



# VIVA BRAZIL

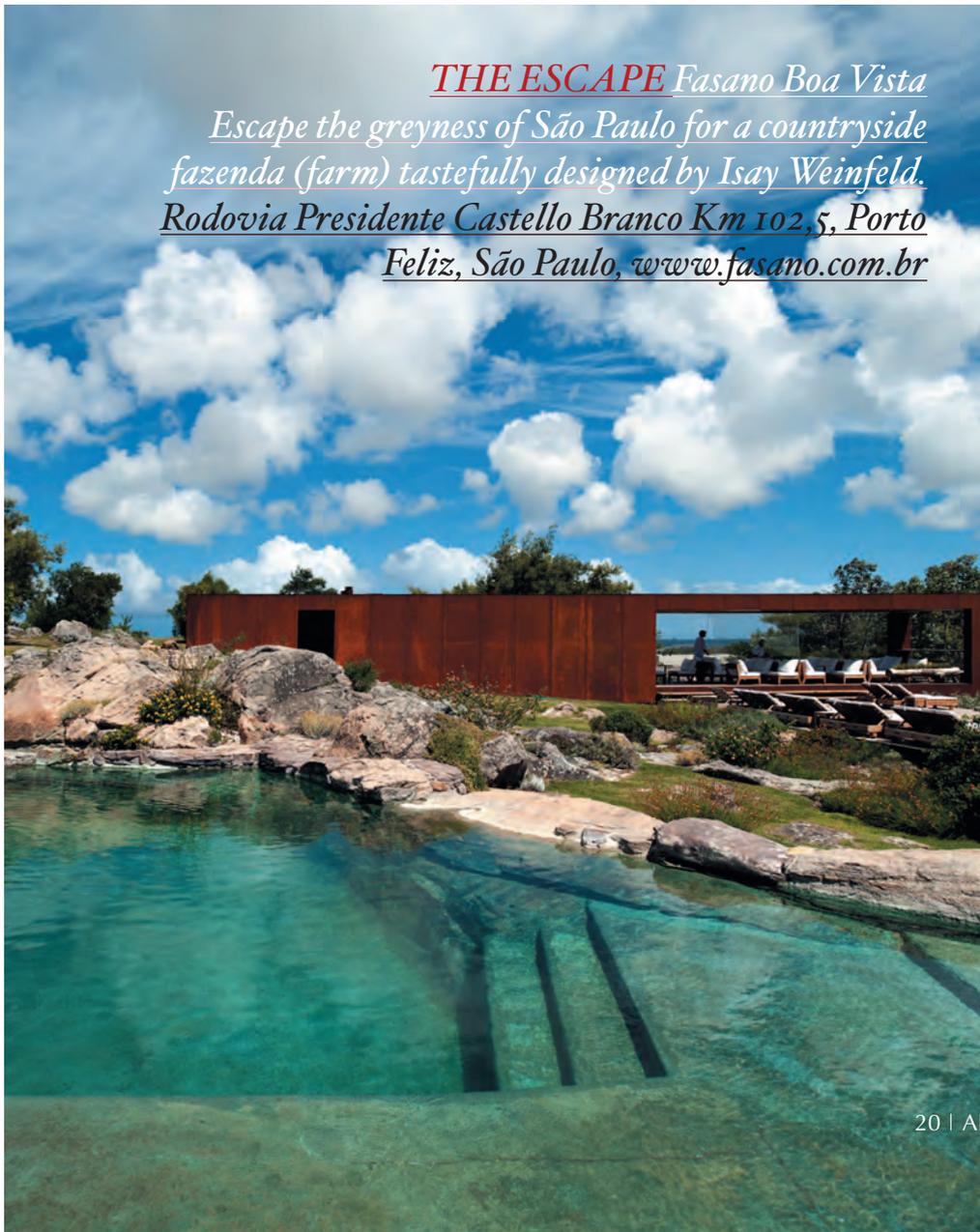
HOST OF THIS YEAR'S SOCCER WORLD CUP, BRAZIL IS A TREASURE OF ARCHITECTURE, DESIGN FLAIR, FASHION AND FOOD

TEXT JONATHAN CANE



Bahia Praia do Forte

***THE ESCAPE*** *Fasano Boa Vista*  
 Escape the greyness of São Paulo for a countryside fazenda (farm) tastefully designed by Isay Weinfeld. Rodovia Presidente Castello Branco Km 102,5, Porto Feliz, São Paulo, [www.fasano.com.br](http://www.fasano.com.br)



Porto Alegre, Rio Grande do Sul

## THE ENEMY

### FASANO PUNTA DEL ESTE

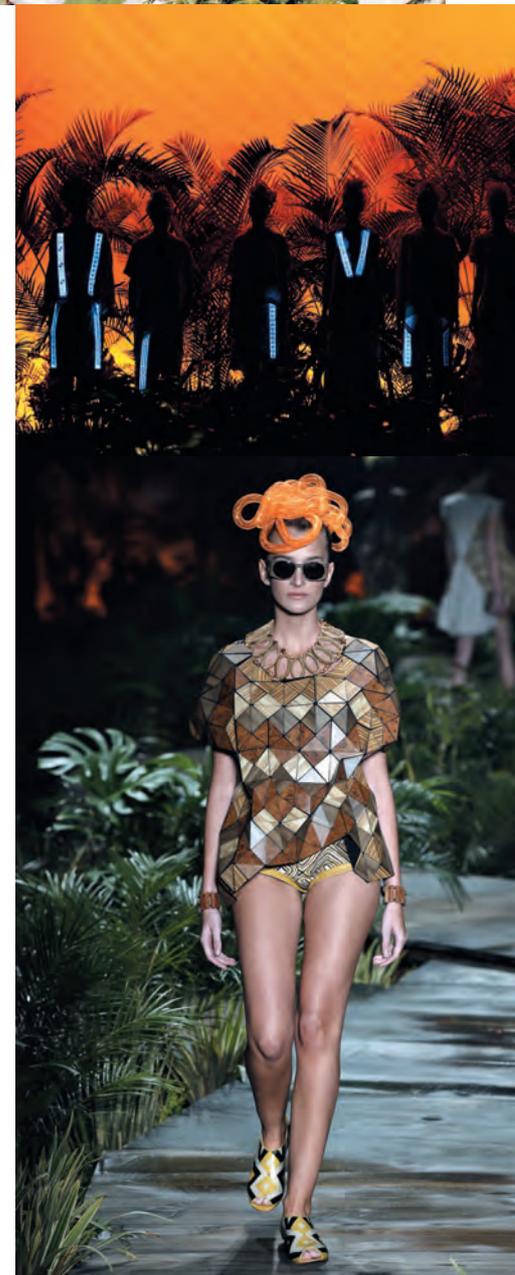
Celebrate Brazil's famous loss to Uruguay the last time it hosted the World Cup in 1950 with a getaway to its southern neighbour.

While the Fasano Punta Del Este may be set on the rustic coast of Uruguay, both its owner and architect are Brazilians. This location is the first international hotel from Rogerio Fasano, which he adds to a bunch of impeccably tasteful restaurants, spas and suites, including his Bossa Nova-esque Ipanema Beach hotel designed by Philippe Starck.

Fasano Punta was designed by long-time collaborator São Paulo-based architect Isay Weinfeld. The estate, originally the country home of an old Argentina family, is rugged and charming, the low, sparse and rocky vegetation very different from the glitzy Riviera close by. The architecture is textbook Weinfeld: an expert understanding of volume and proportion, plus concrete, an old-school modernist nod, and a hard-to-put-your-finger-on-it kind of humour. The concrete, rough local stone and rustic wood-panelled bungalows are scattered through the landscape with exquisite views of the river.

Winters in Porto Alegre and its southern neighbour can be bitterly cold — it can even snow. The Uruguayan coast is particularly beautiful at this time of year: dark and windy beaches are the perfect escape from the madness of the World Cup.

*Paso del Barranco, La Barra, Punta Del Este, Uruguay, [www.fasano.com.br](http://www.fasano.com.br)*





### Rio de Janeiro, Rio de Janeiro

#### THE STADIUM

##### ESTÁDIO DO MARACANÃ

The stadium that was the scene of Brazil's biggest loss is set to become home to some of its greatest victories.

Estádio do Maracanã is about to become one of only two stadia in history to be the venue for two FIFA finals. The first time it hosted the final was back in 1950 when the Maracanã had been especially built for the 1950 World Cup. (It's actually not accurate to say 'built' because it wasn't yet complete. The stadium wasn't ready in time for the games; however, Fifa allowed the final to take place amidst the scaffolding. Brazil, it seems, has been behind schedule before.) The unfinished construction was overshadowed by the dramatic loss Brazil suffered to Uruguay. Their 2-1 loss devastated the country. There were suicides, football careers ended and it is still colloquially remembered as The Maracanazo or the The Maracanã Blow. In the subsequent purge the all-white and blue-trim Brazil football uniforms were tossed out for the new (and now iconic) yellow and green kit.

The Maracanã stadium will also be hosting the opening and closing ceremonies of the 2016 Olympic Games.

*Rua Professor Eurico Rabelo, Maracanã, Rio de Janeiro, [www.maracana.com](http://www.maracana.com)*



### Belo Horizonte, Minas Gerais

#### THE DESIGNER

##### ALEXANDRE MANCINI

Azulejos, Portuguese for tiles, have a central place in Brazilian design history, from the baroque monasteries to the modernists who reinvented them.

**Azulejos hold an important place in Brazilian design and architecture history. Where do you fit into this story?**

The tiles that the Portuguese brought to Brazil during the colonial period formed a strong architectural identity. However, from the 1930s modernism gave azulejos their own Brazilian identity. My hometown, Belo Horizonte, is considered 'young' since it was only founded in 1897 and never underwent any colonial influence. However my state, Minas Gerais, although preserving very strong ties with the past, had virtually no colonial tile architecture because it was so far from the coast. So I grew up seeing modern tiles only. I am inspired by Oscar Niemeyer buildings like the MES building (1936-45) in Rio de Janeiro with panels by Candido Portinari and Paulo Rossi Osir and, closer to home, the famous Church of St Francis of Assisi (1943) in Belo Horizonte with the azulejos by Cândido Portinari. **The master of Brazilian azulejos is Athos Bulcão.** See *Bulcão's designs for the Brasília Palace Hotel on page 21.*

I'm inspired by the life work of Bulcão. In my early career I studied his work quite carefully trying to understand the concept of random modular composition, i.e. when geometric elements are arranged in complete freedom. Currently my work is available exclusively through the Athos Bulcão Foundation. I was also influenced by the Brazilian constructivist artists, especially Antonio Maluf, Luiz Sacilotto and Almir Mavignier. **Your favourite building in Minas Gerais?** The Church of St Francis of Assisi. It embodies the characteristics of Minas Gerais: the baroque and modernist, conservative and cosmopolitan, tradition and modernity. It was also the beginning of an important relationship between Niemeyer and Juscelino Kubitschek, then mayor of Belo Horizonte and later president of Brazil (1956-61) and the builder of Brasília. My favourite building in Brazil would have to be the MES building which is kind of the inauguration of Brazilian modernism. The project was built by the firm headed by Lúcio Costa and Niemeyer under the advice of Le Corbusier. **Why do you love Brazil?** I am a descendant of Italians, Spaniards, Portuguese and Africans. This great fruit salad is the greatest virtue of our country. Brazil is a country still in training (socially, politically, culturally) and thus still we have the freedom to define who we are. And this is something very precious. Our Portuguese is different because we also speak words of indigenous and African origin. And our food... there is such a great diversity on our tables that it is almost impossible to taste all the dishes or ingredients.

**Why is Minas Gerais the best place in Brazil?** Miner are by nature kind, polite and honest people. We enjoy a good conversation; eye to eye, we sit at the table to eat and drink for long, long hours. We are different from those who live at the coast and even though we have a very big city like Belo Horizonte, we live like we are in a small town: a little wary or suspicious and in a slower rhythm. The history of our state is marked by the extraction of mineral wealth — in the past mainly gold and now minerals. During the gold rush the colonists created baroque art and architecture that is unique, distant from the capital of the colony. Surrounded by mountains, Minas Gerais has long preserved a quieter life. Here, Portuguese influences are still strong as seen in the cheeses and sweets produced. **Are you a football fan?**

I love football. And I am devoted to my hometown team, Clube Atlético Mineiro.

*[www.alexandremancini.com](http://www.alexandremancini.com)*



*Brazil is a country still in training and thus still we have the freedom to define who we are*

### Belo Horizonte, Minas Gerais

#### THE JOKER

##### RONALDO FRAGA

For Paulistano journalist Gabriel Marchi the best thing about living in São Paulo are the parties. He also loves everything about football except watching it, which he finds very boring. He speaks to us about avant-garde fashion designer Ronaldo Fraga.

**How do you describe Ronaldo Fraga's work?** I think Fraga has a lot of clarity on who he is as a designer, where he is from as a citizen and an artist. I think it is one of those rare cases in which a fashion designer knows what kind of woman he is dressing. **Fraga is originally from Minas Gerais. Is there something Minas about his work?** Absolutely. Not only with the local materials he uses but also in his prints — his most recognisable footprint. There's also plenty of artisanal, local work that he discovers in Minas and other states. Since it is such a huge state, which borders so many other states like Rio and Bahia, there is a lot of dialogue with those states and with culture from Rio and from the northeast of the country. **What's your favourite thing he's done?** I absolutely love the *Nara Leão* collection. He brought up singer Fernanda Takai, who is from Minas, to sing Nara's songs from the '60s. It was beautiful, very poetic, very good for the runway, for editorial work, and with a very attractive commercial product. **As an outsider there seems to me something Brazilian about Fraga's work?** Absolutely not. The country is too diverse. But there are elements that tend to appear everywhere in the country, especially for women. An ease with their own body, a taste for showing legs, and a very extreme taste for silhouettes: tight and body-hugging or loose and fresh.

*[www.ronaldofraga.com.br](http://www.ronaldofraga.com.br)*





Rio de Janeiro, Rio de Janeiro

**THE CARIOCA**  
BRUNNO JAHARA

One of Brazil's most spoken-about designers gives us his take on Brazilian style.

**Who is your favourite Brazilian designer?** Oscar Niemeyer; he was a poet above all. Niemeyer was about curves, and lightness; his buildings are masterpieces. I lived in Brasília for five years and he influenced me a lot, and as a great architect he was also a great designer, having made only a few pieces of furniture but very iconic ones, such as his chaise. **What is Brazilian style?** Brazilian style, if such a thing exists, relates to a certain spontaneity and improvisation, as well as a sense of natural shapes and materials. The Brazilian design scene is starting to bloom; there are more and more events happening and people are increasingly interested in design. We haven't got strong design weeks yet, and we are not on the international calendar, but slowly I see Brazil becoming a reference for Latin America. **What is your design approach?** I am interested in the process of making things, so the material speaks a lot to me about which direction to take on the project. Also, I love to communicate ideas, and speak them in the shape of furniture or objects. **Why do you love Brazil?** I love Brazil because it is where I feel at home. **Why is Rio de Janeiro the best place in Brazil?** Rio is about nature and its amazing landscapes, beaches and a relaxed atmosphere. **What was the concept for your latest collection?** The idea for my *Batucada* collection was to talk about music and design, as well as speaking about the amount of aluminum that we produce and recycle in Brazil via a network of street collectors. So the mix of these two aspects — musicality and poverty — was to create something beautiful and special. **Your favourite local designer?** Look out for Zanini de Zanine ([www.studiozanini.com.br](http://www.studiozanini.com.br)), who is very honest to the materials he works with. **Are you a football fan?** Not really.

[www.brunnojahara.com](http://www.brunnojahara.com)



Brasília, Distrito Federal

**THE RADIANT CITY**  
BRASÍLIA

Simone de Beauvoir once called Brasília "elegantly monotonous," but for the archophile it is the must-see modernist utopia.

Founded in 1960, and built entirely off plan in the shape of a bird, Brasília was designed as the new capital city of Brazil, a position snatched from Rio de Janeiro, which had been the home of the colonial Portuguese royal family in exile and the capital since 1763.

The city was the vision of president Kubitschek and was based on avant-garde planning ideas that Le Corbusier and others were peddling at the time. Order, symmetry and standardisation were to prevail over tradition and sentiment. Costa acted as the urban planner, Niemeyer as the key architect only (although he is generally thought to be fully responsible) and Roberto Burle Marx as the landscape architect. The holy trinity of Brazilian high modernism created a city that is as often derided, insulted and demoralised, as it is adored.

Brasília offers endless buildings, parks and environments to visit (and photograph). However, Niemeyer's 1958 Palácio da Alvorada (the official presidential residence) gives me serious house envy. What's not to love about a house that opens with a double-volume floor-to-ceiling gold tiled feature-wall? Niemeyer's objective was "to find a solution which was not limited to the characteristics of a grand residence but a genuine palace with a spirit of characterality and nobility... lightness, dignity". The use of reinforced concrete, which the Brazilians had been innovating, allowed the sculptural columns to taper and join in extremely thin points and so appear to scarcely touch the ground. The result was a palace that appeared to Niemeyer "as if it had been placed gently on the ground".



## TRAVEL

Porto Alegre, Rio Grande do Sul

### THE GALLERY FUNDAÇÃO IBERÊ CAMARGO

The sleepy south now has its own architectural monument

Designed by Portuguese Pritzker Prize-winning architect Álvaro Siza to celebrate the work of Brazilian painter Iberê Camargo, a trawl through this museum by the sea is a great way to spend an afternoon in Porto Alegre.

*Avenida Padre Cacique, 2000, Praia de Belas, Porto Alegre, [www.iberecamargo.org.br](http://www.iberecamargo.org.br)*



São Paulo, São Paulo

### THE HIPSTERS MENDES WOOD

The gallery that's cooler than cool.

São Paulo has a flourishing gallery circuit, established public institutions and a world-class Bienal happening later this year. Mendes Wood is less established than Galeria Luisa Strina and Galeria Vermelho and its building is less dramatic than Galeria Leme designed by Pritzker Prize-winning architect Paulo Medes da Rocha, but the new kid on the block is slick and cool.

*Rua da Consolação 3358, Jardins, São Paulo, [www.mendeswood.com](http://www.mendeswood.com)*



**WALKING ON WATER** *Porto de Galinhas*  
*Pernambuco's most famous beach town boasts natural pools teeming with fish which provide walkways far into the sea. And caipirinhas mixed on the beach.*

Belém, Pará

### THE BROTHERS

THIAGO AND FELIPE CASTANHO, REMANSO DO BOSQUE

Unpretentious but thoughtful, these lads are busy catching river fish and the attention of international foodies.

**How did you get into cooking?** Our father had a restaurant in our home when we were little and so our mom and us were involved. Later we studied cooking in São Paulo and then in Portugal. Then we opened Remanso do Bosque two years ago and the four of us still work together. **What's your approach to food?** Our style is focused on the special ingredients and traditional style of cooking from Amazonia. We get inspiration from the simple things: countryside life, street food and local artists, and from community engagement. Our signature dish is a local catfish served with a salad of white beans and rice with jambu. **What kinds of foods are important in your cooking?** The most important ingredient from the north of Brazil is cassava (manioc). This is what people here have been living on for many years. It is versatile and we experiment with the different derivatives of the root, for instance *tucupi* (yellow liquid distilled from the flour), many kinds of cassava flour and breads that can be made from it. This is where the creativity is: working within limitations.

*Belém, Pará, [www.restauranteremanso.com.br](http://www.restauranteremanso.com.br)*

*We get inspiration from the simple things: countryside life, street food and local artists*



Belo Horizonte, Minas Gerais

### THE FIRST

GRANDE HOTEL DE OURO PRETO

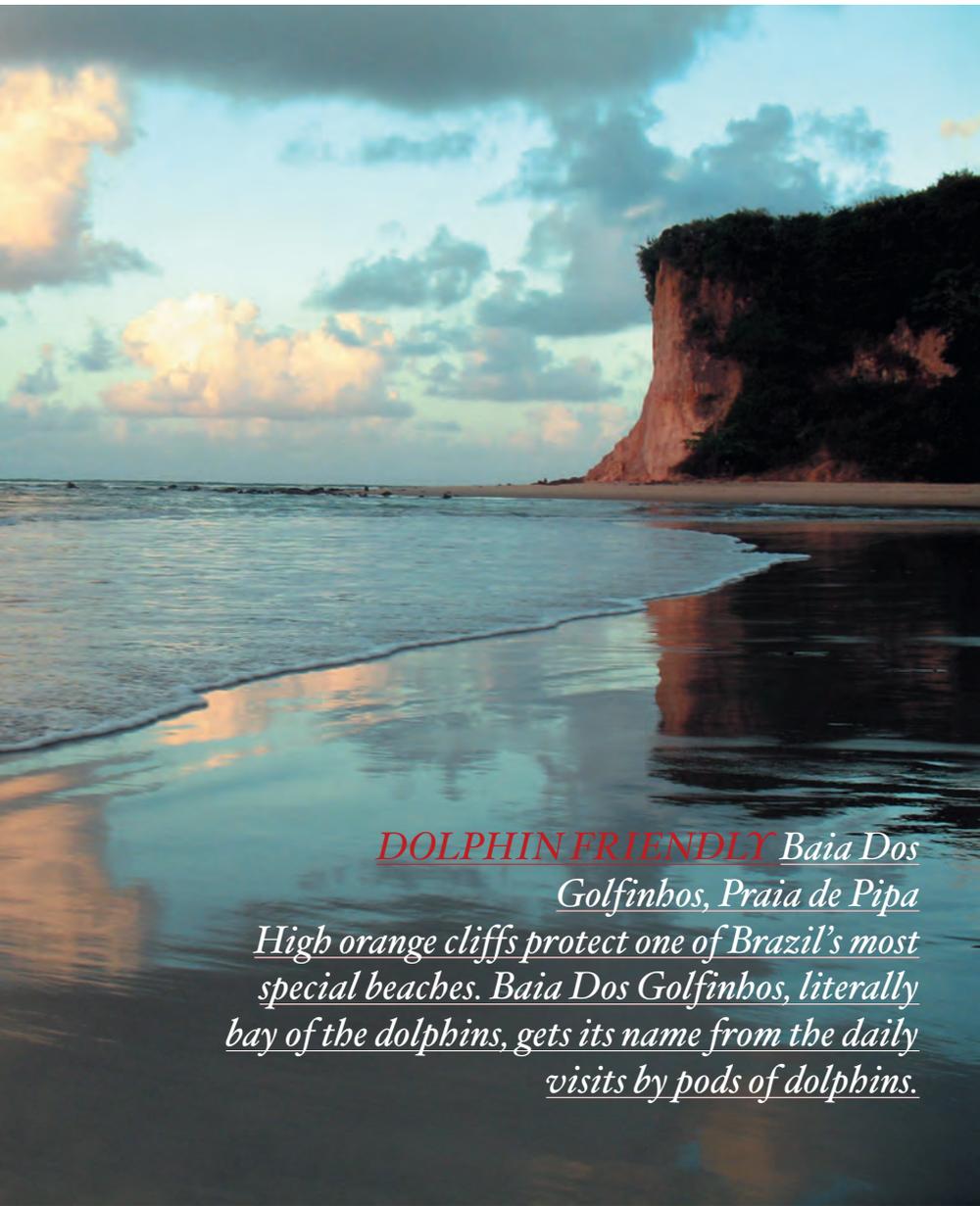
Modern before modern, this hotel sits comfortably in its ancient town and historic landscape.

In 1940 Niemeyer built a relatively inconsequential hotel in a small town in Minas Gerais. It wasn't, and isn't, a very grand hotel but in 1943 it was included in the seminal MoMA exhibition *Brazil Builds: Architecture New and Old, 1642-1942*. The New York show and its catalogue confirmed and boosted Niemeyer's status.

The Grande is not an obviously important building but it says a lot about Brazilian modernism's approach to tradition. Like many of these buildings the hotel has seen better days; in fact even by the 1950s Niemeyer was so irritated by the new furniture that had been added he offered to build one of his commissions in Brasília for free if the money could be used to restore the Grande. It was not restored and what you get as a visitor is the chance to see the lesser-known and subtler side of modernity.

*Rua das Flores, 164, Ouro Preto, [www.grandehotelouropreto.com.br](http://www.grandehotelouropreto.com.br)*





***DOLPHIN FRIENDLY*** *Baia Dos Golfinhos, Praia de Pipa*  
*High orange cliffs protect one of Brazil's most special beaches. Baia Dos Golfinhos, literally bay of the dolphins, gets its name from the daily visits by pods of dolphins.*



**São Paulo, São Paulo**

**THE FASHIONISTA**  
**FERNANDA YAMAMOTO**

The designer-on-the-rise retails from her conceptual store in boho suburb Vila Madalena.

**Your favourite local designer?** Ronaldo Fraga. **What is Brazilian style?** Brazilian style is a mixture, colourful, hand-made. The Brazilian design scene is a lot of talk, media attention, buzz; most of the time too superficial. **What is your design inspiration?** Inspiration can come from anywhere but the interpretation of it is what matters. My design process has a lot of experimentation in forms and textures. **Why do you love Brazil?** I love Brazil because it's a lot of countries in one. **Why is São Paulo the best place in Brazil?** São Paulo is the best place in Brazil because it's alive. It never stops. The one thing you shouldn't miss if you come to Brazil is the traffic jams. **Are you a football fan?** Yes, especially when Brazil is playing.

*Rua Aspicuelta 441, Vila Madalena, São Paulo,*  
*www.fernandayamamoto.com.br*

TRAVEL



**Brasília, Distrito Federal**

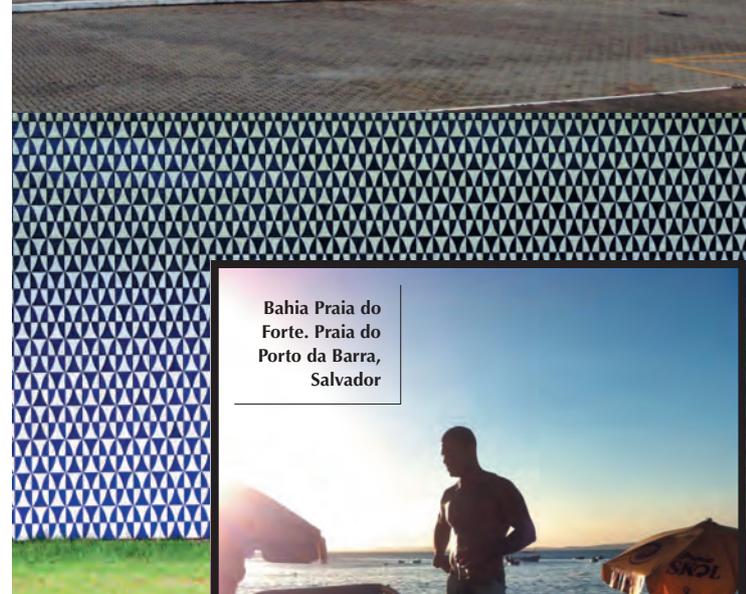
**THE MASTER**  
**BRASÍLIA PALACE HOTEL**

Contemporary Brasília offers very few interesting places to eat or sleep while on an archi-pilgrimage, except for one hotel.

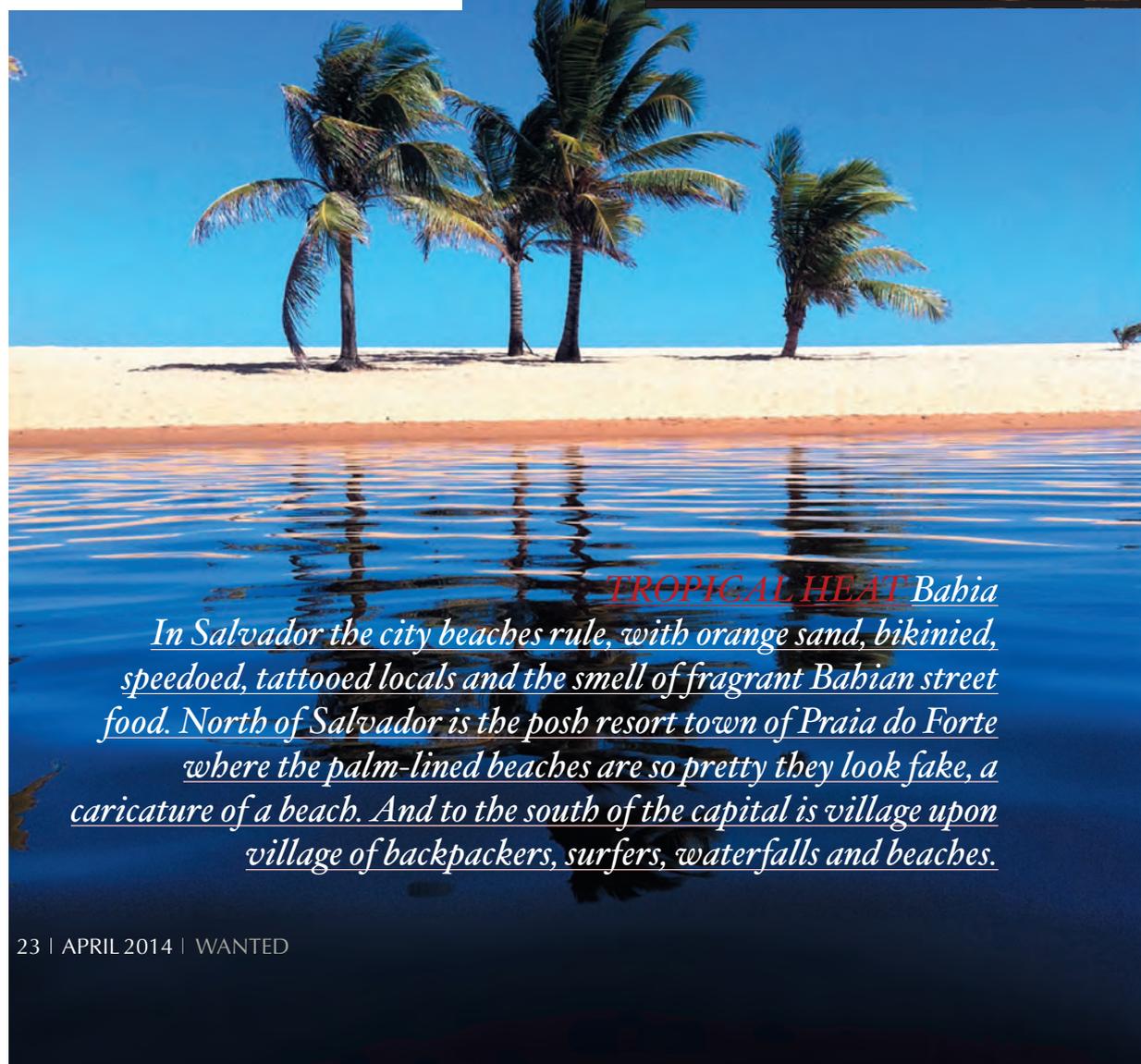
It might not be possible to stay at the Palácio da Alvorada when you visit Brasília but you can bunk at the Niemeyer-designed Brasília Palace, which is where Queen Elizabeth, Indira Gandhi, Dwight Eisenhower and Che Guevara stayed when they visited the capital. In fact, the hotel neighbours the presidential palace on Lake Paranoá and was built at the same time as the top brass's home. Sitting next to each other, these two buildings exemplify Brazilian mid-century modernism.

Unfortunately, the hotel was damaged by a fire in 1978 and has been soullessly renovated. While most of the Niemeyer-designed furniture and fittings are gone now, the structure remains as bold as ever. The main body of the hotel is raised off the ground and the façade is a long horizontal window protected by brise soleil shutters. It's the kind of typology that reads as textbook Le Corbusier's Five Points of a New Architecture. Artist Bulcão's blue tile panels and mural painting luckily survived the apocalypse.

*Trecho 1, Lote 1, Brasília,*  
*www.brasiliapalace.com.br*



Bahia Praia do Forte. Praia do Porto da Barra, Salvador



***TROPICAL HEAT*** *Bahia*  
*In Salvador the city beaches rule, with orange sand, bikinied, speedoed, tattooed locals and the smell of fragrant Bahian street food. North of Salvador is the posh resort town of Praia do Forte where the palm-lined beaches are so pretty they look fake, a caricature of a beach. And to the south of the capital is village upon village of backpackers, surfers, waterfalls and beaches.*



**THE ARTIST** *Thiago Rocha Pitta's bold installation Monumento (meio enterrado) à deriva continental (Half-buried Monument to the Continental Drift) caught everyone's attention at last year's the Bienal de São Paulo.*  
[www.thiagorochapitta.com](http://www.thiagorochapitta.com)



São Paulo, São Paulo

**TALKING TRASH**  
**MAURÍCIO ARRUDA**

This Paulistano designer sees aesthetic and creative potential in the informality of Brazilian street culture.

**Favourite local designers?** My favourite Brazilian designers are Gerson de Oliveira and Luciana Martins ([www.ovo.art.br](http://www.ovo.art.br)). **What is Brazilian style?** Brazilian style is characterised by freedom, particularly the use of colours and in the variety of materials and processes.

**What's the design scene in Brazil like?** A new generation of designers came up big in the last decade and I believe that we are busy writing the history of contemporary design in Brazil, but there is still much to be done. The biggest challenge is transforming design into something accessible. **Tell us about your design process.** Brazil is an urban country — 90% of the population lives in the city. Therefore, everything that happens on the street is inspiration. I am a great observer of what people discard as rubbish. Recycling is a very important feature in my work. **New talent to watch out for?** A young designer to look out for is Julio Radesca ([julioradesca.com](http://julioradesca.com)). **Why do you love Brazil?** I love Brazil because there's still so much to be done. If you come to Brazil the one thing you shouldn't miss is Inhotim, a contemporary art museum. **Are you a football fan?** Not a bit.

*Rua Oscar Freire, 1996, Pinheiros, São Paulo, mauricioarruda.net*



**BEACH BUGGY** *Praia de Jericoacoara*  
*The 4x4 schlep across the dunes is worth it to arrive at a deserted desert beach with surreal sunsets.*



Andrés Iniesta.  
 Nike Magista  
 football boot



## ANDRÉS INIESTA

TEXT MICHELE MATHISON

**a**fter 116 minutes of the most furious football ever seen in a World Cup final, Andrés Iniesta passes the ball with a sublime back heel and continues his run towards the Dutch goal. The ball comes back to him, sits up on the bounce and the game's most valuable player slams the ball into the back of the net. With that perfect volley and a celebratory tribute to his departed friend, this great footballer confirms his status as one of the most dynamic, creative, hard working and humble players ever seen.

It is this talent that attracted Nike to make Iniesta its poster boy for this World Cup year and its adviser for the development of a new high-tech boot, the Magista. This is how I find myself in Barcelona, at the launch of Nike's new boot and an opportunity to be part of an interview with the footballer.

The Magista combines Nike's signature Flyknit and Nikeskin technology to create a sock-like but incredibly strong and flexible boot that moulds to your foot and a close feel for the ball.

Iniesta's talent for football is even more remarkable when you consider the high level of competition and the lightning fast pace of professional football. With opposing players snapping at his heels, he manages to glide around the pitch, controlling the pace of the game. He seems to go into an footballing zone and he is excited about the comfort and balance that the Magista boot offers. "My role on the field is not only to have the ball but to combine and organise the game and then pass the ball... In that sense this boot is so comfortable that I can create very favourable situations."

What was it like growing up with the great tradition of creative midfielders that played for Barcelona? "I've always said that my idols, [Pep] Guardiola and [Michael] Laudrup, are players who reflect and inspire my style of play. Above all Laudrup is elegance, elegance in the way you move, pass and play football. This boot is very appropriate given its qualities."

With a mutual respect for other players, this competitive and motivated footballer will once again carry Spain's hopes into this year's Soccer World Cup and undoubtedly influence the remainder of Barcelona's season.

"The expectations are high, every season becomes what you want it to be and therefore you have to have the desire, power and motivation to win titles and that's the best, right? We will fight to get them in the end."

Can Spain win another title? "Well, we have the intention of winning once again and taking things one step at a time, recognising that it will be a very challenging World Cup. We need to have confidence and believe we can do something great again."