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or us, 2018 is bringing several reasons to celebrate. In addition to the debut of the first hotel Fasano Al Mare in Angra dos Reis, Hotel Fasano São Paulo is turning 15. A junior débutante! And, instead of the traditional waltz, let's celebrate with plenty of jazz, in a world-class events schedule marking Baretto's new partnership with Casa de Francisca. In place

of tables of sweets, portions of soufflé, millefoglie, and tiramisu. On the menu, the recently arrived crudos – a new food trend – in Angra dos Reis, the vegetarian dishes at Fasano São Paulo, and the antipasti buffet at Gero Trattoria Rio de Janeiro. To drink, lots of rum, the next big thing in mixology. On the big screen, no pictures/retrospective. Instead, testimonial videos of friends and customers at Fasano, "the most interesting and promising brand in the world," according to TV host Pedro Andrade. For the décor, photographer Gabriel Wickbold selects the best Brazilian furniture pieces. At the end of the party, outdoor massages at Fasano Boa Vista, and, to relax, a classic: "Singin' in the Rain," recommended by filmmaker Arnaldo Jabor, or the excellent playlist suggested by singer Ana Cañas. On the stage, two other celebrations. Corriere Fasano is turning 2 and the great Rogério, who offers São Paulo, Rio de Janeiro, and the world some of his best, most inviting, and delightful spaces, is elegantly blowing candles in April. The cliché "it's your birthday, but I got the gift" has never been so unquestionable! We got the gift!

Thank you, Rogério. Tanti Auguri!

Lili Carneiro



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EUSINESSICIASSI Relaxe com um tratamento de beleza Clarins* em nosso lounge exclusivo. Uma vez a bordo, saboreie um menu criado pelos principais chefs franceses. Tudo isso no conforto de um assento totalmente reclinável.**

Nara Roesler interviews Artur Lescher

With work that promotes a dialogue between the industrial and nature's processes, artist Artur Lescher has participated in two Biennials and exhibited his pieces all over the world, always with support from his gallerist Nara Roesler, who interviews him here



ONE

NR What was the biggest influence on your artistic path?

AL Literature and especially Russian avant--garde poets. They showed me that poetry is an invention, and that interesting poetry is related to life and the development of our perception. Poetry, for them, doesn't survive outside the language form and research. The idea that we can

only change the world by transforming the traditional ways of doing things marked me when I was young.

"Matter has its language and the form derives from it. I try to listen to the matter and offer the best form. That's my job"

TWO

NR How did you stay focused after participating in the São Paulo Biennial at age 23? AL It was a baptism by fire. On the one hand, I felt fulfilled for being able to create a very bold project for the conditions and experience I had. It was a very ambitious project, mission impossible-like, and it was an adventure to make it viable. After the '87 Biennial, I took some time to reflect and work in my studio. It was important to take a consistent second step. At this moment, I started to plan the Se Movente project for MAM. That's when I started to understand the focus of my research more clearly.

THREE

NR Matter or form? Where do your sculptures start?

AL Matter has its language and the form derives from it. I try to listen to the matter and offer the best form. That's my job.

FOUR

NR Even though your work has a very geometric, industrial aspect, it's clearly inspired by nature. The names reveal more than the form: river, waterfall, lightning, comet... How does it work?

AL When I allude to elements of nature, I'm dealing with the nature that was built inside the language. The idea is to explore the images evocative of these natural phenomena and think how the language "nature" works with these signs. My work is an operation of analogies that I try to control. I'm interested in the "natural" river processed by our perception, by our culture. The conveyance of meaning is the core of this operation.

FIVE

NR Where do you place your work on the recent path of Brazilian contemporary art (post-concretism)?

AL My work connects a few moments of Brazilian art with their European roots, like constructivism, for example. I've always enjoyed to reiterate these

links of correspondence. After all, if art is not a kind of conversation, what is it good for?

SIX

NR We've built an affectionate connection over the years that goes beyond the artist-gallerist relationship. How does it influence your work /trajectory? AL This connection that we've had for over 20 years is special. Support and complicity have allowed us to take on risky and challenging projects. I've always trusted your intuition and work abilities. I believe we admire each other. Anyone reading us now may think it has always been easy, but I believe we were lucky to grow together. Everything in life should be built like this. I'm very proud that I made choices based on affectivity.

SEVEN

NR In recent years, your work has crossed borders, including your latest exhibition at Palais d'léna. How do you feel?

AL This exhibition answers the previous question. Your incentive and trust were essential. It's good to conquer new worlds, but it was also good to understand my limits and strength. Being able to count on a wonderful team, the gallery, and my studio was essential. A great collective effort to achieve good results in Paris and develop wings for future projects.

EIGHT

NR You worked as a curator recently. What is it like to work with other artists? AL My activity as a curator is not frequent. I believe I've had a few good experiences and excellent opportunities to immerse myself in the work of other artists. RadioVisual, which I created with Lenora de Barros, is a good example of that. Following a strategic plan to occupy the city, we brought together a number of artists and provided the structure with high promotion capacity. All this in a context of financial crisis, when the order was to let artists go. The project was extremely low-cost and could be incorporated into the main biennials. In this sense, proposing a radio station was also an art action.

NIVE

NR What's your next challenge?

AL I have an exhibition at your gallery in September, and it's always challenging to imagine a new gallery with each new exhibition.

Artur Lescher interviews Nara Roesler

Running the gallery that carries her name, with locations in São Paulo, Rio, and New York, Nara Roesler represents some of the most important artists in contemporary art, like Artur Lescher, who's asking the questions now



ONE

AL What was your first experience with art? Were you initiated by anyone?

NR When I was a kid, I used to hang out with my grandfather a lot – he was the director of the music school and the fine arts school at Pernambuco Federal University. I visited many studios and musicians. He introduced me to art.

TWO

AL Did you imagine that you'd be connected with art someday?

NR During my childhood and teenage years, I didn't think I'd dedicate my life to art. I studied psychology and wanted to go to medical school. But I ended up meeting an artist from Pernambuco called José Cláudio, who wanted me to sell his pieces. It was surprising.

THREE

AL Who is essential for our art system?

NR The gallerist, the cultural agent, is essential for the art system. Artists without a gallery are dead artists.

FOUR

AL What is it like to lead a team of artists who are so different and strong-willed? NR Leading this group is a very interesting job. You need to be patient and have empathy. Let them be free, respect the differences. Artists need to feel that people understand their work, that it will soon be in museums or private collections in people's homes.

FIVE

AL What do you think was the determining factor for your gallery to have this vigor and be so successful internationally?

NR Work done with passion and dedication. My love for what I do can be perceived by the artists, the customers, and the team as well.

SIX

AL You always want to conquer new cities and spaces. What is this adventure like? NR You used the right word. It's an adventure! When I moved from Recife to São Paulo, I practically didn't know anyone in the city, just artists and curators. I worked really hard to make it work.

SEVEN

AL Who helped you? Who got in the way?
NR My friends helped me, like Ana Maria Noronha and Antônio Carlos, a couple from Pernambuco. And I was so focused on my goal that nothing got in the way.

EIGHT

AL How do you juggle your professional and personal life, with kids, grandkids, and friends? NR For me, it's natural. I started to work at age 22, with two young kids. I've always been able to have a career and personal life. I have 10 grandchildren. There's no lack of love, attention, and travels for everyone. When my son Daniel was a kid, someone asked him what it was like to have such a hard-working mother. He answered, "I don't know. I only have this mother."

NINE

AL Would you tell the readers that Nara, the entrepreneur and empowered woman, is actually someone guided by affectivity?

NR Yes, Artur. I'm guided by affectivity. I've always trusted my gut. It's also responsible for my success.

TEN

AL Which was harder to conquer, NY, Rio, or SP?

NR New York is the biggest challenge. It's an incredible city, filled with capable people. It's a bigger challenge. We are not Americans. We are from Brazil, from the Northeast, from São Paulo. It's challenging, but I'm optimistic about the future.

ELEVEN

AL How do you define your gallery's line of work?

NR I select artists by their intrinsic qualities, and I believe having a big diversity of artists is a positive thing.

TWELVE

AL Is passion important when you're selecting artists?

NR I'm a very passionate person, and passion is everything when I'm selecting artists. Similarities, differences, and affinities are very important.

THIRTEEN

AL Is art an investment for you?

NR Art is indeed an investment, but not just a financial one. It's an emotional investment that makes you grow as a human being. Living with art sets you free, enlightens, and makes you complete. As to the financial side, it's obviously a great investment. I always advise my friends to invest their extra money in art. One of my kids won a lot of money investing in Palatnik pieces, for example.

FOURTEEN

AL With the gallery's success, how do you maintain a unity, an identity? NR It's not hard to maintain this identity. We have a unique DNA. The people working in our gallery in other cities also have the same DNA. Incidentally, it was Daniel, our director and co-founder of the gallery, who opened our location in New York, to imprint our DNA.

FIFTEEN

AL I know you've overcome barriers, as a woman and as a professional. Can you tell us a little bit about that?

NR I've overcome many barriers. Imagine that 45 years ago in Recife, girls from my generation didn't work. I overcame this barrier and dedicated myself to things that I loved. It was so natural that my work was respected, including at home by my kids. This prejudice against women has always existed. They would say, "She's successful because she's pretty." But, when people see what you have on the inside, things change. The trick is to never give up.

What is happening around the world

4-6	
2018	

From the behind-the-scenes of design at Japan House to the new Volvo XC40 SUV, including Rolex watches introduced in Basel and the arrival of Intermarine in Angra. Check out this trimester's new developments

TEXT Artur Tavares

The grass roots of design

Two exhibitions running at Japan House São Paulo draw a parallel between technology and the value of artisanal objects at the present time. In "Prototyping in Tokyo," Japanese designer Shunji Yamanaka, responsible for projects that include everything from smart cars to high-tech prosthetics for Paralympic athletes, shows his technological prototypes. His most recent venture is a spaceship to take people to small planets, developed



in association with JAXA – the Japan Aerospace Exploration Agency. Meanwhile, Oscar Oiwa presents three paintings and a never-before-seen installation reflecting his view on what is paradise, made on a type of balloon, in the most basic way to express yourself visually: a black pen and a white surface. "Oscar Oiwa no Paraíso - Desenhando o efêmero" is part of the official events schedule celebrating the 110th anniversary of Japanese immigration to Brazil, completed in 2018. "Prototyping in Tokyo" runs until May 13, and "Oscar Oiwa no Paraíso - Desenhando o Efêmero" runs until June 3.

<image>

Rolex: renovated classics in Basel

Rolex participated in the Swiss watch show Baselworld 2018, introducing five of their classics totally renovated. The Oyster Perpetual GMT-Master II is now equipped with caliber 3285, offering a distinct new image. Meanwhile, the Oyster Perpetual Datejust 36 and the Oyster Perpetual Datejust 31 have a new case; and the new version of the Oyster Perpetual Cosmograph Daytona rendered in 18ct features sapphires and diamonds. Lastly, the Rolex Deepsea has a redesigned case and broader bracelet. This professional divers' watch is waterproof to 12,800 feet [3,900 m]. All models are available in Brazil.



Volvo introduces the XC40

In late March, Volvo introduced their new compact SUV, available in Brazil in three versions: XC40, XC40 Momentum, and XC40 R-Design. The first, with 4x2 traction, features a T4 engine (2.0-liter, 190 hp), while the other two versions, with 4x4 traction, are equipped with a T5 engine (2.0-liter, 254 hp) and 8-speed automatic transmission. For 2019, the Swedish manufacturer is planning to add new models to the XC40 line in Brazil, bringing hybrid and electric versions, in addition to options that include manual transmission and the popular 1.5-liter three-cylinder engine that Volvo already uses in the European market.



Surfing in Indonesia with beer from Rio de Janeiro

The Rio de Janeiro brewery Praya formed a partnership with Gustavo Camarão, one of the main surf photographers and videomakers in Brazil, to introduce the Sibon Praya boat, which will take Brazilians on surf trips to the Mentawai Islands, in Indonesia, considered the best surf region in the world by enthusiasts of the sport. The Sibon Praya stops at the best spots on the islands, offering an infrastructure that includes stand-up paddling and scuba diving gear. It takes groups of up to 12 people on 11-day journeys. You can book your trip online at sibonpraya.com

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NEWS



Birman opens spot for custom products

Footwear designer Alexandre Birman opened a store at Shopping JK Iguatemi in São Paulo in March. Initially set to be a pop-up store for six months, the project grew. The renovated shop now has an area for customizations, with fur and fabrics on display so that customers can create their own sandals. The store project was inspired by Birman's showroom in New York.

Baby, let's cruise...

Polo Ralph Lauren is bringing its Cruise 2018 collection to Brazil. Casual pieces, like shirts with flower patterns, polo shirts, jackets, in addition to

shorts and swim trunks. The line also features jackets, sweatshirts, and sweaters made of special threads, and more formal, plaid, plain, or denim long shirts. All the items are available at the brand's flagship store in São Paulo.





Intermarine arrives in Angra dos Reis

This year, Intermarine Yachts opened a showroom inside Frad.e Spot, a complex that's home to Frade Villas and the new Hotel Fasano in Angra. It's an opportunity for boat enthusiasts to see the new Intermarine 62 yacht, designed by Luiz de Basto, featuring several customization and layout options. It is 62.5 feet [19.05 m] long, with an exterior area of 194 ft2 [18 m²], due to platforms on the stern, offering a more spacious, comfortable lounge area. The showroom is open from 9 a.m. to 7 p.m., including on Sundays.

Photos publicity



Merino opens a shop in São Paulo

Opened in September 2017, Merino Alfaiataria now has a store in São Paulo, installed in a beautiful house in the neighborhood of Moema. It's a guide shop where customers don't need to make an appointment - you'll also find their entire collection of footwear and ties there. The brand uses such fabrics as linen, denim, twill, and the Italian super 180, offering several customization options. Rua Normandia, 38.



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What's cooking at home

4-6 2018 The opening season of Fasano Angra dos Reis, the 15th anniversary of Fasano São Paulo, and the outdoor experience at the Spa Boa Vista. Plus: new menus at our establishments and everything you need to know about Baretto's partnership with Casa de Francisca

Our first summer in Angra dos Reis

Opened for the end of the year celebrations in 2017, the first Fasano by the beach had a season marked by sunny days, great food, boat trips, and, why not, golf games. Located inside Frad.e, Hotel Fasano Angra dos Reis has 60 luxurious suites, all with a view to the ocean, a restaurant by the beach and another by an enormous outdoor pool – and a third restaurant that only opens for dinner –, a spa, an area for events, a boulevard with shops and an art gallery, in addition to access to Marina Porto Frade.



All the details were carefully planned. The décor has pieces by such names as Hugo França, Sergio Bernardes, Nanna Ditzel, and Jorge Zalszupin. In the kitchen, the highlight is the restaurant Crudo, which only opens for dinner. The menu offers raw food dishes like vitello tonnato, fish and beef carpaccio, sashimi, in addition to the special fish roasted in salt. And, to relax, there's nothing better than being surrounded by nature. The estate, with 183 million square feet [17 million square meters] of Atlantic Forest, almost entirely preserved, is an invitation to go biking, trekking, hiking, or swimming in the waterfalls. Mi manca l'estate!

Panetteria Fasano at the store boulevard

Recently opened in Angra dos Reis, Panetteria Fasano offers a variety of bread, like sourdough baguette, and treats like tartlets and mini-sonhos, that used to be exclusive to guests. There, you'll also find the Fasano line of products for the home, including wines, sauces, pasta, and olive oils, in addition to the traditional artisanal gelati, available in the house's most popular flavors – chocolate, pistachio, hazelnut, strawberry, and mango.



Spa: flotation tank to relax

The recently opened Hotel Fasano Angra dos Reis is the perfect place to relax and find peace and quiet. It has a spa with an area of 21,500 square feet [2,000 square m], containing eight therapy and treatment rooms – two are for couples –, pools for adults and kids, saunas, and a gym. The new arrival is the floating tank: a pool with salinized water from the Dead Sea, which makes your body float: the 30-minute treatment is equivalent to the relaxation provided by an eight-hour sleep. "You relax so much that you can even enter a meditative state, which also leads to emotional balance. In addition, the sulfate used to salinize the water is great for the health of joints," says Fabrícia Nogueira, responsible for Spa Fasano.

Side photo, view of Hotel Fasano Angra dos Reis; above, the scenery viewed from one of the rooms at the hotel; and, up top, ceviche di scampi con limone, one of the dishes created by chef Paulo Franco



Food with a maritime touch

Idealized by Rogério Fasano, Crudo is not the only gastronomic highlight at Hotel Fasano Angra dos Reis. The restaurants Praia and Marea serve everything from traditional pasta dishes, the trademark of the Fasano Group, to quick recipes, like burgers and tartares. At any time of day, try the scallops. The shellfish arrives fresh at the hotel, since it's cultivated in a region a few minutes away. By the outdoor pool and the beach, two bars serve classic drinks. Our favorite, the negroni, is just perfect, and a refreshing bloody mary in the morning and sparkling wine in the afternoon top off the experience.







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Hotel Fasano Boa Vista: a complete experience

Hotel Fasano Boa Vista, located roughly 62 miles [100 km] from São Paulo, has a new attraction to complement the lovely SPA that has eight treatment rooms. Now guests can enjoy an outdoor massage tent, near the pool, ideal for sunny days, while also taking advantage of the shade and comfort during their session. The experience is available on Saturdays, from 11 a.m. to 4 p.m. You can book your treatment with the concierge team.





Baretto: new concert schedule with Casa de Francisca

Baretto, the bar inside Hotel Fasano São Paulo, is hosting its fifth concert season, starting in April. In 2017, big names in music like Yamandu Costa, Roberta Sá, Hermeto Pascoal, and Mariana Aydar, among others, performed there. For this season's debut, the bar is welcoming Chico Cesar and Livia Mattos on April 10 and 11. With curatorship by Rubens Amatto – curator and co-founder of

Casa de Francisca –, the project has a selection of relevant artists in performances that stray from the obvious and promote the country's cultural riches with plenty of sophistication. Tickets sell out fast and can be purchased online at the website sympla.com.br



Antipasti and salad buffet at Gero Trattoria

The restaurant Gero Trattoria, located at Shopping Leblon in Rio de Janeiro, is always an invitation to an elegant, laid-back meal. The menu, developed by restaurateur Rogério Fasano and elaborated by chef Luca Gozzani, brings comforting recipes and traditional dishes from the acclaimed restaurant Gero in Rio and São Paulo. From Monday to Friday, lunch now includes an antipasti and salad buffet with a variety of organic, fresh options.



Vegetarian menu at Restaurante Fasano

Chef Luca Gozzani has just changed the old "Chef's Menu," offered in tasting format, to an à la carte menu, now with new dishes. Among them are reinterpretations of important creations, like the perfect egg now served with asparagus, Jersey ricotta, and ham, in addition to a selection of artisanal ingredients. There are new arrivals for other tastes as well. For the first time, the Fasano is introducing a gluten-free, vegetarian tasting menu composed of five courses. Start with the vegetables with Leccino olive sauce and Jersey ricotta; followed by chia noodles, vegetables, and saffron; balsamic vinegar and 24-month parmesan risotto; pumpkin with walnut and eggplant cream; and top things off with cream of coconut and grilled pineapple marinated in rum, crunchy almonds and strawberry "granita": an invitation to try the best of traditional Italian cuisine in a new manner.



Hotel Fasano São Paulo celebrates its 15th anniversary

Hotel Fasano is a family company that has been offering the best cuisine and hospitality services in the city of São Paulo for over 100 years. With architecture designed by Isay Weinfeld and Márcio Kogan, the hotel translates restaurateur Rogério Fasano's old desire to create a hotel with personality and excellence. Over its 15 years in São Paulo, Hotel Fasano has become a landmark in the city. With this in mind, a series of actions celebrating the anniversary of the Group's first hotel will take place in 2018. Among them, new dishes, drinks, events, and special amenities for guests at the hotel. Auguri!







Crudo's alchemy

TEXT Pedro Franco

Creating a menu with raw and fresh ingredients is a delightful challenge – one that requires consistency and plenty of creativity

When I accepted the proposal to take over the kitchens of Hotel Fasano Angra dos Reis, after the euphoria came the doubts: how was the seafood supply in the region? Would it be possible to work with fresh fish, crustaceans, and shellfish? What do customers expect from a restaurant called Crudo?

I moved to Angra a few months before the inauguration of the hotel and was able to answer all these questions by doing some research in the

Shellfish farms on Ilha Grande supply us with freshly caught mussels

24

region. Yes! As we're located between Rio and São Paulo, in the worst-case scenario, I'd buy the same fish we find in large centers. It was even better. We found fishermen willing to cater to our needs who offered the quality ingredients we were looking for. We partnered with shellfish farms right here in the bay of Ilha Grande, which supply us with freshly caught mussels and scallops.

With these answers, I started to think about the third question. Advised by Rogério Fasano and with help from master Luca Gozzani, we realized that Crudo didn't have to offer just one menu with raw food dishes; we could also play with Italian and Japanese influences. This conclusion resulted in very interesting combinations! Check out two of them:

FISH IN ACQUA PAZZA





A traditional Neapolitan dish, it became popular in the 1960s for being one of the favorite recipes of the great Italian comedian Totò. Its name refers to the cooking method in which fishermen would sauté the catch of the day in seawater, while the boat would sway due to the waves (acqua pazza). While seawater was plentiful on the boat, there was never a shortage of tomatoes in Naples. I was introduced to this classic by my great-grandmother Assumpta when I was a kid, but I totally forgot about this dish. It was only at Fasano SP that it returned to my life, bringing back that good old memory of Sunday afternoons in Mooca, near Juventus stadium on Rua Javari, where my father, brother, cousins, and I would go to have a cannoli after lunch. Here at Fasano Angra we use cherry tomato, basil, fish broth, and homemade sea salt in the recipe.

CAPPESANTE CON SALSA DI SAQUE

The cappesante con salsa di saque, for example, combines all the Crudo's concepts! During our research, we found a sea farm to supply us with freshly caught scallops, which is fantastic for a kitchen by the ocean. After they are delivered, they are washed and served in their shell with a light, white sauce made with a reduction of sake, fish broth, and fleur de sel made here at the hotel.

THE SALT

The proximity to the ocean allows us to do something incredible: produce our own salt. We took a speedboat to two islets known as "Botinas" – the current that enters the bay of Ilha Grande, with clean water and high concentrations of salt, comes from there. When this water reaches our pier, it's filtered and reduced to form small salt flakes that melt in your mouth. This salt is used in a few dishes, adding a touch of sea flavor to them.

FISH IN AQCUA PAZZA

INGREDIENTS

For 4 people: 800 gr white fish (preferably, Ricciola) / 400 gr cherry tomato / 1 L fish broth / Fresh basil / salt, pepper, and Fasano classic olive oil to taste / 4 slices toasted Italian bread

DIRECTIONS

Cut the fish into 4 thick fillets and season with salt and pepper. Leave aside. Sauté the cherry tomato halves and basil leaves in olive oil for approximately 2 minutes. Add the fish broth and let it come to a boil. Add salt - the acqua pazza must taste like seawater. Carefully place the fish fillets in the boiling broth, turn off the heat, and cover the pan. Let stand for 5-7 minutes, depending on the fillet thickness. Serve in a deep plate with plenty of broth and Italian bread toast.

CAPPESANTE CON SALSA DI SAQUE

INGREDIENTS

For 4 people: 16 scallops without shell / 100 ml Mirin sake / 100 ml Kirin sake / 100 ml fish broth / 1.5 gr xanthan gum / salt, fleur de sel, and Cerasuola Fasano extra virgin olive oil to taste

DIRECTIONS

In a pan, reduce the liquid ingredients to 1/3. Mix with the xanthan gum, or any other thickening agent, like agar-agar, for example, using a blender. Add a dash of olive oil and salt to taste. Reserve in the fridge. Cut the scallops into thin slices and place them in a plate. Here we serve them in their shell, over a bed of salt. Pour the sake sauce over the scallops, garnish with fleur de sel, then finish with olive oil.



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The saga of Mr. Topo

TEXT Rogério Fasano

Over our 35-year history, it's safe to say that we've been through a lot. But one story in particular, which can only be experienced by people who live the routine of a restaurant, almost caused Rogério to have a breakdown on a celebration day with a full house

In this issue of Corriere that's celebrating the 15th anniversary of Hotel Fasano and the inauguration of the fantastic hotel in Angra dos Reis, I decided to share one of the funniest stories I've ever experienced, one that's part of our history.

The year is 1996. I'm leaving Gero to go to the old Fasano, a route defined by the late genius columnist Telmo Martino as Fasano-Gero, Gero-Fasano, the zigzag of São Paulo!

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Mr. Rogério, a huge rat just entered the Fasano. I tried to stop it, but I couldn't."

As I was leaving Gero towards Fasano, I saw Antônio, the doorman, make an exaggerated movement and, as I approached, I asked, "Antônio, what was that?" To what he answered, "Mr. Rogério, a huge rat just entered the Fasano. I tried to stop it, but I couldn't."

I almost died! The restaurant was packed, and the first table right after the bar was enormous. It was the birth-





The entrance to the old Fasano, on Rua Haddock Lobo

day of the late TV host Hebe Camargo.

I went nuts; I prayed; I asked myself if I deserved this. I went to one of the empty private rooms, took a few tranquilizers, and imagined when that enormous "Topo" would make an appearance! I was already picturing everyone standing on the chairs, screaming, and my bank account taking a huge blow. I fanned myself, accompanied by maître Almir, the first person I hired. What would we do? Would we survive? Then came Mr. Ático, my beloved friend, who calmly and wisely said, "Mr. Rogério, the rat is under one of the sofas at the bar, because the pianist Mario Edson said it passed under his legs." And added, "It won't stay there forever. It will

come out!" Mr. Ático, a genius, used a strategy, "I'm giving it parmesan and pistachio, and this will keep it there! Relax!"

At 2 in the morning, the last customer left. I called the brigade and said, "Guys, we're going to have to lift the sofas, and if the rat is still there, I only ask that we kick it out of the restaurant alive, as it was 'really nice." When we lifted the sofas, there it was: enormous and fat, because of all the pistachio and parmesan offered by the wise Mr. Ático.

And that was it. We made a barrier and it left, happy and free. I, after a Rivotril, slept like a baby.

Mr. Ático, Mr. Topo, I'm thankful to you to this day!



Above, view from the pool at Fasano Punta del Este; and, below, detail of the front of Fasano Boa Vista, designed by Isay Weinfeld



The whole crew

I'd like to say here that Hotel Fasano now has 3 Hotels/Resorts, all in paradisiacal locations! Hotel Fasano in Punta del Este is certainly an "absurdly" beautiful place, close to the mountains and the sea, on one of the loveliest farms in Uruguay! When I showed it to our associate José Auriemo, he also fell in love at first sight! It's unbelievable! Trust me!

The other is the Fasano at Fazenda Boa Vista. These days, it's so popular that you need to book your room in advance, as it's always full due to the beauty of the locale and the hotel, designed by Isay Weinfeld.

And with the inauguration of Fasano Angra dos Reis, as you can see in this issue, the group has yet another iconic hotel. In addition, Fasano Trancoso is set to open in 2019.

I'm very grateful to all of our associates, who made possible incredible projects like these!

I'll always be proud of them, and here I'm sharing this joy that was only possible due to our partnership with JHSF, a company that made the Fasano Group grow.

Grazie mille, Zeco!

Gero.

TESTIMONIALS

Affective memory

TANTI AUGURI!

In 2018, the Fasano Group has two reasons to celebrate: Hotel Fasano São Paulo is turning 15 and Corriere is turning 2. We invited celebrities and friends to share remarkable moments and talk about their relationship with the brand over time



Lenny Niemeyer, fashion designer

"I've had incredible nights at Londra, exciting afternoons by the pool, and delicious lunches at Al Mare. However, the most special and, therefore, unforgettable moment was my birthday last year. I invited a few friends to watch the sunset by the pool and was surprised with a beautiful party, with lots of flowers, just the way I like it, and an airplane carrying a banner that read HAPPY BIRTHDAY, LENNY! The hotel was incredibly kind."



"The difference lies in the details, and Gero is the personification of this concept. In just a few minutes, you realize that his mind never stops; he has a sharp sense of humor; the coffee he drinks is perfect; his shirt fit is precise; the art that he consumes is inspiring; the dish he orders is the most memorable option on the menu; the way he treats people is just right; and the way he conducts one of the most interesting and promising brands in the world is unique. You're lucky to be part of the Fasano universe."







Isay Weinfeld, architect

"Every time Rogério wanted to create a new restaurant for the Fasano Group, we would go to Italy. On one of these trips, Forneria San Paolo was the flavor of the month. We would have lunch and dinner a few times a day, always trying pizza before or after each meal. Then, all of a sudden, I spot the perfect chair. I go to Rogério and say 'this chair is perfect for Forneria.' To what he answers 'let's quarter it.' After a lot of talking, he convinced the restaurant's owner to sell it. We looked for a quarterer all over Rome. At night, already exhausted, we placed the 17 parts of the dismantled chair in a bag. It was the beginning of the Forneria project. To celebrate, we went out to dinner and I was enchanted by the hostess at the restaurant. For me, she would also be perfect for Forneria. But I thought about it and decided not to give any ideas to Rogério."

Marina Lima, singer

"Before I moved to São Paulo, eight years ago, Rogério was one of my first friends in the city. We met during my residency at Baretto. Rogério is captivating for a lot of reasons. His musical knowledge is incredible: he knows a lot about the world punk and rock scene. He introduced me to great albums and bands that I didn't know. His sense of humor, à la Groucho Marx, is unparalleled. And I can't resist people who make me laugh like him... I laugh out loud! His generosity also deserves to be mentioned: Rogério and Isay Weinfeld (two friends who love and hate each other, like cats and dogs) were very kind to me when I decided to move here. Having their support and love encouraged me to move to São Paulo definitively. And two years ago I was surprised with an absolutely amazing exhibition of photos taken by Rogério, with unusual, powerful, surprising moments captured with his phone. I'm a huge fan of the guy."



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João Paulo Diniz, businessman

Rogério is an artist. If he hadn't entered the food business and had tried a career in cinema, literature, or architecture, he definitely would have been successful.

One of the reasons our partnership yielded great things for so long is that I, a Virgo, have always been attentive to details, while Rogério goes beyond. He could see the subtleties in every little thing he created. Everything had a reason.



Marcio Kogan, architect

"This story begins in the mid-1990s. Isay, Rogério, and I would spend hours and hours designing the Hotel Fasano dream using six hands. We would make the building taller, reduce the number of rooms, change the position of the restaurants. We would change everything all the time. We didn't have experience with hotels, and it was all done intuitively. Our mission was almost complete, the hotel was practically done, when Rogério came to the office with a wild idea: to place the reception desk at the back and turn the front hall into a bar. I almost lost it. For instance, we had to replace the elevators and include doors on both sides, among dozens of other changes. When we finished, I thought it was genius, and it was extremely important for the life of Hotel Fasano."

Zé Maurício Machline, businessman and producer

"The funniest moment I witnessed took place at the old Fasano. It was Friday, around 9:30 p.m., and the restaurant was packed. It happened with one of those families that are regulars at the restaurant. A famous businessman arrives with a 'date.' A man who had lunch or dinner there practically every day. When he sees the packed hall, he asks Rogério for a 'discreet table.' Rogério then tells this famous man that it would be impossible that night. He insists, but Rogério is firm, apologizing and saying that it would not be possible. Angry, the businessman tries to use his attendance to convince Gero, who, with his customary frankness, takes him by the arm and says: 'go home, and quickly, because the house is full and your wife and kids are here.'"



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Philippe Starck, designer

"Everyone can see it, everyone knows it: Rogerio is beautiful. I hope everyone also knows that it's not only his appearance that is beautiful but especially his soul. Like a diamond, Rogerio is rare because he understood that his absolute elegance is above all an elegance of the mind, an elegance of the heart. "

Thiago Bernardes, architect

"Two years ago, after a meeting at the São Paulo location of Bernardes Arquitetura about the project for Fasano Frade, something odd happened to me and Rogério. It was a long meeting and we were both tired. We decided to go to the garden. Rogério lit up a cigarette and we had a long conversation about the ideas presented for the project. At some point, he said that his phone was warmer than usual. Suddenly, there was a burnt smell. We soon realized that Rogério's cigarette ashes had accidentally fallen onto his pants, which caught on fire! We panicked a little, until we were able to put the small fire out. To this day, we laugh about this story, which marked 'by fire' the collaboration between the Fasano Group and Bernardes Arquitetura and, personally, between me and Rogério."



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FÉRIAS INESQUECÍVEIS PARA SEU FILHO!

O Sítio do Carroção é o único resort exclusivo para crianças no Brasil. Inspirado em Mark Twain, Júlio Verne, Monteiro Lobato, Steven Spielberg e outros, o Sítio do Carroção criou e produziu lazer e entretenimento educativo de qualidade surpreendente. Durante o ano letivo, recebe alunos das melhores escolas do país buscando aventuras pedagógicas. E é a aventura que atrai todos eles de volta! No Summer Camp, eles reveem velhos amigos e fazem novas amizades entre acampantes de 5 a 16 anos. Brincando e se divertindo, aprendem naturalmente a conhecer suas melhores habilidades de organização, convivência, autonomia, responsabilidade e criatividade. E o que é melhor: longe de equipamentos eletrônicos! Excelência, inovação e exclusividade fazem do Sítio do Carroção, desde 1971, um mundo só para crianças. Não é por acaso que foi eleito "O Melhor da América Latina" pelo Discovery Channel. Sua infraestrutura impecável, seus profissionais altamente capacitados e sua organização minuciosa são sempre elogiados pelos pais mais exigentes. Mas seu maior prêmio é saber que, para seus filhos, ele é simplesmente inesquecível!















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GABRIEL



WICKBOLD

Owner of a studio and a gallery in São Paulo, photographer **Gabriel Wickbold** has a good eye for art. For this Corriere, he selected timeless pieces full of personality



Clockwise, **Oil** on canvas, Flamingo by artist Ana Elisa Egreja, whose work is on display at Galeria Leme, galerialeme.com. The award-winning **Hermit Lamp** combines simplicity with versatility. It can be used as a lantern or a bedside lamp on a table or on the ground, Noemi Saga Atelier, noemisaga.com.br. **Fifties Table** the columns at Ibirapuera Park, one of Oscar Niemeyer's most iconic projects, served as an inspiration for the angled lines of this piece designed by architect Guilherme Torres, studioguilhermetorres.com. These **Amulets** made of jacaranda are available in different sizes and sold separately at Loja Teo, lojateo.com.br. **Sapão Armchair**, created by designer Fernando Mendes, made with natural leather and freijo wood, fernandomendesdesigner.com.br. **Gilberto Armchair**, this piece was inspired by journalist Gilberto Dimenstein, a regular at designer Paulo Alves's studio in Vila Madalena, pauloalves.com.br.

IT'S RUM'S TURN

TEXT Artur Tavares PHOTOS Camilla Maia

While looking for new flavors, Brazilian mixology is getting closer and closer to rum. Versatile, this Caribbean spirit made from molasses is great for refreshing fruit cocktails as well as full-bodied, complex drinks. Opened a year ago, the bar Nosso in Ipanema is the first in Brazil to offer a menu dedicated to the liquor. "It's the first time rum is being explored in the national market. It's a varied category, with white, aged, spiced, gold,

and dark rum," says Tai Barbin, co-owner and bartender.

At the bar, it's important to know how to use each type of rum: "White rum is perfect for refreshing drinks, like daiquiri. Aged rum has notes of vanilla and caramel due to the oak barrels and is great for versions of old fashioned or manhattan. Spiced rum, with notes of pepper, cinnamon, and anise, is widely used for Tiki-inspired cocktails, with delicious fruit."

TAI BARBIN TEACHES HOW TO MAKE THREE COCKTAILS WITH RUM



OLD CUBAN

50 ml aged rum / 50 ml sparkling wine / 30 ml sugar syrup / 20 ml lime juice / 2 dashes Angostura bitter / 2 peppermint leaves

Directions Mix the ingredients in a cocktail shaker and strain into a glass. Add the sparkling wine and garnish with dehydrated lime and peppermint leaves



60 ml spiced rum / 30 ml lemon juice / 20 ml honey / 2 dashes Angostura bitter / 3 pieces macerated pineapple

Directions Mix the ingredients in a cocktail shaker and serve



IN THE CARIBBEAN

These are some of Tai's favorite rum types APPLETON RED BLEND 12 YEARS "Jamaican, with tobacco and smoky notes resembling scotch."

HAVANA CLUB - SELECCIÓN DE MAESTROS "Cuban, it has high alcohol content and spicy flavor."

ZACAPA 23 "Traditional rum from Guatemala, it's sweet, with notes of honey and fruit."



MOJITO

60 ml white rum / 30 ml lime juice / 25 ml sugar syrup / 15 ml club soda / 8 peppermint leaves

Directions Combine ice and the ingredients in a pitcher and stir. Add club soda and garnish with peppermint leaves. Use a bar spoon to gently stir the ingredients.

Fancy team

TEXT Artur Tavares

Outside the fields, the players who are heading for the World Cup in Russia will wear exclusive pieces designed by Ricardo Almeida

CBF and fashion designer Ricardo Almeida developed a special project that will bring the Brazilian elegance to this year's World Cup in Russia. He will design exclusive, made--to-measure clothing for the players to wear outside the fields.

The pieces include a suit with special colors and details, whose objective is to evoke the tradition of sophistication of the Brazilian national soccer team. "I wanted to develop pieces that would show their athletic bodies and their shape," explains Ricardo Almeida.

The fashion designer met with everyone. His schedule had to be organized according to the availability of each team member, around 60 people, including players and coaching staff. The suit is made of 100% cool wool, comprised of threads of two different colors, a combination of royal blue and black, which reveals a new tone of navy blue with changeant effect (the color changes slightly according to the light). "It was a way to add a different and modern touch to the clothes that, even in a classic color like navy blue, have an innovative look. It's not just a navy blue. It's a special navy blue, developed for this special moment," he says.

The highlight of each suit is the blazer

Side photo, jacket designed by Ricardo Almeida; below, the players' complete look; and, left, the croquis created by the style team

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lining, which the designer created specially to pay homage to the team's achievements. It features a jacquard pattern inspired by Russian constructivism – an aesthetics that encapsulates images in simple geometric shapes, aiming to convey a message quickly. As such, anyone observing the lining can see the cups and the years when the Brazilian national team was the champion of world soccer championships. To top off the players' suit, a blue shirt with narrow collar and a silk, slim blue tie, in a monochromatic look; while the coaching staff will wear a blue suit with white shirt and silk blue tie. For the feet, the challenge was to create leather shoes that were classic and sporty at the same time. Each detail of the accessory, developed with a special mold adapted to the athletes' feet, was carefully planned: EVA sole; neoprene lining, as if it were a sock; and the aesthetics of brogue shoes, which subtly employs the classic code of shoemaking, usually used in tailoring.

Here in Brazil, let's cheer for the Brazilian team and hope they will win the cup this year, and may the image created by Ricardo Almeida be registered in this story!



MY TOP 10



Ana Cañas is one of the greatest female voices of Brazilian popular music. The singer and songwriter started her career at Baretto, where she was applauded by names like Chico Buarque and Paulinho da Viola. With four albums under her belt, she's preparing to release her fifth record this year. While you wait for her upcoming work, check out her main musical references.

Bob Marley. Catch a Fire. "When I think about him, my thoughts are invaded by everything a soul can accomplish. Bob transcended music. His message and attitude go beyond words."



John Coltrane. *Ballads.* "This is not his most important album (for the jazz language). But it's the one that makes my heart melt every time I listen to it."





Aretha Franklin. Aretha Now. "The greatest American soul music artist. Aretha set (and established like no one else) an unattainable standard for female voices. In the pantheon of goddesses, she's the mother of Nina, Janis, and Amy, among many others."



Patti Smith. *Horses.* "Patti is the most complex, most brilliant soul I know. She's a poet, an alchemist, a witch, cosmic, rocker, crazy, wonderful. The charm of punk. And what about this surreal cover by Mapplethorpe?"



Elis Regina e Tom Jobim. *Elis & Tom.* "Elis singing Tom Jobim is the ultimate rendition of a work of art. Absolute transcendence in 'Retrato em Branco e Preto' and 'Modinha.'"



Gal Costa. *Gal a Todo Vapor - F-A-T-A-L*. "With Caetano and Gil exiled in London, it was Gal's turn to stand in resistance. Unusual repertoire, great band, visceral, husky voice. A diamond voice in the service of resistance."



Belchior. Alucinação. "New overwhelming passion. Belchior, a guy who creates incredible lyrics, unusual melodies, and songs that will cross the line of the horizon forever."



Led Zeppelin. *IV.* "The universe is wise. It brought together Jimmy Page, Robert Plant, John Paul Jones, and John Bonham, to create the best rock 'n' roll band of all time."



Rita Lee. Fruto Proibido. "With this album, she sublimated Os Mutantes, established herself as a songwriter, and surprised the whole country with her voice. A brilliant mind. A woman who's way ahead of her time."



Novos Baianos. Acabou Chorare. "In order to understand the gene map of Brazilian music, you need to listen to this great classic. Extremely inspired, anthological, and timeless."

DESIGN

From generation to generation

TEXT Artur Tavares PHOTOS Raphael Briest

In São Paulo, an art gallery displays furniture pieces by Zalszupin, Casas, Zanine, their heirs, and a new crop of designers who promote the Brazilian classic as contemporary in décor

An enormous warehouse in the São Paulo neighborhood of Lapa invites the public to celebrate big names in Brazilian furniture design in the 20th century, while also introducing a generation prepared for the future. At Herança Cultural, pieces by Jorge Zalszupin and his son Celso share space with works by Zanine Caldas and Zanini de Zanine, Sérgio Rodrigues, Rodrigo Ohtake, and Joaquim Tenreiro, forming a precious snippet of design art in Brazil in the past 60 years.

A pioneer in the sale of second--hand furniture in São Paulo, Herança Cultural was opened by Maria Alice Casas in Vila Madalena in

Vintage almost doesn't exist anymore. It's not easy to find it in large amounts. Just one or two pieces here and there

1991. The sister of architect Arthur Casas, she worked at the décor department at his firm and constantly had to deal with old furniture pieces left behind after renovations. In August of that year, she rented a warehouse that used to be an auto shop. It would serve as a temporary gallery until December. "I sold everything so quickly. I found a few partners and decided to work there full time.



Above, restored by Herança Cultural, two- or threeseat benches by designer Jorge Zalszupin, made from jacaranda wood, with upholstered seat and back, and side table in marble; next, a rare piece from the 1970s, the Anéis sculpture from the Tronco line by designer Zanini Caldas; on the wall, designs from the 1980s by Zanini Caldas – single pieces available only at Herança Cultural; in the background, Tronco lamp, single piece, by designer Marcelo Magalhães.

4



On this page, side photo, the Guanabara table (sold), from the 1960s, designed by Jorge Zalszupin, has concrete feet covered in leather and parquet top in jacaranda wood; Itamarati chairs (in the photo, white) by Jorge Zalszupin, made from jacaranda wood and seat/back in leather; L'atelier buffet, also by Jorge Zalszupin, made from jacaranda wood and rod in aluminum; Bum Bum vase by designer Nelise Ometto. Below, Pablo Casas in the Paulistana armchair by Jorge Zalszupin, from the 1960s, made from jacaranda wood, with upholstered seat and back – also in the background in the above photo).

I didn't have competitors in the second--hand furniture business for five years, until 1996," she says. On Wednesdays, Maria Alice used to set up a bar inside Herança and invite a few

friends, including architects and designers, to parties that crowded Rua Aspicuelta and were frequented by musicians like the band Titãs.

Pablo Casas, her son, took over Herança Cultural in 2014 and started to promote a revolution in the familyowned gallery. His friend Zanini de Zanine introduced him to designers like Guilherme Wentz, Marcelo Magalhães, and Ronald Sasson, incorporating contemporary design into the store. With the international fame of Brazilian furniture design in the 1950s and '60s, Herança was at risk of running out of pieces in the future: "Vintage almost doesn't exist anymore. It's not easy to find it in large amounts. Just one or two pieces here and there," he says.

At the end of last year, Herança Cultural received one of these gifts, coming from a hotel in Guarujá: "They knew they had something valuable in their hands, but couldn't even pronounce the designer's name properly. I was a bit nervous at first," says Pablo. Today, his gallery has over 80 "new" pieces by Jorge Zalszupin, many of which made from jacaranda wood, his trademark, including armchairs, chairs, and stools. "Imagine that: these pieces were decorating an entire hotel. We are extremely thankful."

Meanwhile, the new generation represented by Herança Cultural will participate in an exclusive action at







Up top, Ouro Preto armchair, from the 1960s, made from jacaranda wood, with seat/back in leather, designed by Jorge Zalszupin; Recortes 6 painting (2017) by Jaime Prates, oil and wax on canvas. **Top photo**, Copacabana sideboard (2016), made from American walnut, designed by Arthur Casas for Espasso in NY, and now available in Brazil; the work on the wall was designed by Jaime Prates; lamp by Ronald Sasson; and table by Arthur Casas

Artists only become vintage when they achieve a synthesis of factors. It was like this with the Beatles. Their success lies in the fact that they work, just like the classics, with timeless designs

SP-Arte this year. Zanini de Zanini, Ronald Sasson, Guilherme Wentz, Rodrigo Ohtake, and Flavio Franco will create chairs and stools. About this action, Pablo concludes: "Artists only become vintage when they achieve a synthesis of factors, a perfection that goes well with anything. It was like this with the Beatles, and also with Bauhaus. It's like this with these names. Their success lies in the fact that they work, just like the classics, with timeless designs."





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One of the greatest writers of the 20th century, **Ernest Hemingway** was a war correspondent during the Spanish Civil War. In the 1950s, he won a Pulitzer and a Nobel Prize in Literature. He's the author of The Old Man and the Sea, For Whom the Bell Tolls, and The Garden of Eden

Happiness in intelligent people is the rarest thing I know.

Life is the art of drawing without an eraser.

The best way to find out if you can trust somebody is to trust them.

All good books are alike in that they are truer than if they had really happened.

When people talk, listen completely. Most people never listen.

A man should never put himself in a position to lose what he cannot afford to lose.

Knowing a man and knowing what's inside his head are different matters.

The secret of wisdom, power and knowledge is humility.

Always do sober what you said you'd do drunk. That will teach you to keep your mouth shut.

You can't get away from yourself by moving from one place to another. The most painful thing is to lose yourself in the process of loving someone too much, and forgetting that you are special too.

No, that is the great fallacy: the wisdom of old men. They do not grow wise. They grow careful. There's nothing noble in being superior to your fellow men. True nobility lies in being superior to your former self.

That was what you did. You died. You did not know what it was about. You never had time to learn. They threw you in and told you the rules, and the first time they caught you off base, they killed you.

I love sleep. My life has a tendency to fall apart when I'm awake, you know? An intelligent man is sometimes forced to be drunk to spend time with his fools. Prose is architecture, not interior decoration, and the Baroque is over.

What is moral is what you feel good after and what is immoral is what you feel bad after.

It takes two years to learn to speak and 60 to learn to keep quiet.

Photo publiciy

48

SOCIAL

SUMMER DAYS Hotel Fasano Angra dos Reis got an amazing season. Here's who stayed there



1 Thaise Nicolleto, Fran Seidl and Karen Mukai 2 Karina Meyer, Nathalie de Gouveia, Aline Balarini and Jamille Ribeiro 3 Daniela Cachuch, Rachel Maia, Barbara Galvão and Laura Ancona
4 Adriana Ferreira Silva, Maria Laura Neves, Laura Ancona and Fernando Luna 5 Karen Mukai and Paulo Mor 6 Mariana Aydar 7 Catarina and Melanie Bittencourt 8 Djamila Ribeiro and Fernanda Lima 9 Tatiana Dutra, Melanie Bittencourt, Thaise Nicolleto, Karen Mukai and Fran Seidl

9



PINK FLOYD

Created in the 60s, the band became one of the most influential in rock history. Show how much you know about them BY Arthur Dapieve

PUZZLE



Cross

3 Violinist who participated in the album "Wish you were here" **4** Producer of the album "Barrett" **8** First single **9** London club where they played on December 29, 1967 **13** First greatest-hits album released by the band **15** Progressive rock band produced by Mason **18** Closing track on a Pink Floyd album with Waters **19** Hydroelectric power plant on the cover of "Animals" **20** Syd Barrett's youngest sister



Down

1 Live album released in 1988 2 Closing track on the British release of the album "The piper at the gates of dawn" 5 Favorite studio 6 Last name of the bluesman who inspired the band's name 7 Battle in which Waters's father died 10 First band to feature Roger Waters, Rick Wright, and Nick Mason **11** Name of the cow on the cover of "Atom Heart Mother" **12** Soccer team of the fans featured in the song "Fearless" 14 Nickname of the model on the cover of "The madcap laughs," by Barrett 16 One of the three cities where "Ummagumma" was recorded 17 Last name of another bluesman who inspired the band's name

The first person to answer the questions is invited to a dinner for two at Fasano SP, with a tasting menu created by chef Luca Gozzani. Send an email to corriere@fasano.com.br

LET'S CHECK: check out the answers to the crossword puzzle published in issue number 8 of Corriere Fasano







MOVIE - SINGIN' IN THE RAIN

At a time when video game aesthetics dominates the screens, it's never too late to remember that an unpretentious, no-frills script has become one of the greatest masterpieces in cinema history BY Arnaldo Jabor



Old commercial movies appealed to the emotion of audiences; stories in which 'good' was rewarded, love moved characters, and you laughed or cried with everything, from Laurel and Hardy to Hitchcock.

These days, you have emotions that overwhelm you with characters in those 3D worlds, with rocks and bullets that fly in your direction, break you into pieces in the living room, with glasses of Coca Cola and buckets of popcorn. You're the popcorn in these movies. It's Hollywood's new playwriting strategy: the "video game" aesthetics, where the main character is not the "other," it's you, with the joystick in your hand and nothing on your mind. The scripts are made on the computer, in a way that doesn't let spectators breathe. You need to fill every hole, so nothing can take their attention away. Cinema has become a manipulation machine, one that doesn't portray reality or human characters. Currently, "things" are more important than the characters themselves. Yes, things. Characters are just a pretext to show the décor. And the décor is a big showroom of American products: great planes, supercomputers, technical geniality.

Photos publicity

The truth is that we went from illusion to disenchantment. That's why I always remember Singin'

ABOUT THE MOVIE

Singin' in the Rain Release date March 27, 1952 Directors Stanley Donen and Gene Kelly Screenwriters Betty Comden and Adolph Green

Award

Golden Globe Award: Best Performance by an Actor in a Motion Picture – Musical or Comedy (1953) – Donald O'Connor

Writers Guild of America Award for Best Written American Musical (1953) – Betty Comden and Adolph Green





What a glorious feeling Above, the trio of protagonists: Kathy Selden (Debbie Reynolds), Cosmo Brown (Donald O'Connor), and Don Lockwood (Gene Kelly). Side photo, one of the movie's classic scenes: Cosmo Brown dances in the rain

in the Rain. One of the best movies of all time, it was never intended to be so. It was made according to the commercial logic of American cinema at the time and unpretentiously written by Adolph Green and Betty Camden. Still, it's a masterpiece.

Soon after the end of the Cold War, movies showed an America that was on a "frenetic honeymoon" with itself. The United States were the "culture of certainty." The American paradise was working perfectly. Then came Metro musicals, celebrating the peace and prosperity reigning in the United States from 1945 on.

Singin' in the Rain represents – more than any other American Dream of happiness – the dream of democracy triumphant over Nazism. It has rare characteristics for the time, as it's a movie inside a movie, and also because it addresses the transition from silent films to talkies, and mainly because it has the best choreographies of all time, with Gene Kelly himself and Stanley Donen, the young, 24-year-old director, creating the extremely beautiful image of a world that could exist. It didn't work, but the memory of a time when it seemed that the world could be better remains. Today, we're in this black hole, with America dominated by a dangerous psychopath who wants to destroy all the good things we've achieved. But I'm sure the image of Gene Kelly, Donald O' Connor, and Debbie Reynolds dancing will remain in space-time for all eternity.

The movie Singin' in the Rain is available to our guests – just ask our concierge.







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