são aceitos e cerca de 200 estudantes se formam. Quase todos encontraram empregos semanas depois de se formarem de acordo com os fundadores da instituição.

Já a Mission U, na Califórnia, cujo slogan afirma “educação para o século 21”, vai além: a maioria das aulas é online e os alunos se reúnem em média uma vez por semana. Cerca de metade do corpo discente é composto por universitários tradicionais jovens, os demais são mais velhos e experientes.

As transformações sociais causadas pelo rápido desenvolvimento da tecnologia têm impactado a educação superior. As instituições que não quiserem perder dinheiro na era digital precisam reformular seu modelo de ensino e acompanhar as novas tendências. Será que a necessidade de diploma está realmente chegando ao fim? Só saberemos nos próximos anos. Mas com certeza, o status de ter um diploma universitário, mas com poucas chances de entrar no mercado de trabalho esta pouco a pouco cedendo espaço para a praticidade do ensino e garantia de inclusão. ■



Naturalization: How to Apply for Brazilian Citizenship?

*English Version by Amanda Peter



Brazil is a large country, and despite its economic situation, it attracts foreigners of different nationalities who come ashore for a variety of reasons. There are those who establish themselves investing in a business, others who seek possibilities to grow in their professional fields, those who go for a visit, but end up falling in love and staying, and others who form family ties with Brazilians.

For those who decide to stay permanently because they are fully adapted and integrated in the local culture, the Brazilian legislation allows the acquisition of citizenship through a naturalization process. By becoming a Brazilian citizen, through this process, the foreigner receives several rights, which were not granted before, such as voting and access to public job opportunities.

To enter the naturalization process and become a citizen of Brazil, certain requirements must be

met, according to Horizon - a renowned company in the foreign advisory market:

- ✓ Have civil capacity, according to the Brazilian law
- ✓ Own a permanent visa in Brazil
- ✓ Live continuously in Brazil for 15 years and have no criminal record. (However, this period can be drastically reduced to 4 years if the foreigner has a permanent residence in Brazil)
- ✓ Know how to speak and write in Portuguese
- ✓ Have a job or sufficient funds to support themselves and their family

After fulfilling the requirements above, the foreigner can request naturalization through a specialized legal adviser, and wait for the request to be granted. Then, the naturalized citizen can enjoy a series of benefits, such as:

- ✓ New personal and professional possibilities
- ✓ No more bureaucracy with visas and deadlines for leaving and returning to Brazil

- ✓ Access to public job opportunities
- ✓ Right to work and live in countries that are part of the Mercosur Residency Agreement
- ✓ Access to countries that have a visa-free agreement with Brazil
- ✓ Right to pass on the Brazilian citizenship to children born abroad after a naturalization process

Brazil has been encouraging foreigners to remain in its territory because the diversity of ethnicities, cultures and the exchange of knowledge makes the country richer, and the integration between nations facilitates communication between the political leaders who represent them. Since 2015, new procedures were established aiming to reduce the processing time for naturalization documents, turning the process faster. ■



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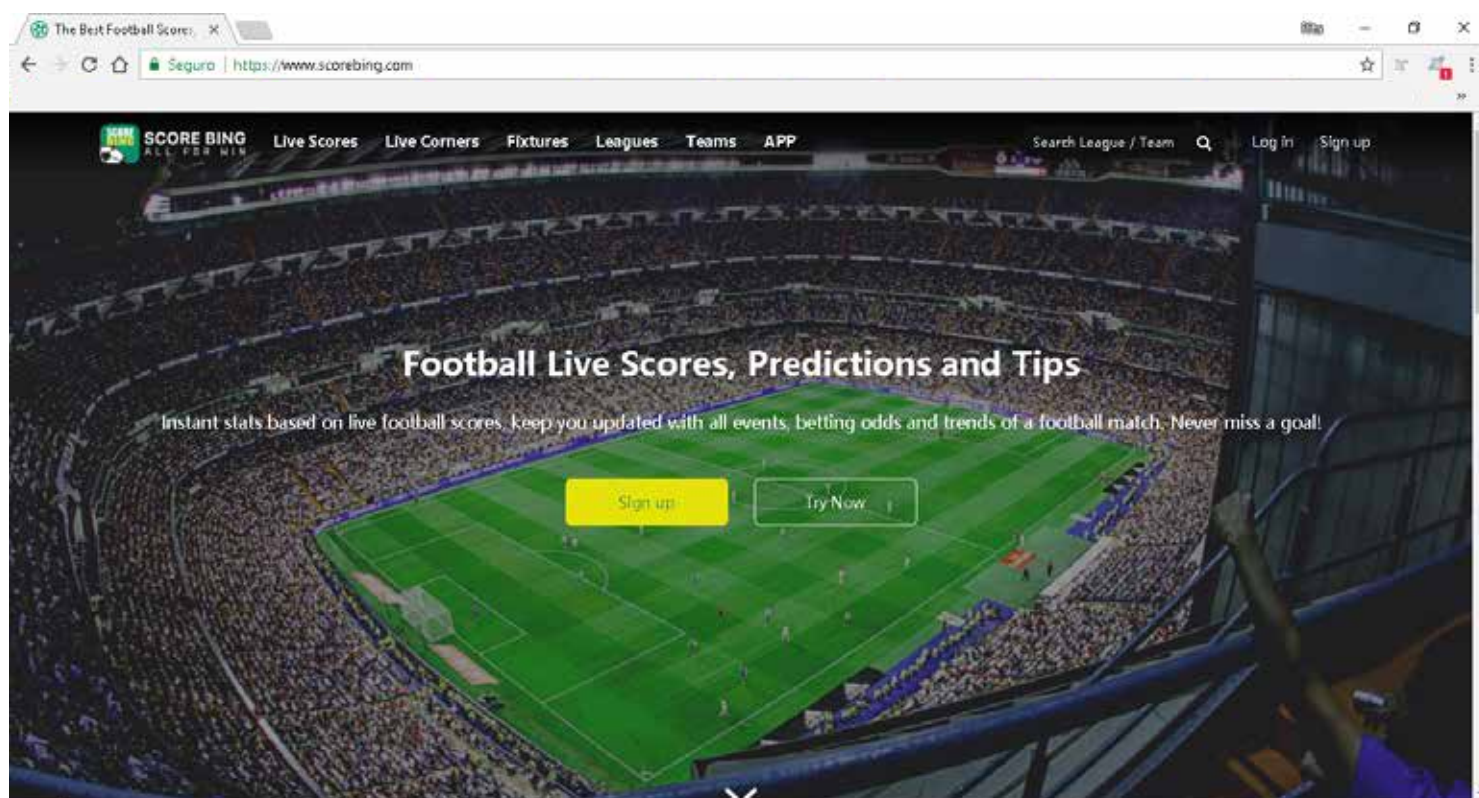
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ScoreBing, o Aplicativo para Amantes do Futebol, está Disponível em Português

Com a Copa ai e a febre do futebol já na mente de todos os fanáticos e amantes do esporte nada mais lógico do que ver novidades ao redor desse tema tão popular. O App Scorebing já conhecido entre os americanos e ingleses, lançou recentemente sua versão em português e estará disponível nos próximos meses em espanhol, italiano e alemão. O aplicativo se torna uma opção a mais para os brasileiros que gostariam de ver/chechar previsões de jogos de futebol, dicas e partidas ao vivo. O Scorebing cobre 211 países, 1492 ligas e 22.557 times.

"Quando o Scorebing foi lançado, achei que a maioria dos nossos usuários seria de países que

falam inglês, como Estados Unidos, Grã-Bretanha, Austrália, Canadá e assim por diante. Nós temos centenas de milhares de usuários desses países, no entanto, temos muitos pedidos de Portugal, Espanha, Itália, Rússia e até mesmo da Tailândia, que nos incita a ser um app mundial", afirmou Jack Lu, CEO da Scorebing. "Desta vez, a versão em português é dedicada aos amantes do futebol de Portugal e Brasil", disse o executivo.

Alem de previsões e dicas você pode acompanhar varias partidas de diferentes ligas e equipes ao redor do mundo pelo aplicativo. Entre as ligas estão La Liga espanhola, a Premier League Inglesa, a Bundesliga

alemã e a Serie A Italiana. O App também fornece informações sobre ligas alternativas incluindo a da Noruega, Dinamarca, Bélgica, e mesmo Tailândia, que são realmente difíceis de checar/encontrar em qualquer outro lugar.

Se você é um fã do futebol este aplicativo é uma boa novidade! A Copa do Mundo da FIFA 2018 acontece na Rússia entre os dias 14 de junho a 15 de julho, e o App Scorebing promete cobrir também o maior espetáculo esportivo na terra.



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Arranjador e parceiro de Luiz Melodia de anos, Renato Piau

Um tributo ao cantor Luiz Melodia, que faleceu no dia 4 de agosto de 2017, foi realizado em Los Angeles e em duas ocasiões distintas no final de março – dia 22 no Bar Blue Whale em downtown L.A e dia 24 no Zebulon Café em Silverlake. O guitarrista, cantor, compositor, arranjador e “partner” de Luiz Melodia durante vários anos, Renato Piau, esteve presente em L.A para ambas as apresentações. As apresentações teve direção musical de Mika Mutti Denys Cristian e a participação de vários músicos conhecidos da comunidade brasileira de L.A.

Após 9 anos, o cantor Fernando Ébano lançou seu novo Álbum 'O Meu Nome Leva Fé', que vem pra reafirmar o desejo de conquistas, com sua arte, cultura, e para incentivar as pessoas a jamais desistirem de seus sonhos. Além de carregar uma forte sigla em seu nome, é inspirada na palavra propulsora de sua trajetória, a "Fé". Já em todas as plataformas digitais.



Estivemos presentes novamente esse ano ao “Brazilian Spotlight” do Newport Beach Film Festival representado pelas atrizes Amanda Peter e Mariana Alencar. O filme brasileiro esse ano foi Ferrugem com dois atores da nova geração seguidos pelo já famoso “afterparty”. Uma noite de gala, cultura e muita diversão!

Califórnia

Por
Claudia Passos



Casa Lotada! Foi assim no "Festa Primavera" que comemorou a primavera e a volta dos dias "quentes" de L.A. A festa no comando do DJ Chis Brazil, aconteceu na 3rd Street Promenade em Santa Monica com a presença de muita gente bonita e animação. Houve a apresentação "Live" da banda Calisamba e a performance dos dançarinos do SAMBA'N MOTION liderada pela querida Aninha Malandro. DJ Chris promete voltar a agitar durante todo o verão!

Durante o verão na Califa há vários eventos brasileiros! A seguir citamos alguns que devem ficar no seu radar!

o Splash Brazil Pool Party promovido pelo DJ Chris Brazil no fim de maio, o Solstice Parade de Santa Barbara (que inclui grupos brasileiros como o Bloco Carnaval do Mariano Silva) e abre o verão na Califórnia Riviera, eventos diversos durante os jogos do Brasil na Copa 2018 como no "Bar da Copa" em San Diego promovido pelo mestre Paulo Batuta e o Grupo Resenha, e o já tradicional Brazilian Summer Fest no Ford em Hollywood produzido pela Patrícia Leão (que esta para ser confirmado esse ano para Setembro). Muito provável uma festa de verão do Ariel Del Mundo, e claro, a festa de 16 anos da Soul Brasil em Julho! Também tem muitos "Free" eventos patrocinados por diversas cidades da Califórnia - Fun for the Whole Family! Cheque nosso **CALENDAR** - www.soulbrasil.com/calendar



ART EXHIBITION IN LOS ANGELES

GOOOOL!

THE WORLD CUP'S GREATEST MOMENTS

GRANDES MOMENTOS DE LA COPA MUNDIAL

The Forest Lawn Museum in Glendale presents from May 3 through September 16, 2018 this original art exhibition supported by the FIFA World Football Museum in Zürich, Switzerland. Images, jerseys, soccer balls, medals, tickets and other soccer objects that reveal the greatest and most controversial moments in soccer history spanning from a pennant awarded to Garrincha, the hero of Brazil's second World Cup victory in 1962, to the 1998 FIFA World Cup France™ jersey belonging to Zinedine Zidane, one of only three players since 1966 to score twice in a final - will be on display in GOOOOL!

The focus is on significant soccer events and rare collectibles that will forever remind visitors of the triumphs, heartbreaks and real-life heroes like Pelé (Brazil), Diego Maradona (Argentina), and Cristiano Ronaldo (Portugal) that continue to motivate young, aspiring soccer players and fans everywhere. GOOOOL! The World Cup's Greatest Moments will feature 15 soccer jerseys from renowned FIFA players from the 1920s to 2010, and objects from four of the six regional

confederations that help make up FIFA: The Confederation of North, Central American and Caribbean Association Football (CONCACAF), the South American Football Confederation (CONMEBOL), the Confederation of African Football (CAF), and the Union of European Football Associations (UEFA).

"In countries like the United States, where every nationality is represented, millions of soccer fans of all ages and backgrounds are inspired by the lifelong dedication and passion of the world's players, who serve as a great source of local, regional and national pride that transcends our differing customs, cultures, and politics," said Ana Pescador, Forest Lawn Museum Director. "This exhibition demonstrates why soccer is the world's most popular sport, an international obsession and tradition that unites families, friends, and rivals, especially every four years during the FIFA World Cup since 1930."

GOOOOL! The World Cup's Greatest Moments

is an exhibition that builds on Forest Lawn Museum's ongoing efforts to present subjects and installations that resonate with contemporary society. Yahoo! Travel named Forest Lawn Museum one of the Top 10 Free Museums in the country. It is housed on the 290-acre site of Forest Lawn-Glendale, which has been a renowned Southern California landmark since 1906 and featuring a stunning array of art, architecture and three beautiful chapels.

The Forest Lawn Museum, Forest Lawn-Glendale, is located at 1712 S. Glendale Blvd. in Glendale and nearby downtown Los Angeles. The Museum is open Tuesday through Sunday from 10 AM to 5 PM. Admission and parking is FREE. Call 323.340.4545 or visit www.forestlawn.com for more information. The art exhibition is also presented in association with the Consulate General of Mexico in Los Angeles, which in June will display *Goles y Pasiones: 11 Décadas de Fútbol en México* (Goals and Passions: 11 Decades of Soccer in Mexico). ■



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