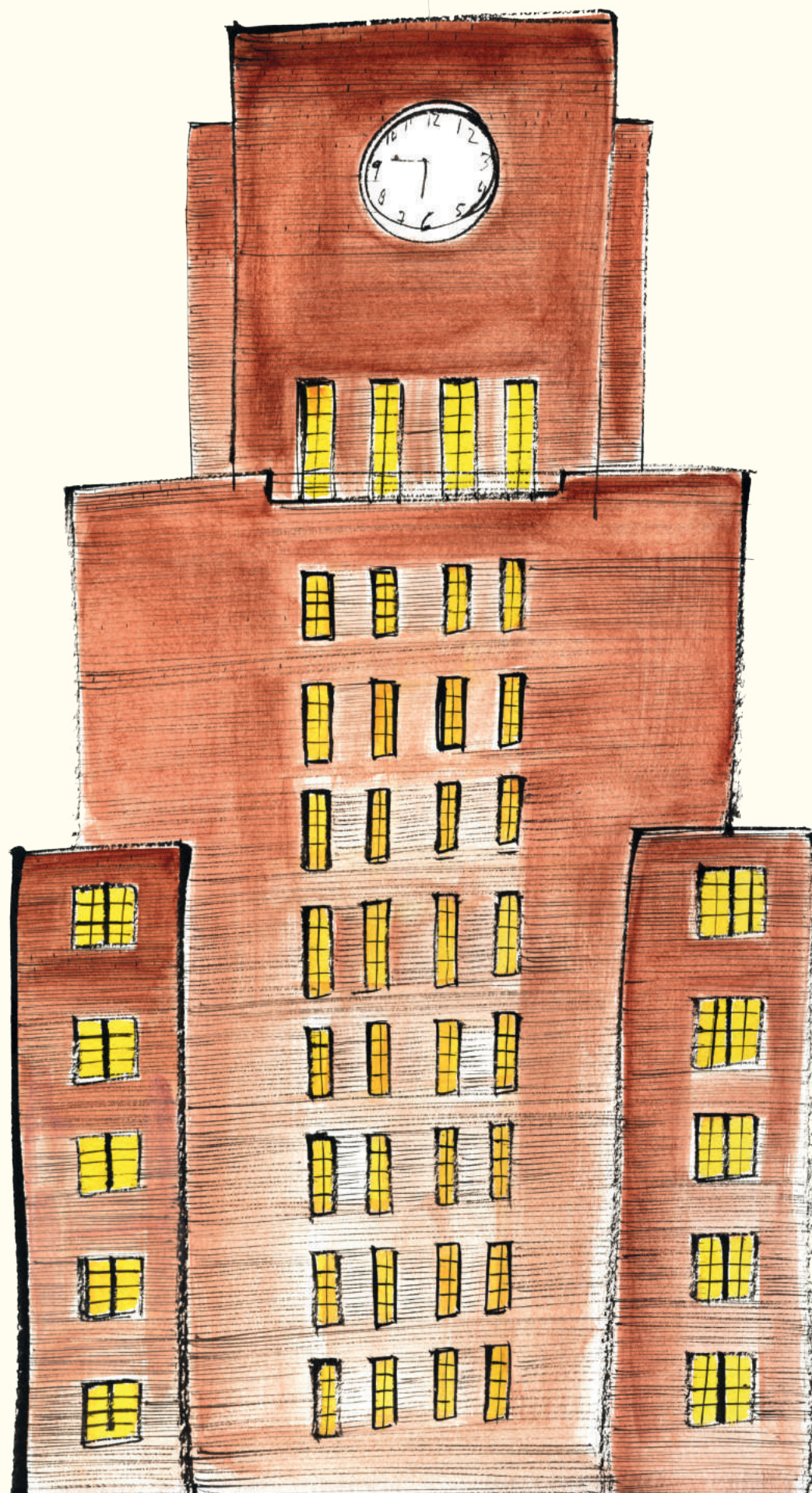


CORRIERE



2023

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BRUNELLO CUCINELLI

Shops Jardins - 1° Piso

Read it in fast-forward mode:

The year is 1902.
Italian native Vittorio Fasano moves to Brazil.
He opens Brasserie Paulista.
In 1923, Vittorio passes away.
In 1937, his son Ruggero is enrolled in a real Italian school.
In 1947, Ruggero returns to Brazil.
He opens Restaurante Fasano.
In 1958, he opens Jardim de Inverno Fasano.
In 1980, his son Fabrizio opens another restaurant.
Fabrizio's son, Rogério, joins the business.
In 1982, another Fasano restaurant.
In 1990, another.
In 2003, yet another... No... Now it's a hotel!
And then other 10: 2007, Rio; 2010, Punta del Este; 2011, Boa Vista; 2017, Angra dos Reis; 2018, Belo Horizonte and Salvador; 2021, NY and Trancoso; 2023, a new location in São Paulo, and soon there will be one more!
And later other countless restaurants.
Ok, we've counted them: 30!
Geros, Paninis, Fasanos...
And suddenly an emporium!
It's a lot!
Math that not even Pythagoras would be able to predict!
In 2021, Rogério becomes Gero.
And Gero becomes what he's always been:
A great restaurateur.
A genius.
Formed by small pieces of all the Fasanos that have ever lived.



Lili Carneiro

“Perhaps the world will go back to normal and get tired, like me, of reading, seeing, and consuming so much rubbish and concepts, and we, the “dinosaurs,” can continue to exist. Because we'll be missed when we're gone!”

Gero Fasano

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Cover
Illustration of the Hotel Fasano São Paulo
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Fasano Team
Carolina Moura
carolina.moura@fasano.com.br

Fernanda Gattas
fernanda.gattas@fasano.com.br

Giulianna Ferrari
giulianna.ferrari@fasano.com.br

Jessica Esteves
jessica.esteves@fasano.com.br

Paula Queiroz
paula.queiroz@fasano.com.br

Phillip Martins
phillip.martins@fasano.com.br

Editora Carbono
Publisher
Lili Carneiro
lili@editoracarbono.com.br

Graphic Project
Corinna Drossel
e Selina Pavel

Art Director
Mona Sung
mona@editoracarbono.com.br

Guest Editor
Adriana Nazarian

Proofreader
Paulo Vinício de Brito

Contributors
Alberto Pitta
André Klotz
Arthur Dapieve
Autumn Sonnichsen
Bruna Bertolacini
Carla Pernambuco
Chico Albuquerque
Daniel Pinheiro
Erh Ray
Geraldo Forbes
Guilherme Samora
Gustavo Andrade
João Bertholini
Leonardo Freire
Manu Oristanio
Marcio Alemão
Matias Terne

Mona Conectada
Pedro Vannucchi
Rafael Tonon
Raquel Fortuna
Rni Films
Roberto Carvalho
Roberto Seba
Image Retouching
Claudia Fidelis
Translator
Priscila Sakagami

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Rafael Tonon interviews Gero Fasano

With 40 years of history in gastronomy, Gero Fasano is the restaurateur and businessman at the helm of all restaurants and hotels – from New York to Trancoso – from the Fasano Group. For Corriere, he uses humor to share his secret for a good experience at the table, always with the best ingredients and impeccable service



ONE

RT *What's the role of a restaurant? To feed or to entertain?*

GF **Both.**

TWO

RT *What do you consider the most interesting aspect of gastronomy these days?*

GF **The offer of raw materials. When I started out, 40 years ago, you had to beg for quality or novelties. These days, the offer is much bigger. Without good raw materials there's no good food.**

THREE

RT *And what's the most annoying aspect?*

GF **Tasting menus.**

FOUR

RT *What dish better represents São Paulo, in your opinion?*

GF **FSteak parmesan, white rice, and French fries. A dish that represents all Italian cantinas in São Paulo, but which will never be found in Italy.**

FIVE

RT *And what's the best city to devour?*

GF **Rome, Milan, Venice, and Lisbon.**

"Without good raw material there's no good food"

SIX

RT *What do you consider your greatest achievement?*

GF **Being relevant after 40 years in the same profession.**

SEVEN

RT *Do you think more with your stomach, your liver, or your heart?*

GF **After three livers, I'd better think with it.**

EIGHT

RT *What's the best way to finish a meal?*

GF **With a good conversation!**

Gero Fasano interviews Rafael Tonon

A writer and journalist who specializes in gastronomy, Rafael Tonon travels the world to eat. For Corriere, the UOL columnist and coordinator of the Master's program in Gastronomic Journalism at the Basque Culinary Center, in Spain, reflects on exaggerations and inventions in this universe



UM

GF *As one of the most important gastronomic journalists, when you review a restaurant, do you also take into account the service, the wine list, the setting, and the price, or just the gastronomy?*

RT A restaurant is never just about food – without hospitality, it would be a delivery service or something like this. I usually think that a restaurant tries to tell a story, with its menu, décor, wine, and, mainly, service. I know

it can even compensate for bad food, in some cases.

DOIS

GF *These days, does a chef's number of tattoos correspond to their number of stars? Are they like a soccer badge?*

RT Today, when attitude is more important than anything else in Instagram posts, tattoos have become a form of status in the world of cooks; they don't result in stars, but they secure you a spot in the pantheon of pots and pans. As a friend usually says, some should spend their tattoo money on knives and books (laughs).

TRÊS

GF *Is there a way to select the best restaurant in the world or is it just a kind of closed group?*

RT The idea of best restaurant in the world is a fallacy – just like “the best chef,” or whatnot. It's impossible to say that X is better than Y when there's no way to analyze them in a technical, unbiased, on-par manner, using the same criteria. Rankings have an interesting role in translating trends, but, technically, there's no such thing as the best restaurant in the world.

QUATRO

GF *Do you believe in fusion cuisine? In other words, spaghetti with soy sauce?*

RT I like fusion; I don't like confusion: the inventions people create in the name of creativity, with no regard to tradition. If you think about it, every cuisine is a fusion; they've all been adapted over time – Italian food in São Paulo is essentially a mixed cuisine and not necessarily less authentic, right?

CINCO

GF *PHere, the trend now is to have dinner at an altitude of 330 ft (100 m) on a platform and blindfolded. Isn't this pure marketing?*

RT People are going too far – or too high! – to innovate what a restaurant could be. It's the era of gastronomic entertainment at any cost: dishes that come down from the ceiling, waitstaff that has to do some kind of performance. When there's no purpose, it's just embarrassing. I still prefer a table firm on the floor.

SEIS

GF *You're in a city you've only visited once. Would you rather go to a restaurant you loved or try a new one?*

RT Most of the time, I try to explore new things. There are places that I love, but I try not to go back in order to not spoil the “first-time charm.” The feeling that it was so good that I don't want to try again and change the way I feel about a place.

SETE

GF *Do you think it's right for French critics to review Italian or Portuguese cuisine?*

RT I think a critic needs essentially one thing: references. To have eaten a lot, everywhere. A French critic who has been to enough tascas could write an excellent review (knowledge of other cuisines might even help). What is not right is to judge something without knowing anything about it.

EIGHT

GF *Do you agree that restaurateurs, which is what I do, are endangered dinosaurs? Since today there are only chefs.*

RT I think it's curious that the spotlight is now on the kitchen: a few decades ago, chefs were just servants and maître d's were the protagonists at restaurants. I like to think that we're entering an era in which the protagonism can – and should – be shared. We'll talk about the importance of restaurateurs and the waitstaff alike. But perhaps I'm a bit optimistic...

What's cooking at home

11-12
2023

Gastronomic treasures in São Paulo – from the treats made at our emporium to the celebratory menu at Trattoria Fasano; a good reason to visit Belo Horizonte and the sounds of New York. In addition to ideas to enjoy the summer in Bahia or Uruguay

New favorite

Opened last May, the Fasano São Paulo Itaim has joined the list of the most coveted locations in São Paulo, and for good reason. The project by Marcio Kogan, in association with the firm aflalo/gasperini arquitetos, features a Gero restaurant, spa, gym, business center, pool, sauna, and a rooftop bar.



Groceries and entertainment

Emporio Fasano is very popular. And not just among customers looking for select ingredients, including cheese, olive oils, and many other treats made by the best producers in the world. Or the foods prepared every day at the deli, the premium beverages, or the décor items and great gift ideas scattered on the shelves. The location, in the heart of Jardins, is offering an extensive events schedule, including everything from afternoon tea and jazz nights to wine lessons and tasting sessions. Make your reservation now!

12



São Paulo stage

Arnaldo Antunes, Lenine, Elza Soares, Alceu Valença, Emicida, Tulipa Ruiz, Hermeto Pascoal... Many celebrated artists in Brazilian music have performed at Baretto in São Paulo. It's worth checking out the next season of shows, with musical curatorship by Casa de Francisca, one of the most relevant stages in the São Paulo scene.



Feijoada at Nonno Ruggero

Saturdays are for feijoada. And the one from the Nonno Ruggero restaurant, located inside the Hotel Fasano São Paulo Jardins, is a tradition among feijoada enthusiasts.
T 11 3896 4000 / 11 3062 4000



10 years, a lot of reasons to celebrate

Trattoria Fasano is celebrating its 10th anniversary in grand style. Gero Fasano has prepared the details for the celebratory menu, which features classic recipes from Southern Italy, passed from generation to generation. It's impossible to resist!



Manhattan vibes

Baretto New York has joined the list of the best places in Manhattan to listen to good music – the two performances by Bebel Gilberto sold out quickly – and is expected to remain this way in the fall. Names like Jair Oliveira, in addition to local musicians, are confirmed attractions.

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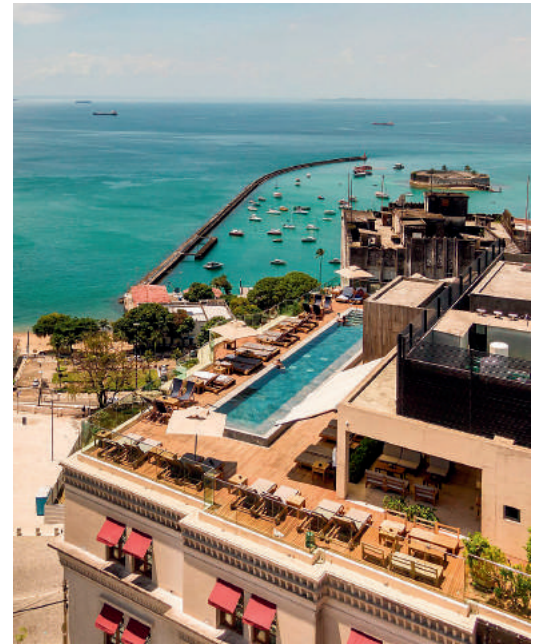
You don't need to leave the Fasano São Paulo Itaim to have moments of relaxation and self-care. Vitrini, a celebrated beauty salon in Jardim Europa, has a location inside the hotel, which facilitates the busy São Paulo routine. More than just great hair stylists and manicurists, there you'll also find professionals like dermatologists and dietitians so that your self-care break is complete. Therapeutic massages and facial treatments top off the proposal.



Summer ahoy in Bahia

When the temperatures rise, few destinations are as special as Bahia. And the Fasano Hotels in Trancoso and Salvador are proof positive of this. With an incredible view of the All Saints Bay, the Fasano Salvador rooftop promises to light up with a special events schedule: luau, sunsets, and rooftop sessions comprise the list. And, in between attractions, travelers can also enjoy cultural activities and great food at the Fasano restaurant.

Meanwhile, in Trancoso, the tip is to take advantage of the privilege of spending a season by the sea at Itapororoca Beach: in addition to delicious dishes grilled on a parrilla, the restaurant Praia will feature DJs and music every day. To top things off, from November to March, the destination will have a team that specializes in activities for kids.



Artsy Belo Horizonte

Are you interested in the new Yayoi Kusama gallery at Inhotim? The Hotel Fasano Belo Horizonte has prepared a special experience for travelers who want to take a close look at the pieces created by the renowned Japanese artist. Two nights, with breakfast included, in addition to transportation in an executive car, with a driver at your disposal, a pair of tickets, and an electric car to use during your visit. A can't-miss activity!

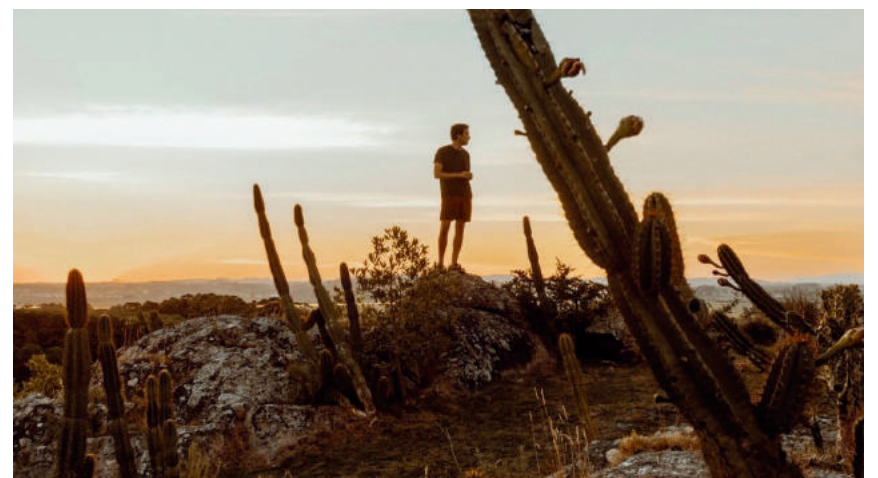
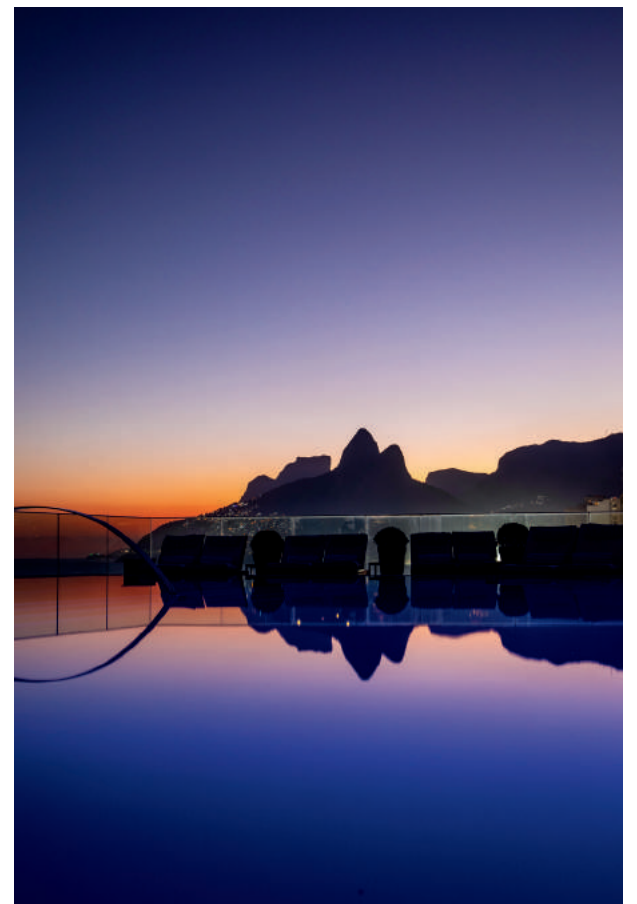


Water therapy

Do you need a break from your routine? Nearby São Paulo, the spa at the Fasano Boa Vista offers a Water Circuit with indoor heated pools that are an invitation to total relaxation. Then, what about topping it off with a revitalizing massage?

Rio de Janeiro on the top of the wish list

The most recent edition of the Travel + Leisure World's Best Awards is clear: the Fasano Rio de Janeiro is the best city Hotel in Central America and South America. The location in Rio, beloved by locals and travelers from all over the world, is also featured in the Reader's 100 Favorite Hotels in the World for 2023 – ranking 56th, it's the only Brazilian hotel on the list. Anyone who has been to its iconic rooftop pool, with Ipanema Beach on the horizon, certainly agrees.



Small gestures, big changes



Among its sustainable initiatives, the Fasano Group is proud to be part of an incredible movement called Arredondar (Round Up). When you round up purchases made at partner institutions, the project collects micro-donations that are then transferred to several NGOs. On the list of supported projects are organizations that offer professional training for women, promote sustainability and environmental conservation. +arredondar.com.br

Unforgettable Punta del Este

The most charming destination in South America is special during the summer, and the Hotel Fasano Punta del Este takes advantage of the city's paradisiacal scenery to offer even more irresistible experiences. On the list of activities, visits to art galleries in the region, bike rides, golf and horseback riding lessons. And, of course, moments inspired by the delicacies of local cuisine: wine and olive oil tasting sessions and plenty of Uruguayan parrilla.

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O que acontece por aí

11-12
2023

Books that combine culture and fashion, new spots to keep on your radar - from Trancoso to São Paulo -, the new trendy candle, old-fashion models, and other recent new developments that have caught our attention

In-person event

Marina Abramovic's fans are probably looking for a plane ticket to London right now. And it's for a noble reason. The Royal Academy of Arts has just opened a grandiose retrospective dedicated to the artist's feats over the past 50 years. Sculptures, videos, installations, and, of course, her iconic performances are on display to show Abramovic's unique way of portraying themes like pain, endurance, and transcendence. Running until January 1, 2024.



Uniform

What happens when photographer Bob Wolfenson and fashion editor Paulo Martinez come together? The duo traveled around Brazil in search of ordinary people wearing denim pieces. The result can be seen in *Ouro Azul*, a book that presents 78 Brazilian characters, with portraits and stories that say a lot about our rich culture and show the material in its most diverse and mundane possibilities.



Self-love

Ana Strumpf strikes again and, as usual, her new creations have become a hit. In collaboration with By Nomads, the artist made candles with base notes of Ylang Ylang essence. This flower, responsible for stimulating love, energy, and desire, inspired Strumpf to create playful designs that explore the curves of female bodies. Available in two variations at Pinga Store. A collector's item!

it's more than
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COUNTY



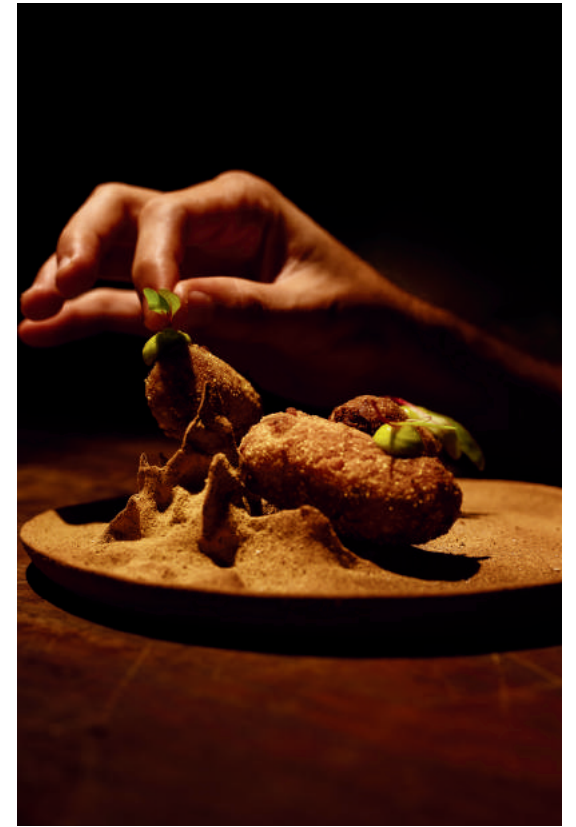
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Top four

With a highly anticipated premiere in the fashion world, the documentary *The Super Models*, from Apple TV, brings Naomi Campbell, Cindy Crawford, Linda Evangelista, and Christy Turlington back to the spotlight. The super models, who redefined this profession in the 1990s, share details, in four episodes, about their careers, behind-the-scene stories, remarkable moments, revelations about the industry, and even their regrets. The soundtrack is great, the stories are exciting, and seeing the four back together is very nostalgic.



The power of the forest

"A return to our roots, retrieving recipes, knowledge, and ingredients that are disappearing." This is how physician Jullian Hamamoto describes his new space in Trancoso, recently opened in the Quadrado. Named Muru – power, in Tupi-Guarani –, it's a combination restaurant and emporium, the fruit of an extensive research project conducted by Hamamoto during his immersions in nature. On the menu and on the shelves, items like flour of araruta, a little-known root, pineapple aluá, an indigenous beverage, loboço, a classic of rural cuisine, in addition to moqueca and other tasty treats. @murutrancoso

Between the lines

New York may be pulsating and noisy, but it's also private, classic, and delicate – as our Hotel in the city can attest to. And this is precisely why we're interested in the new Assouline release, *New York Chic*. Scotsman Oliver Pilcher walked the streets in this destination to capture its essence through scenes and characters. Note: recently, members of the Fasano Fifth Avenue were invited to participate in an Assouline event about the re-edition of a book on Oscar Niemeyer. @assouline



Mi casa, su casa

Alexandre Birman's most recent project, which has become popular among fashionistas and the like, is not a new version of his classic Clarita or any other shoe model. It's Casa Birman, a kind of creative hub for the brand installed in a São Paulo property from the 1950s. From art exhibitions to immersive experiences with customers, the place promises to offer moments that go beyond fashion with the same refinement you can find in Birman's creations. Right off the bat, we were enchanted by the curatorship of incredible furniture pieces that decorate the space. @alexandrebirman



Perfect duo

A promising collab is on our radar. The footwear brand Louie has just partnered with Oficina Reserva, known for creating classics for men's wardrobes in a unique way. As a result, a limited edition of a loafer that's full of charm. Made in an artisan manner, the shoe is available in black and brown, promising to become a wildcard piece, which can go from the office to happy hour with the same elegance. @louiesapaulo

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On wheels

Skateboarding enthusiasts need to put London on the itinerary for their next trip. The reason: The Design Museum has just opened an exhibition about design in this sport from the 1950s to the present. On display, 90 rare boards – from homemade to professional pieces –, including highlights like 1950s models from California and Tony Hawk's first professional skateboard. Articles, videos, and other objects are also on display to show that this subject goes beyond sports borders. And there's more: the exhibit features a ramp open to the public for anyone who wants to practice maneuvers inside the museum. Running until February 2024. @designmuseum

Imperial

Italian brand Gianvito Rossi's new collection features references to Ancient Rome reinterpreted in an audacious manner. Think leather bracelets, gladiator sandals, plenty of metallic leather and symbols like flowers and laurel leaves. The brand's creations are coming to Brazil in March 2024. @gianvitorossi | Shopping Cidade Jardim, Av. Magalhães de Castro, 12000



Heavy Metal

The Isabel Marant Fall/Winter 23 theme retrieves a sexy, irreverent attitude. The brand is highlighting metallic elements. On the runway, silver appeared in dresses and pants, and now this color is also featured in accessories – boots, bags, and mini belt bags appear in chrome silver, which adds a touch of character to any look. @isabelmarant | Shopping Cidade Jardim, Av. Magalhães de Castro, 12000

Millennium bag

Nostalgia for the 2000s is the theme of the Celine Fall/Winter 23 collection. And the Y2K aesthetics (a strong trend seen over the last fashion seasons) inspired the brand's new bag, Anita. The piece, made of calfskin, has a slender shape and a belt with gold hardware and buckles. Effortlessly elegant, just like Parisian women. @celine | Shopping Cidade Jardim, Av. Magalhães de Castro, 12000



Hot Colors

Pucci's recently released collection presents bold colors, like an explosion of lights in the cosmos and references to the 1960s. In the mix of colors, red sets the tone for the palette, featured in dresses and matching looks, which create elongated silhouettes. More good news: cashmeres and jacquards are turned into second-skin, tattoo-effect printed mesh thanks to a degrade needle-punch technique. @emiliopucci | Shopping Cidade Jardim, Av. Magalhães de Castro, 12000



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60 ANOS EM 60 DISCOS

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DANIEL SETTI

Nostalgic session

If, like us, you appreciate good music, you need to add this new book from Autêntica to your shelf. Do Vinil ao Streaming: 60 anos em 60 discos was written by Daniel Setti, a journalist, researcher, and true enthusiast of albums. It's an exciting review of international pop albums that marked decades, from 1960 to 2010, as well as a reflection on the trends of each era. To top it off, Setti created special playlists to accompany your reading. @autenticaeditora

EMPORIO FASANO



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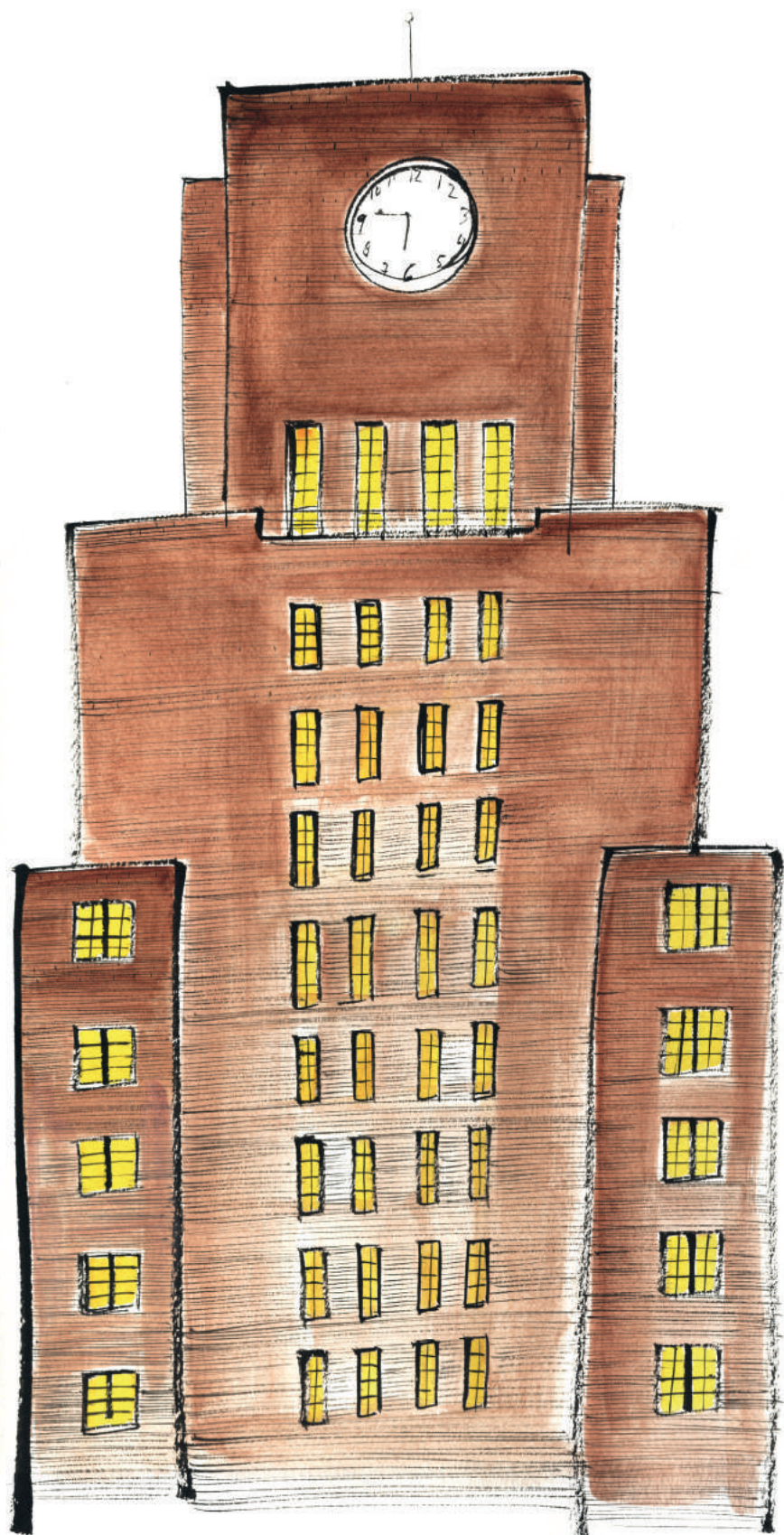
R. Bela Cintra, 2245 | Jardins | São Paulo

AUGURI, FASANO

BY Gero Fasano

To celebrate the 20th anniversary of the Fasano São Paulo Jardins, Gero Fasano recalls his roots and admiration for his nonno, who left his mark in the São Paulo gastronomic scene and made him believe that following tradition was his fate

22



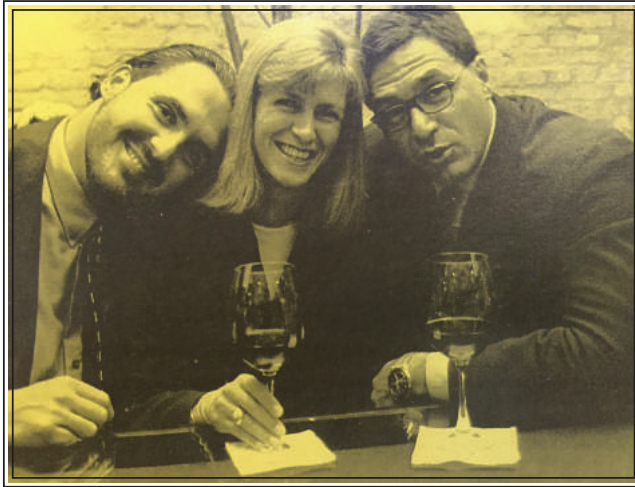
FASANO

The story of the Fasanos in gastronomy is quite confusing – it has been discontinued twice. It all starts when my great-grandfather Vittorio opens Brasserie Paulista, in Praça Antônio Prado, in 1902. In addition to this restaurant, he also owned two coffee farms in Paraná that produced and exported the beans. When he died, he left a considerable inheritance, depleted by his children, who were all bon vivants, fanatic about the best life has to offer, and all much older than my nonno Ruggero. A maternal orphan – she died at childbirth, at 42 –, he had six siblings and was the only one born in Brazil.

When my great-grandfather passed away, my nonno was sent to Italy, due to his siblings' influence, to the noble Scuola Reale di Moncalieri, nearby Turin, where he lived until he finished school. There, he learned to play the piano and four languages. After graduation, he moved to Milan, married nonna Ida and served as Chief of Cavalry during the Second Italo-Ethiopian War. When he was discharged, he returned to Brazil, in the late 1930s, to start over, with my father, Fabrizio, who was 3 at the time, and my uncle Fabio, who was 5. Here he found a divided family due to a falling out between his brothers Mario and Ugo. The only person my nonno had contact with was his only sister. He started from scratch, renting a booth at the São Paulo Municipal Market, where he sold poultry and eggs. Brasserie Paulista no longer existed, ne anche una lira from his inheritance was left for him.

He led a very different life than his brother Mario Fasano, who used to take his Isotta Fraschini, the most coveted car at the time, on ships, on his travels to the Old Continent.

In 1948, almost three decades after Brasserie Paulista was closed, he retrieved his father's tradition for the first time by opening a restaurant in the same Praça Antônio Prado, in the central - and, at the time, noble - region of São Paulo. Now, however, with his last name on the door. Nonno Ruggero had six establishments, but none left a mark in the city like Jardim de Inverno Fasano, on Avenida Paulista. It used to be the venue for the most important weddings and parties in the city. The house welcomed American president Dwight D. Eisenhower and Fidel Castro. Marlene Dietrich and Nat King Cole performed there. When my grandfather died, in 1968, my father already had a prosperous career making whisky



On this page, view of the Fasano São Paulo tower; siblings Fabrizio, Andrea, and Gero in the 1990s; the obituary of Ruggero Fasano, written the day after his death, on April 2, 1968. A Veja São Paulo cover, with the late João Paulo Diniz, announcing the hotel's inauguration. On the side page, façade of the Hotel Fasano São Paulo



"The idea to retrieve tradition made me so proud. That day, I knew my fate had been sealed"

Emanuele. I was obsessed with them and my roots. I visited the school he attended in Moncalieri and was frustrated I didn't get to see his room.

I went to Cassano d'Adda, a tiny village 15 minutes from Milan, where my nonna was born. I started to love the country. When I told her I wanted to accept that investor's proposal and put the Fasano in the São Paulo scene again, she got up and brought me an article that read, "Ruggero is gone, but the Fasanos are still here." It was more than just a message, it was a call, it was mandatory, needed and, regardless of what these words may sound, it was extremely provocative and pleasurable. Deep down, the idea to retrieve tradition filled me with pride. That day, I knew my fate had been sealed.

At the age of 20, with my father as a partner, I opened my first Fasano, in 1982. The biggest battle was to reacquire the name, which, at the time, belonged to an Italian company. In 1990, with the opening

and wine in Brazil and didn't see a reason to keep the restaurant. He sold it and, with it, the brand was lost.

When I was young, I lived in London, dreamed of a career as a filmmaker, was a regular at the London Film School, and had no money issues. But different winds started to blow in my father's business, so I had to return to Brazil to be close to my siblings and my parents. One day, he got a call from an investor who suggested he reopen the Fasano restaurant, but he declined. I was there and asked, "What if I'm interested?" I was exhaustively discouraged. My father used to say that it was the most difficult profession he knew of and that I wouldn't have weekends, vacations, a family life. And worst, that I'd never be prosperous. He also said he wished his father were here to tell me how hard his life was – practically dedicated to work.

But while nonno was no longer with us, nonna Ida was. She lived a long life and I had a special, almost secret relationship with her. Every Wednesday I'd go to her house to have dinner, and my favorite subject, in between some risotto à Milanese and zuppa inglese, was to listen to her stories about nonno. My grandmother was very skinny and 5.8 ft (1.78 m) tall, which was rare at the time. She had been a seamstress and, eventually, a Prada model, in Milan. She met my grandfather at Galleria Vittorio

Ruggero foi mas os Fasanos ficam.

Entretanto nos meses seguintes de vida, Ruggero, entretanto, não se esqueceu de voltar para o Brasil, para a cidade de São Paulo, onde nasceu. Ele chegou em São Paulo em 1968, com a família, e foi trabalhar para a empresa de seu pai, o Sr. João Paulo Diniz, que era dono da empresa. Ruggero foi trabalhar na empresa de seu pai, o Sr. João Paulo Diniz, que era dono da empresa. Ruggero foi trabalhar na empresa de seu pai, o Sr. João Paulo Diniz, que era dono da empresa.

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Sveja São Paulo

Grupo Fasano inaugura no coração dos Jardins o hotel mais caro e requintado de São Paulo

A nova jóia da cidade

Fabrizio Fasano, Ruggero Fasano e João Paulo Diniz

of the Fasano on Rua Haddock Lobo, the company was once again family owned. Today I see that the Fasanos have been around for over 120 years and each generation can do things their own way, always starting from scratch. In other words, our tradition is much more connected with our DNA than the walls we have built. Plenty of water has flown under this bridge to result in several restaurants, hotels, and dreams becoming a reality. Before I finish, I'd like to thank all our employees, contributors, and partners. That's it for now! It's a long story...

Geraldo Forbes shares an inspired account about the obsession that led Gero Fasano to create an unparalleled Hotel in São Paulo

BY Geraldo Forbes ILLUSTRATION Mona Conectada

The turkey stuffing

A long time ago, when people still cared about good manners and good taste, therefore, before the internet, Instagram, and influencers, there was a man called César Ritz. He was born in Switzerland and made a career as a manager at several restaurants in Paris and then London. He had a fixed idea, so simple to enunciate, yet so hard to realize: in order to win over a first-rate clientele, you have to offer first-rate service and food. Elementary, isn't it?

Well, if it were as easy as it sounds at first, the restaurants and later the hotels opened by Ritz wouldn't be so prominent and distinguished to this day, 130 years after their inauguration and roughly 100 years after the death of the Swiss native who was obsessed with quality.

It's curious to note that his extremely luxurious Ritz hotel empire appeared after the restaurants created or managed by its founder rose to fame. He was wise enough to establish a partnership with the most renowned chef at the time: the fabulous Auguste Escoffier. First, Ritz, then, Escoffier. It's elementary.

It's also curious to note, now that the Hotel Fasano is celebrating its 20th anniversary, that it came about from an obsession of its founder, after creating the 21st-century Fasano restaurant from the ashes of its 20th-century predecessors. The location on Rua Haddock Lobo was incredibly grandiose, attracting top-tier patrons every day, with great, welcoming service. It's true that a critic - I think he was Russian - said he really enjoyed going there, but he missed a stuffing worthy of the magnificent architectural turkey.

São Paulo-born Rogério, as he was known at the time, didn't let the reviews bring him down and did what he did best: he offered more and better service and more babies from the mother



- or father, as you prefer - bird.

Always restless, and always a dreamer, he decided to create a Hotel. A luxury hotel, of course. But where? On a small street, nearby the Great Fasano, on the back. But what about the means, the funds to do all this? Well, well; some ideas can move mountains: pyramids, cathedrals, the Sea-Ocean, Brasília, and so many other crazy plans of man.

The launch of the Hotel Fasano was as bold as the decision of another Cesar, to cross the Rubicon. The fantastic construction of the Hotel, an undeniable fruit of Gero's imagination and work, is currently the Nau Capitania of a constellation of several other "fasanos." What else could you say about the evident well-deserved success enjoyed by the extremely famous turkey that flies around and never gets tired?

Go, fly even higher: Fortune favors the Bold.

Bravo, Fasano, Bravo!



ONCE UPON A TIME

Stories and fun facts that have marked the Fasano São Paulo Jardins since its inauguration

THE ORDER OF THE FACTORS ALTERS THE PRODUCT

The lobby of the Hotel Fasano São Paulo hasn't always looked like this. Gero decided, at the last minute, that the first thing people would see when entering the Hotel would be a bar, a lounge. So architects Isay Weinfeld and Marcio Kogan now had to hide the reception desk. "I almost lost my mind. We had, for example, to change the elevators and include doors on both sides, in addition to dozens of other modifications. When it was finished, I found it amazing. And it has been extremely important for the Hotel Fasano," shares Marcio Kogan.



PYRAMID

There's a reason the hotel doesn't have a helicopter pad, and it's not about any regulations. A fan of the Banespa Building, Gero always idealized a Hotel that would get smaller with each floor, and placing this structure on the top of the building would destroy this idea. "A vertex on the top would ruin everything," he explains.

DO NOT DISTURB

Bill Clinton and George W. Bush stayed at the Fasano São Paulo Jardins at the same time, and it was a coincidence. Can you believe it? Bush was in room 201 and Clinton, in room 191, two identical suites, except for the balcony – as the building gets smaller with each floor, not all rooms have this area. Then Bush complained that his downstairs neighbor was playing the saxophone on the balcony (not knowing who they were) and he couldn't sleep. The story ended with them in room 191 having cognac until 4 a.m.



A DREAM

The biggest inspiration for the Fasano São Paulo Jardins is a hotel in Bergamo, the hometown of Gero's ancestors, which is close to Milan. He's always been obsessed with the story of the Guzzoni family, who owns Ca d'Oro, in this Italian region. They started out with a restaurant and opened a hotel years later, which helped the restaurateur relate even more to their story.



"Rogério, I'm sorry, the plot has been sold and I'm signing the contract tomorrow." I was stunned. It was my dream going down the drain. My father starts crying and I, obviously, follow suit. With that, Mr. Marcos is in a difficult situation, with two Italian men refusing to leave his home. Next, he grabs the phone, "Mr. X, I'd like to cancel our meeting. I have to inform you that I'm going to sell the plot to the Fasano family. For you, it's just another building. For them, it's a life project."

Gero Fasano talks about the negotiation of the plot for the Hotel Fasano São Paulo Jardins with Marcos Ribeiro do Valle, the former property owner who was about to sell it to a real estate developer



È VERO?

A quiz with fun - true or false - details to test your knowledge about our story over the last years



1. The Fasano story starts in 1901. (V) (F)
2. When he was young, Gero Fasano lived in London and dreamed of a career as a musician. (V) (F)
3. The Fasano Group has 10 hotels, one under construction, and 30 restaurants. (V) (F)
4. Rogério Fasano changed his name to Gero Fasano, his nickname, after a liver transplant in 2021 saved his life. (V) (F)
5. Gero Fasano defines the Hotel Fasano São Paulo Jardins as: a lobby, an exceptional restaurant, a bar, and a few rooms on top. (V) (F)
6. The two steps that separate the Fasano bar and the restaurant's dining area were conceived so that patrons can see the area from a higher perspective. (V) (F)
7. When opening a new establishment, Gero Fasano is always completely confident. (V) (F)
8. The La Mamma chair (Gaetano Pesce, 1969) is an Italian icon present in the lobby of the Fasano São Paulo Jardins. (V) (F)
9. Mr. Ático, a celebrated maître d' at the Parigi, saved the night when a small rodent appeared at the restaurant. (V) (F)
10. Together with the 20th anniversary of the Fasano São Paulo Jardins, we are also celebrating Corriere Fasano's #20. (V) (F)

LYNX-EYED Find the seven errors in the lobby of the Fasano São Paulo



The world that I see

PHOTOGRAPHY Chico Albuquerque

A distinguished portraitist, Ceará-born Chico Albuquerque marked Brazilian photography with pioneering campaigns and a sensitive eye for people, cities, and customs



Behind the scenes of the Orson Welles film

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The 1940s made history in Brazilian photography from the eyes of important names like Geraldo de Barros, but that's not all. It was in 1948, for example, that Ceará-born Chico Albuquerque revolutionized the industry when he created the first ad campaign with a product and a model in photography – a piece for Johnson & Johnson. Up until then, the works used only illustrations.

Fashion, architecture, cars: over the years, the sectors that wanted bold ad campaigns started to bet on Chico Albuquerque and his output resulted in a collection containing 70,000 images. After all, Francisco Afonso de Albuquerque, born in Fortaleza, in 1917, had a long-lasting love affair with photography.

His father, an amateur camera operator, inspired his interest in this universe from an early age and was his partner in a short documentary filmed in 1932 – Albuquerque was 15. Later, the artist started to photograph portraits at a studio set up by his family and, in 1942, he worked as a still photographer for *It's All True*, by Orson Welles, a watershed moment in his career.

It didn't take long for Albuquerque to head to São Paulo and set up a studio that became a reference – in 1958, he imported the first electronic flash equipment in Brazil.

Recognition came soon after, and Albuquerque was responsible for creating the photography department at Editora Abril in the late 1960s and early '70s, in addition to receiving awards for



***The sectors that wanted
bold ad campaigns bet on
Chico Albuquerque***



Filming of *It's All True*, by Orson Welles; photo by the Ceará-born photographer for the book at the Fasano restaurant

exhibits in Frankfurt and Turin.

Throughout his career, Chico Albuquerque never stopped being interested in experimental photography, actively participating in the fotoclubismo movement. Among his passions were photos that portrayed the Ceará scene – before he passed away, he was finalizing adjustments for the book *Mucuripe*, a collection of 63 photos shot at the beach in the Ceará capital. In addition to the architecture scene: his book *Chico Albuquerque, o Fotógrafo* features images of the Fasano restaurant, in Praça Antônio Prado, made in the 1950s.

Still little known, the Francisco Albuquerque Collection is managed by the Moreira Salles Institute and is expected to be promoted soon.



Passagem livre

BY Raquel Fortuna

For their concept, functionality, or imposingness, some of the entrance halls of São Paulo buildings are considered true architecture gems. Next, learn about the story of spaces that are iconic examples in the city



Entrance hall of the Hotel Fasano São Paulo,
a place to pass by or stay

Built as transition and reception areas, entrance halls have evolved in appearance and function over time, according to architecture needs, reflecting the aesthetic and cultural values of different eras. In Ancient times, they served mainly as a place for people to carry out commercial, political, and social activities. It was between the 18th and 19th centuries that these areas became popular, when they migrated to private homes, especially in the upper class. Luxurious and imposing, entrance halls were designed to entertain guests and had stairs as their focus. "The monumental spaces that we see to this day are a reproduction of what was found in old palaces. It's about ostentation, red carpet, golden details. They have their



Corriere Fasano



Details of the façade and ground floor of the Copan, an extension of the city

beauty, but are quite different from the modernist proposal, for example. The modern movement replaces the form and monumentality with an idea," explains architect Gustavo Cedroni, from Metro Arquitetos.

Simplicity, amplitude, and functionality are a few of the principles of the style characteristic of modern architecture and many 20th-century structures. According to Cedroni, it's mainly in this period that you can find good entrance hall examples, those that make the transition from public to private space, welcoming and serving the city and the people. "It's important to mention that there's been a degeneration of the entrance hall concept over time, but we still have some good examples. The Copan Building [in downtown São Paulo, inaugurated in the 1960s] has this idea of being an extension of the metropolis. Oscar Niemeyer designed a city inside the building. The most beautiful part is having services for everyone on the ground floor, in tune with good urban planning practices. Instead of adding residences or a common area, you turn the place into part of the city."

Business administrator Ana Milena Irisarri couldn't agree more. From Colombia, she's been living in Brazil for 13 years and, before moving to the Copan, she lived in neighborhoods like Moema and Vila Olímpia. These days, she says she's not planning on leaving any time soon. "I use the entrance hall a lot. As I work from home and don't have a car, I take advantage of the services there. You can find everything from beauty salons and dry cleaning to cafés and restaurants. So, when I need a break in the middle of the day, I go outside, talk to people. For me, more than anything, it's an area to socialize and take a break from your routine. Many buildings in the city have a barrier. Not here. You're walking in the entrance hall and it's like you're on the street. It's a space full of life that integrates several types of people, where everyone is equal,



Entrance halls have evolved in aesthetics and function over time, according to architecture needs

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exchanges greetings, regardless if you're a designer, famous actor, or an ordinary person," she describes. "One thing that's cool is that the residents support the local economy. I, for example, usually do all my activities in this space," adds Alex Rocco, who's also a resident of the Copan and owns the Copão bakery, which is named after the building.

Another project mentioned by Cedroni is the entrance hall of the Hotel Fasano, in Jardins: "Here the concept is extended. It starts with the very well-designed widened sidewalk. It's subtle and not aggressive, the first welcoming space. The entrance hall has a very peculiar scale, where you don't feel lost or oppressed. It's a space that invites you to stay, whether it be for a drink, some coffee, a meeting, or a date before dinner. A very pleasant place to pass by or stay," he affirms.

Inspired by this theme, we invited Guil Blanche, founder and CEO of Planta.INC, a group that specializes in the activation of underused properties through requalification that adds new usages to buildings and neighborhoods, to select some of the most interesting entrance halls in the city:



Edifício Helenita | Década de 1960 | Higienópolis

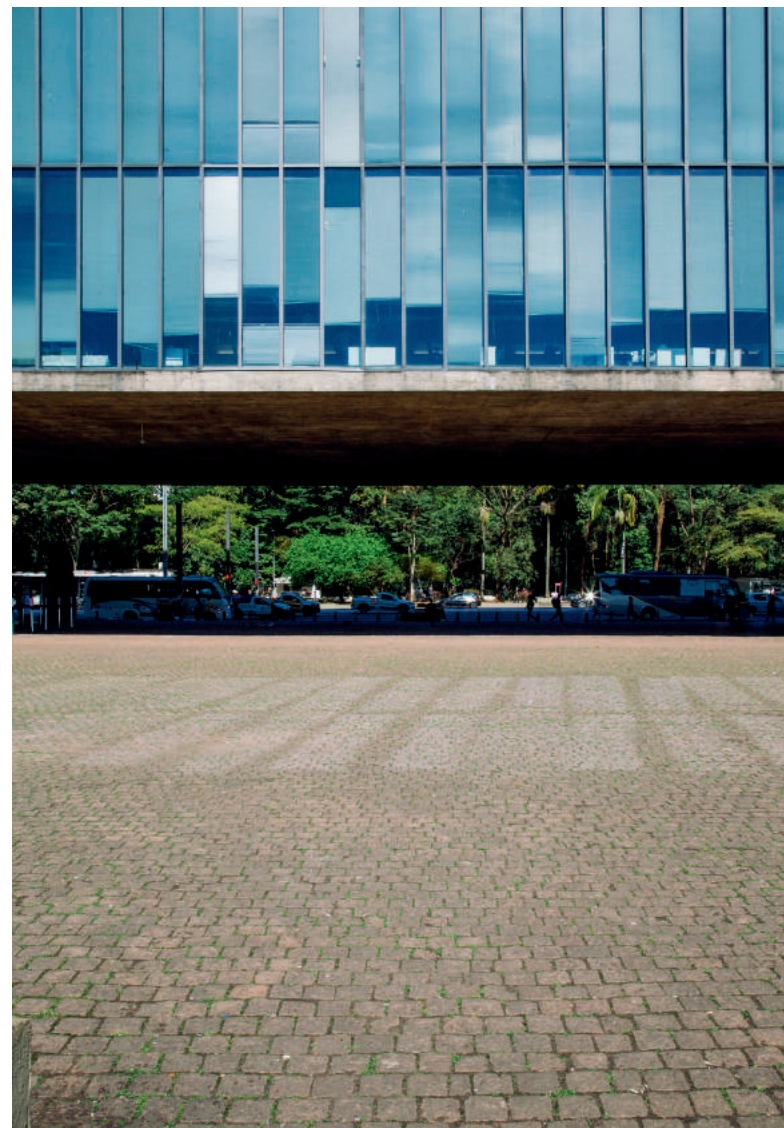
"Perhaps the most beautiful entrance hall in São Paulo, designed by Jorge Zalszupin, inspired by the Barcelona Pavilion by Mies Van Der Rohe [from Germany, he's considered one of the greatest names in 20th-century architecture]. It's an entrance hall/garden with a brise soleil right at the entrance and reflecting pools. I've known this building for many years. I studied visual arts at FAAP and passed by it every day on my way home. When I decided to move to Higienópolis, the Helenita was my first option. After several attempts, I found an apartment that had the original layout. It has been a pleasure to call it home!"

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MASP | Década de 1960 | Bela Vista

"The MASP, similar to the Copan, perhaps features the most radical entrance hall in the world, in the sense that it provides a shelter for the city's population, rain or shine. It has a huge open area, where street markets, meetings, and events are held. Lina Bo Bardi's idea was to have a park there for kids."





Entrance hall of Edifício Moreira Salles, a project by Gregori Warchavchik



"Architect Gregori Warchavchik fought the São Paulo bureaucracy to remove the adornments of building façades"

Safra | Década de 1960 | Bela Vista

"The Safra building is a great example of patronage, of how a big financial institution can spend money to do something beautiful. It has a majestic entrance hall, with flooring designed by Burle Marx, as well as panel by him in the background, in addition to a large collection of works of art on display. It's an open entrance hall, with no gate, which adds exemplary elegance to the space."

Edifício Moreira Salles | Década de 1950 | República

"Designed by Gregori Warchavchik, perhaps the first great modern Brazilian architect, who fought the São Paulo bureaucracy to remove the adornments of building façades. He was responsible for the Casa Modernista, among many other projects. The Moreira Salles has a wooden entrance hall, whose curve creates a certain angle at the access to the elevators. In addition, it has the most beautiful main door in the city."

Cheers to Salvador

BY Alberto Pitta ILLUSTRATION Mona Conectada



For visual artist Alberto Pitta, the capital of Bahia is anything but obvious and filled with meaningful places for African culture

My relationship with Salvador is one of passion. Firstly for being the place where I learned about morals and meaning. Then, for being the locale where the identity of my work is revealed.

Ever since the beginning of Afro street blocks, starting with Ilê Aiyê, I've felt this connection. With the colors, the people, their way of being, and how they invented a Bahian aesthetics through music, dance, and food.

Beyond the popular destinations in our city, like Porto da Barra, Farol da Barra, Farol de Itapuã, Forte de São Marcelo, Elevador Lacerda, and the wonderful beaches, there are other places that trendy people like to go to.

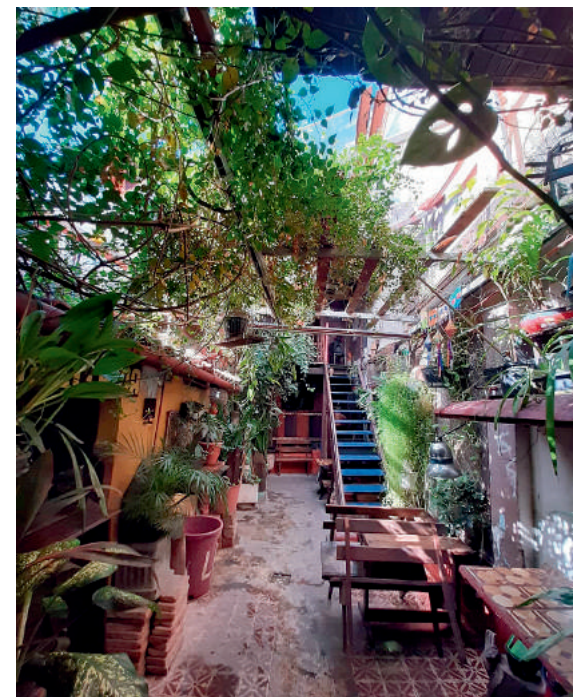
I like places such as Concha Acústica, Teatro Castro Alves, the museum of Esporte Clube Bahia, which is installed inside the Fonte Nova Stadium. Casa do Carnaval, Praça da Sé, Museu da Música in Comércio, next to Mercado Modelo. I'd also recommend keeping an eye on the rich music events that are held in the historic city center, including Praça Tereza Batista, Praça Pedro Arcaño, Largo da Tietá, and Largo Quincas Berro D'água.

It's also important to visit Candomblé temples, like Gan-tois, Opô Afonjá, Bogum, and so many others. Salvador is all of this. Next, check out a few places that best translate the essence of the city.

A.B.O.C.A

A music and arts center run by Portella Açúcar and Veko Araújo. Every Wednesday, they present a can't-miss improv performance. It's in Santo Antônio.

@abocacentrodeartes





ILÊ AXÉ OYÁ

The temple of my late mother, Santinha de Oyá, is also home to the textile print workshop where I create all my projects.



ALAÍDE DO FEIJÃO

With Afro-Brazilian cuisine, the restaurant of late Alaíde is frequented by activists, in addition to governors and politicians in general.
@alaidedofejaooficial



ENCANTOS DA MARÉ

This restaurant in Pedra Furada serves Bahian food with plenty of flavor. Next to Igreja do Bonfim, it's a good option after your visit.
@encantosdamare



O CRAVINHO

This bar, in Largo de Jesus, is usually frequented by people like Vovô, from Ilê Aiyê, Bujão, from Movimento Negro Unificado (MNU), Claudio Araújo, from Malê Debalê, João Jorge, from Olodum, and the guys from Filhos de Gandhi.
@cravinhobar

ENSAIOS

In the summer, I'd recommend the rehearsals of Cortejo Afro, which take place on Mondays, at the Pelourinho. On Saturdays, you'll find Ilê Aiyê, on Sundays, Olodum.



LARGO DA SAÚDE

The region, in general, has become an interesting place to grab a bite accompanied by some ice-cold beer.



ARMAZÉM SAÚDE

Also in Largo da Saúde, this restaurant serves wonderful, cant'-miss regional food made by Zuzu.
@armazemsaude.salvador

MEU TOP 10



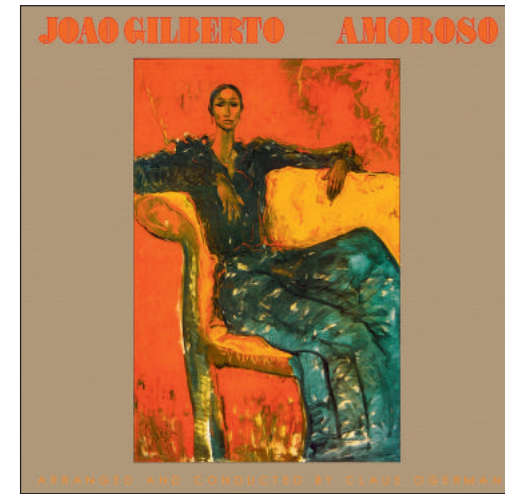
Portrait by Guilherme Samora; photos publicity

More than just being knowledgeable about music, songwriter and multi-instrumentalist **Roberto de Carvalho** is an enthusiast of the subject. In his own words, “there are more songs that I love than stars in the Universe.” For Corriere, he selected his favorites. “These tracks make my heart explode like fireworks in delight,” he concludes.

Mantiqueira Range. Antônio Carlos Jobim (1973)
"This song by Paulo Jobim and Ronaldo Bastos is insanely beautiful. A locomotive that passes by the countryside of a mythical Brazil."



Coisas da Vida. Rita Lee (1976) "The most exciting song written solely by my greatest muse. Absolutely perfect lyrics, filled with emotion, extremely original existential-pop philosophy. For a song to reach nirvana, you have to take into account the whole package: voice, interpretation, arrangement - one mistake can turn a carriage into a pumpkin."
carruagem em uma grande abóbora."



Estate. João Gilberto (1977) "An Italian song that alchemist João Gilberto turned, with his characteristic grace and brilliance, into a bossa nova power house. It's philosophical gold. It makes you want to cry. It gives you the chills."



Mania de Você. Rita Lee & Roberto de Carvalho (1979)
"Collaboration with my greatest muse, the goddess I had the honor to share my life with. A song that's the symbol of our relationship, written after an unforgettable love bliss. It has passion, love at maximum intensity, and Rita's voice is the most beautiful voice that has ever existed on Earth. Perhaps the universe."



O Rouxinol. Gilberto Gil (1975) "Written by geniuses Gilberto Gil and Jorge Mautner. For semi-pataphysical lyrics, a very unusual song, with melody and harmony that explore original paths that are quite beautiful and sweet."

O Bêbado e a Equilibrista. Aldir Blanc e João Bosco (1979) "This classic, which celebrates the beginning of the end of the dictatorship in Brazil, is interpreted by the uberdiva Elis Regina, with wonderful arrangement by César Camargo Mariano. This song is etched in the memory of all Brazilians who experienced this era."



Meu Bem, Meu Mal. Gal Costa (1985) "Written by Caetano Veloso, interpreted by Gal Costa and Zé Ybarra. It's a failproof triad of virtuosity. A wonderful song, Gal is brilliant, comme d'habitude, and Zé Ybarra, a spectacular singer and musician, with such talent that has made quite an impression on me."



Start Me Up. Rolling Stones (1981) "Not so much for the lyrics. But, as rock 'n' roll, it's hard to create anything better. The intro is an electrifying riff. Perhaps the best of all time, and the rest is an energetic palpitation of atomic dimensions. Jagger's extraordinary vocals, supported by the best rock band that has ever existed. It's just awesome!"



Sodade. Cesaria Evora (1994) "A relatively simple harmony, with just three notes, but a beautiful melody. And its greatest asset, the flawless interpretation by Cesaria, with a profound voice, evoking a time that's passed yet is still alive and pulsating in my heart. It remotely reminds me of Angela Maria, Elza Soares, and other Brazilian singers from the 1940s and '50s."



Lindeza. Caetano Veloso (1991) "The title of the song ("Beauty," in Portuguese) written by Caetano Veloso describes the gem that is presented in the best "joãogilbertian" tradition. Dedicated to Paula Lavigne, this song is, without a doubt, quintessentially beautiful."

NOT SO SMALL

BY Marcio Alemão ILLUSTRATION Mona Conectada

With a good dose of humor and wit, the new column by critic Marcio Alemão about gastronomic trends and fads discusses the pain, joy, and devotion of a small producer

Maria enters the bedroom and sees João packing a small bag.

– Going somewhere?
– I'm going to meet my agribusiness partners.

– What are you talking about? You've never been part of this world.

– The small and microproducers. Remember them?

Maria seems to remember.

– An olive oil producer. Something like that, right?

– Right. Mario is a microproducer who grows micro olive trees in a microregion, a microbiome. But I've partnered with other people and we're going to meet in a kind of...

– Cult?

– An immersive retreat to reassess our priorities on this planet.

– A cult.

– I'll see you in two days. Bye.

Far away from there, next to a fire, João and his associates start a tense conversation.

It's João's turn to speak.

– First of all, from the bottom of my heart, I'd like to thank everyone for being here, but I have to say that I'm panicking about the latest news. Pedro, what do you mean by buying another goat and another cow?

Pedro, in a shy, awkward manner, tries to explain.

– It's just that Jurema, the goat, is old, that poor thing. I can't milk her every day anymore.

– And do you think this is bad? Don't you see the value of this narrative? Imagine me giving a statement to the 50th Best Cheese Magazine, saying that our cheese is made from the milk of an old goat, respecting its time and cycles? Pedro, this is pure gold!

– But, Mr. João, by combining the milk from Jurema and Malhada, the cow, I can only make three batches of cheese per day.

In this moment, Mario, a micro-producer of olive oil, jumps in:

– It's the same problem I've been facing. My microplantation can't produce a lot of olives. I can barely bottle 0.5 gallon (2 L) per month.

Pedro gets worked up.

– Enough! Have you lost your mind?

It suddenly gets quiet. In a dramatic manner, João stands up, passes his fingers through his hair, raises his head, lowers his head, takes a deep breath, and tries to explain his reasoning.

– By any chance, do any of you grow soy, corn, or any type of commodity?

They look at each other and, silently, shake their heads.

– Good to know. Incidentally, it would be good to know what's the use of soy and why the world consumes so much of it, but that's beside the point. Back to our world, I'll admit that I don't understand this fixation, this crazy desire to increase your production. Are you or are you not **SMALL PRODUCERS?**

One again, everyone exchanges looks and, this time, they nod. João observes them and smiles.

– That's good to know. And do you think you can tell me what a small producer does in addition to producing **SMALL** quantities of an amazing item?

– Look, Mr. João. You said it yourself that our cheese is great, it sells well, and that's why I thought: what if I increase production, what if I buy two more cows...

– This is insane, Pedro! You want to become a stockman. It won't surprise me if you get involved with social media, become an influencer, throw away the beautiful work we've done in favor of better gastronomy.

– Let me just say that I'm thinking about buying land in the north, some 62 miles (100 km) away, where I could expand my plantation, maybe reach 20 olive trees...

João raises his right arm.

– It's enough, Mario. I don't want to hear more about your latifundium delirium. Besides, if you're over 62 miles (100 km) away, you're no longer a small

Série Numerada



LOCAL producer. You'll become what they call a small distant producer, whose products have low added value and harm the planet.

– Do you mean we won't be able to grow?

Pedro is the one who asked, and the others jumped in, together:

– Ever?

As expected from a leader, João went to each one, patted their heads, touched their shoulders, and opened his heart.

– I'd love to see you grow. I'd be delighted if you, Pedro, could enroll your son in a good school, buy some new clothes. I'd be happy if you, Mario, could finally get health insurance, hot water at home, but... You are **SMALL PRODUCERS**. And a small producer is like that hero that sacrifices their life for high gastronomy, for charming speeches from chefs. You are small producers and great human beings.

João kept smiling, perhaps expecting some type of applause, which never came. Instead, Pedro had a question.

– Mr. João, if we asked you to go plant some potatoes somewhere far, far away from here, would you?

So João went home, without any cheese or olive oil in his bag, but firm in his own beliefs.

Filé Wellington

BY Carla Pernambuco

The affective touch that's a signature of chef Carla Pernambuco's cuisine is also present in one of her most famous recipes, Beef Wellington. At her restaurant, Carlota, or in family celebrations, the dish that she learned how to make in NY gets a pinch of creativity and lots of flavor

My professional career started in New York, in the early 1990s. I moved there to study and had a very comprehensive education, in addition to experiencing one of the most striking moments in the gastronomic scene at the time.

I attended good schools and worked in different places, like the restaurant Boom, in the bustling Soho, which served brunch inspired by Brazilian cuisine, with classics like feijoada, bobó, moqueca, casquinha de siri, and guava paste soufflé. And it was in NY that I learned how to make Beef Wellington, a dish that's been part of my career and brings me memories of an important moment of my professional life.

I learned this recipe at the French Culinary, an institute dedicated to the culinary arts, and practiced a lot when I joined the team of the catering firm the Cleaver Company. Back in São Paulo, I started to serve Beef Wellington at events when I was running a buffet – incidentally, I created an aperitif version of it. I remember the memorable parties that used to be held at the house of advertising agent Silvana Tinelli, who's an amazing host, and a Moroccan night organized by journalist Matinas Suzuki for Caetano



Carlota's Filé Wellington

"It's a recipe that represents tradition and technique. Executing it well is a source of pride for any cook"

Veloso and Jô Soares.

Later, I opened my restaurant, Carlota, always with Beef Wellington on the menu. My version, which is served with coalho cheese risotto, pumpkin puree, and sauce

au poivre, has been the best-selling dish from the start. It's a recipe that represents tradition and technique, with well-balanced classic flavors. Therefore, executing it well is a source of pride for any cook.

When I travel, I like to try new ingredients and techniques – I go to street food kiosks and starred restaurants – because it's the best way to learn new references. But the truth is that Beef Wellington is a dish I never eat anywhere else.

At home, I like to make it on special dates: on Father's Day, for example, it has become a family classic. The side dishes, however, are different on these occasions: creamed spinach and potato au gratin with bacon. I add a good salad with pickled apples, sweet gorgonzola, toasted pecans, apricot, and romaine lettuce; brioche and fig, scarlet eggplant, and Port wine jam. A good wine and we're all set... It's the perfect meal!

GOOD EYE...

AUTUMN

40



Portrait RNI Films; photos publicity

SONNICHSEN

Corriere Fasano

Anyone who follows photographer **Autumn Sonnichsen** becomes an instant fan of her non-obvious, solar wanderings around the world. Here, the California native who lives in Brazil shares items she found on her incredible adventures



I like this **ceramic piece** created by a great friend in Southern France. It's tiny and shaped like a hand. — This **furniture** piece was made by an artisan from Ilha do Ferro from wood recovered by the sea. For the feet, he used mangrove roots. — I bought this **copper fruit bowl** at a street market in Cannes, Southern France. This piece has probably around 100 years of history. — I always spend too much on stationery items everywhere I go; these are from Paris. — I brought these **jams** from my last vacation on Whidbey Island, nearby Seattle, where my parents-in-law live. — I really love my grandma-style **collection of porcelain cups**, with pieces I buy everywhere. It's not a big collection because I keep breaking them. So I try not to spend too much on them. And the saucer never matches the cup. I like it this way. — This **art** is a list of things that a friend's son loves. He wrote it in a book, I ripped it out and put it in a frame. It reads: I love sushi / I love my mom / I love my sisters / I love mountains / I love love / I love mangoes / I love the brave / I love life / I love nature / I love Autumn / I love Mariana, Victor, Gaïa, and Luna. — I bought this **plastic horse** at a supermarket in Madrid for 1 euro – perhaps less. And it's my daughter's favorite piece. — I also usually bring home **chocolates** from the places I visit. This one made by Alain Ducasse is from Paris. For me, it's the best in the world! — I have a thing about **special ceramics** like this one from Atelier Muriqui, in São Paulo. It was originally an olive oil bottle, but I prefer to use it as a flower vase.

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MOVIE *STAR WARS*

A die-hard Star Wars fan, Erh Ray reveals how the saga is always an inspiration for his advertising language



Erh Ray
One of the most award-winning advertising agents in the country, Erh Ray is currently the founder, CEO, and CCO of BETC HAVAS, the Brazil's biggest agency in media investment



be impactful and create lasting connections with the audience. These lessons, without a doubt, have influenced my creative approach when it's time to tell engaging stories and create characters consumers can relate to.

As an advertising professional, I realize the importance of adapting and translating cultural references into efficient strategies. Star Wars has transcended generations and become a long-lasting cultural phenomenon, present to this day, capable of inspiring the most diverse audiences. By incorporating subtle elements and references from the saga, you can create an instant connection with fans and convey messages in a very effective manner.

In conclusion, Star Wars has been a constant source of inspiration and its references keep motivating me to explore new creative approaches in my projects. The saga has driven me to strive for excellence and to be impactful in everything I do.

I'd like to dedicate this article to the Fasano family, whose visionary mentality, tireless dedication, and commitment to excellence have established a notable legacy in Brazilian hospitality. Just like the Star Wars heroes, the Fasano family deserves to be acknowledged and admired for their contribution to entrepreneurship in Brazil and for leaving a legacy that transcends generations.

Over my 57 years, I've had the privilege of following Star Wars since my childhood. This epic cinematographic experience has had a profound impact on my aesthetics and influenced my career in advertising.

Star Wars is much more than just a movie. It's a story that awakens your imagination and transports viewers to a very rich universe, full of visual details. The thoroughly designed aesthetics, which combines futuristic elements and classic references, caught my attention from the moment I saw a distant galaxy come to life on the screen.

The saga's influence on my work is clear. I try to incorporate some of its elements into my designs, campaigns, and strategies, because they add a touch of familiarity, authenticity, and visual appeal to the projects. From the color palette inspired by light sabers to the typography that is a reference to the movie's emblematic opening scenes, the visual essence of Star Wars helps me to engage and captivate the public.

In addition to the aesthetics, the story also teaches you very important lessons in storytelling and character development. The exciting story arcs and the journeys of heroes like Luke Skywalker and Han Solo are notable examples of how well-executed narratives can

ABOUT THE MOVIE

STAR WARS Release year

The first movie from the saga - there are nine - is from 1977

Written and directed by George Lucas

Fun facts

The original script for the fictitious galaxy created by George Lucas contemplated a six-hour movie. It was after the work was rejected that he divided the piece into episodes, getting the approval to film the first three installments

The look of the Master Yoda character was inspired by scientist Albert Einstein so that it could convey its wisdom without having to say a word

The iconic movie score, composed by John Williams, was created before filming commenced. Filmmaker George Lucas's idea was that the actors filmed the scenes in a more "real" atmosphere

In 2012, Disney shelled out 4 billion dollars to acquire the Star Wars franchise rights





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A selection of opinions, thoughts, and undeniable truths said by Gero Fasano.
Here, there's no lack of flavor!

“Cooking well is always harder than creating”

“Talented people don't just sprout from the ground like mushrooms”

“In Italian cuisine, what makes a difference is the raw material”

“I have **12 identical pants** and can get ready for any event in **10 minutes”**

“I insist: there are no possible criteria to select 'the best restaurant,' especially because it's silly to be the best in such a diverse universe”

“The world is already full of cucumbers to put another one in my gin and tonic”

*In Portuguese, pepino, or cucumber, also means trouble

“May the search for novelty continue, but let's not underestimate the history of countries and restaurants that place more value on good raw materials and their rich story, without trends that come and go”

“Truffle oil should be banned by law”

“At 16, I moved to London to study cinema. In reality, I didn't know what I wanted to do. I just really enjoyed living in London”

“I think about my father absolutely every day. I sit in a chair below his photo, at the bar at the Hotel [Restaurante Fasano, in São Paulo], and just talk to him, remembering the two of us together”

“I believe it's all part of an experience. It obviously starts with gastronomy, but the dining area is very important.”
Feeling well is very important. Just like the lighting, the service, the sommelier, the waiter, and the bartender”

“I told my father, “I want to open a small restaurant, on the street, called Fasano, offering cuisine from northern Italy, which I know well.” I wanted to do what I enjoyed eating when we had lunch with nonna: ossobuco à Milanese, escalope, risotto...”

“When we lowered the Hotel Fasano sign in Jardins, it was the most exciting day of my life. My father, Isay, and I cried. I left the party for two hours because I couldn't stop crying”

APRECIE COM
MODERAÇÃO

THE FEEL IS IN THE AIR,
THE TASTE IS IN OUR HEART



BODEGA OCEÁNICA
JOSÉ IGNACIO
OCEAN WINES

José Ignacio até recentemente era uma vila de pescadores em volta de um farol que até hoje os protege deste nosso poderoso Oceano Atlântico. Tendo a vila como inspiração e em frente a este mesmo oceano, criamos nossa adega, utilizando os melhores recursos de forma natural e sustentável, que nos devolve uma coleção de vinhos de reserva, que muito nos orgulhamos.



TOURS &
EXPERIENCES

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Lewis Hamilton



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