

CORRIERE



1/4

2016

Fasano, Ruggero, 1919 (Moncalieri, Piemonte)

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have wanted to make a newspaper, a magazine, a pamphlet, well, anything, where I could write about the Fasano Group for a long time now. Throughout the years, I've received many proposals, but none that could be made by two sets of hands — like the one I received from my friend Luciano Ribeiro.

I'm a perfectionist and a meddler — it's how I am. And I have been like this my whole professional life: in the kitchen, at work, in architecture, in music. I believe you need a good eye, a way, a manner behind things. That's how we decided to convey our vision that the smallest details can make a huge difference to our friends, customers, collaborators and partners. Right or wrong, without this care, things tend to be pasteurized, which is not a good word when it comes to the culinary arts.

We discussed each section of this newspaper, and it was a lot of fun to arrive at this final result. Creating, for instance, a crossword puzzle that is almost impossible to solve — the first person to complete it is invited to dinner at Fasano. Asking Isay Weinfeld to pound the pavement on Rua Teodoro Sampaio looking for objects that could well be found in his home is another proof of that. If you have a good eye, you don't need to be on Alameda Gabriel Monteiro da Silva or Madison Avenue to find beautiful items. Instead of fashion editorials, we selected people from several urban tribes, whom we consider extremely elegant, each in their own way — I believe elegance requires culture, politeness and personality. In the world of wines, why do two neighboring producers, who plant vines in the same terroir, make such distinct products? It's not just about a good eye; it's about a philosophy.

In this newspaper, you'll learn about the Fasano world. We tried to make something truly unique, at times writing about the same things but under a new prism. We want you to have fun, but we also want you to learn. If this doesn't occur, we've made a mistake — but I don't think it's the case.

I must also mention in this text Luciano Ribeiro, my partner, a fan of music, architecture, good food, good conversations and the best playmaker in soccer. I hope you'll enjoy this.

Baci,
Rogério Fasano



CORRIERE FASANO
ISSUE 1

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Rogério Fasano interviews Roberta Sudbrack

The former chef at the Alvorada Palace, she runs the kitchen at her Rio restaurant. In a conversation with Fasano, Sudbrack talks about her profession and the universe of culinary arts



ONE

RF Fasano was one of the first restaurants in Brazil to value chefs. But do you think a guy like me, a restaurateur, is on the verge of extinction? My favorite establishments around the world are run by the owners. I'm the only person listed on the Brazilian Michelin Guide who is not a chef.

RS In many places, the roles of restaurateur and chef are performed by the same person. The pioneer in Rio was Flávia Quaresma, at Carême. At RS, I end up doing

both things; I'm always aware of everything, even when I need to travel for work: I control everything through my iPhone, I have cameras that allow me to observe the restaurant's essential processes. And I make a point of answering customers personally. Excellence lies in the details and, in this aspect, I can relate to your obstinacy.

TWO

RF Is it possible for a chef or restaurateur to wake up in the morning, look in the mirror and say, "I have the best restaurant in the world"?

RS I don't think it's impossible, but they would be wrong to think that. The lists, the awards and the rankings are a fleeting, momentary snippet made by certain groups. They have positive aspects, but sometimes they are of no help at all. High cuisine in Brazil was following its own path, but people need to be alert in order to not get lost. We have plenty of room to evolve, to strengthen our food culture, which also means the inclusion of other states aside from Rio and São Paulo. We need good food – regional or not – in the whole country, in the capital cities and rural areas, and it takes time to develop this idea. For example, in Brazil, with this wonderful coast, it's a struggle to find fresh seafood. Our national cuisine doesn't need to be exotic. Another example: there's no point in using wonderful fish from Pará if they arrive in Rio frozen. The focus is no longer on the customer, the excellence, the product or the service. It's now on "I want to be the best."

“Our national cuisine doesn't need to be exotic. There's no point in using wonderful fish from Pará if they arrive in Rio frozen”

TRÊS

RF These days, it seems like it's more about the ego than the desire to satisfy the customer, don't you think?

RS Yes. The sense of retrieving is a little lost in the midst of this constant compulsion for the new, the exotic, new trends. If we don't resist the new fads, we run the risk of being left behind. Today I watch with satisfaction people advocating for fresh products, for local producers, for uniting emotion and techniques – precepts that I've always defended. I enjoy the fire and hands to cook. It's a lot more work, it's more expensive, but I think it makes all the difference. These days, modern cooks are afraid of the classic. They're impressed with awards, stars, lists, they want to please critics, foodies, bloggers, and, many times, the customer comes second.

FOUR

RF In Brazil, no one lives off tourism; we aim at the same customers. There's a not-so-healthy competition. How do you see that?

RS I don't feel like there's competition. But the truth is we could unite and be more generous with each other, be more concerned with sustainability than with our own businesses. When I was selected as the best chef in Latin America, at least 20 foreign journalists kept asking, "What are you going to change from now on?" I said, "Nothing." I didn't take any marketing actions. I enjoy doing what I believe in and, if what I do is relevant to the lists, awards and rankings, that's ok.

FIVE

RF When I, Isay (Weinfeld) and Drauzio (Varella) went to the Fat Duck, nearby London, it became clear by the reactions at our table that no one enjoyed what was being served. And the restaurant's staff didn't care. It was something like, "If you're not enjoying this, it's because you don't understand it, you're lacking culture." Doesn't this air of superiority scare you?

RS It's a path I'm not interested in – it's not our essence and it doesn't move me. The other day I was leafing through a culinary arts book that was, in fact, beautiful. But, instead of recipes, it only contained formulas. I thought to myself, "I'm ruined; I'm done." I love cookbooks, but I've always been terrible at math. (laughs)

SIX

RF Do you think the excess of technology is deforming high cuisine?

RS Molecular gastronomy, which is not my area, overused technology, and too much of anything is bad. Sous-vide cooking is risky in terms of bacterial control. In addition, it doesn't produce caramelization and everything has the same texture and flavor. Food needs to speak, to touch people, to express what we are. I love a well-done plate of spaghetti with tomato sauce, because it's a dish that has essence. It's always more difficult to make the simple things.

SEVEN

RF Do you think it's fun to have a menu with 18 dishes?

RS No. It's possible under very specific circumstances, but, for me, it had its moment and it should be reduced. I also don't like too much explanation – oftentimes, it's a pointless exhibition. At RS, I'm criticized because I don't want the waiters to explain anything, and I've decided to reduce the longer menu, which currently has nine dishes. The food needs to be alive when it comes out of the kitchen.

EIGHT

RF I'm curious: what did Fernando Henrique Cardoso like to eat?

RS Hash, roast beef, duck. I learned how to cook duck because of him. He's intelligent and very polite. It was amazing to work at the Alvorada Palace, being able to introduce visitors to a rich Brazilian cuisine that dialogs with the world. I really wanted to go to the French Laundry, so when I was in New York, I booked a table at its local sibling, Per Se. My expectations were high because the chef was someone I admire a lot, especially for his precision and technique, but by the middle of dinner I was already exhausted. Too much explanation, too much history, and the ritual timing was wrong. There were many innovations in Spanish cuisine, and that made the cook think. This was important. But they also intensified scientism and spread pasteurization processes. Things have gotten really, really boring.

Roberta Sudbrack interviews Rogério Fasano

Fasano, a restaurateur, owner of establishments in São Paulo, Rio, Brasília and Punta del Este, tells us how he built his gastronomic empire without having ever cooked professionally



ONE

RS *Even though you're not a chef, you are something of a cook. Do you think you would have been able to get where you are and maintain the quality of your restaurants, which are among the best in the world, if you were just a businessman?*

RF I think I can maintain the standards and choose the right time precisely because I'm a restaurateur. I'm also a quality assurance supervisor. For me, quality comes first. I value quality

more than profit. I don't know if this is good or bad. But I think this philosophy works for my business. And I believe I'm here today because I could count on many people that supported me, helped me put my feet on the ground, partners that made my dream come true.

“If there were a restaurant where people went to just to talk about food, it would be boring. I love interesting, good-humored people”

TWO

RS *For you, what is it like to compromise? Does it hurt?*

RF I own restaurants where I really have a say in things. At the Fasano establishments, in São Paulo and Rio, I don't compromise. My tiramisù is made to order; I don't keep it in the fridge. This raises the costs, requires more employees. The carpaccio is thicker, sliced with a knife, and not thin, how people eat it in Brazil, unfortunately. My only exception at Fasano are the pasta dishes. If I made pasta al dente, the way I really like it, I would have a problem. I prefer to make it the way they eat it in Naples, *al dentone*. When you bite it, you feel the starch on your teeth. If I made it here in Brazil, it wouldn't work anywhere. I would be rowing against the tide. I obviously worry about being successful.

THREE

RS *You have a reputation for not letting your chefs create too much. Some say they miss this freedom. Is this true?*

RF At the two Fasanos, in São Paulo and Rio, I have the classic menu and the authorial menu. I don't interfere in the authorial menu. There, they can create anything. Their complaint is that I don't try the authorial recipes. I just want to know if they're popular. But it's surprising how much Brazilians are biased against less noble meat cuts. Due to the wars, European cuisine uses everything. Italy is home to some amazing restaurants, and you don't have to order ten different dishes. And there's no woman in Italy who doesn't eat ossobuco. When we go out to dinner, I always say to my wife: "Ana, please, don't order a green salad."

FOUR

RS *For you, what does the word foodie represent?*

RF I think there's a fad involving the culinary arts. Maybe it's the fruit of the power and reach of the social media. If there were a restaurant where people went to just to talk about food, it would be boring. I don't like it when people are categorized as foodies either. There's some exaggeration regarding this

theme. I enjoy diversity – people who talk about only one subject are boring. I love interesting and fun, good-humored people. This is essential for a restaurateur's soul, to have different characters around them. Depending on the way a customer waves goodbye, I know if they enjoyed dinner or not. Sometimes I stay until 3 a.m. just to get the “goodbye.”

FIVE

RS *How do you deal with copies?*

RF At the beginning it was difficult. These days, they don't bother me that much. Some are an identical replica of what I make, especially on the menu. However, the soul of Gero, for instance, and the eye behind it are things you can't easily reproduce. I even joke that my grandma never had this many grandchildren. Fasano was the first hotel to have a bar right at the entrance. Now I see this exact layout at several other places. Just like Isadore Sharp, founder of the Four Seasons brand, was the first person to include a spa at hotels, I want the credits for putting the reception lounge in a different area.

SIX

RS *What about lists, awards, rankings? Are they good, bad, acceptable, unbearable, necessary?*

RF I think the 50 Best makes too much of a fuzz. Those who give the awards also have marketing departments. But the *New York Times* has already criticized it. I, for instance, have nicknamed it the FIFA Awards for the Culinary Arts. Because it has become like FIFA: it involves lobbying, friendship, people asking friends for votes. If you're not part of the group, you're out. For me, it makes no sense to select the best restaurant in the world. Cooking is not a competitive sport. If we must have a list, let it be for the 50 most creative chefs, with an individual award.

SEVEN

RS *What's the real essence of our profession?*

RF It's being generous. I read an article a while ago advocating for modern cuisine and asking why people go out to have a dish of spaghetti with clams. Making it is hard work. Who eats spaghetti with clams at home? It's extremely rare. In our profession, what matters is giving others pleasure; our essence is to be generous: this is our slavery. The problem with modern cooking is that you don't have a basis for comparison, because each chef works their own way. How is it possible to judge who makes the best authorial dish?

EIGHT

RS *Are things more expensive in Brazil? When there's an article about prices in Brazil and Europe, for example, I'm dumbfounded by the comparison between a bistro (usually a menu formule) and a high-cuisine restaurant. In other words, two completely different languages, with very different costs. How do you see this?*

RF Things in Brazil are very expensive. Taxes are too high and they keep getting higher. The cost of living in Brazil, especially in such capital cities as São Paulo and Rio de Janeiro, is too high for everyone. At the restaurant Fasano, for example, we have one of the best chefs in Brazil, who brought three maître d's and two sommeliers from Italy. This adds a lot of value and also has an impact on the costs. In the 1980s and 90s, the profit margins of a restaurant were around 20% to 25%. These days, we celebrate if we can get a 12% profit. Just like me, other businesspeople and restaurateurs don't increase the prices randomly. There's a reason for that.

What is happening around the world...

04-06
2016

Everything from the best soft-shell crab in the world to a truck that sells men's underwear on the French coast, including the new building designed by Isay Weinfeld in NY - new arrivals that make the world a more interesting place

TEXT Isabela Giugno, Giuliana Mesquita and Piti Vieira



Deliciously cruel

For many people, Da Fiore is the best restaurant in Venice. Part of this fame is a result of the star it was awarded by the *Michelin Guide*. The other part is due to its *moeche*, or soft-shell crab, one of the main delicacies in the world. This crab lives in the Venetian Lagoon and is caught twice a year – from March to April and from October to late November –, when it molts its exoskeleton. To prepare the dish, the live crustacean is put in a bowl with whisked egg yolk. After it has eaten everything, it's breaded and fried, still alive. The result is a soft-shell crab with egg filling. It's cruel, but unforgettable. dafiore.net

Underwear truck

The main characteristics of Le Slip Français underpants are the slightly retro design, the colors blue and red, which are the base for all the collections, comfortable materials, especially cotton, and the 'made in France' seal — materials and workforce are locally sourced on the outskirts of Paris. But the greatest differential of the brand founded by Guillaume Gibault in 2012 is the use of communication channels to show how the new generation has



changed the codes for underwear. Every year during the summer, the company hits the road with a mobile store adapted inside a Renault Estafette, a super-charming minivan that was manufactured in France from 1959 to 1980. The Slip Truck, as it was nicknamed, travels the country's coast bathed by the Atlantic, parking in front of markets, beaches, bars, clubs, restaurants and even golf courses. The objective, according to the company, is to convey the brand's fun spirit. After all, it's much easier to lose your underpants during your vacation than the rest of the year. leslipfrancais.fr

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Isay's strokes have come to NY

Isay Weinfeld, the creator of several projects for our Group, including the hotels in São Paulo, Boa Vista and Punta del Este, designed his first building in New York. The housing development, set to be completed in 2017, will have two connected towers and is located on West 27th Street, west of the High Line Park. Completely different from New York's architectural landscape, the 11-story building is made of bricks, glass and concrete and contains 36 apartments, which can accommodate between one and four bedrooms. Named the Jardim, the Portuguese word for 'garden,' due to the presence of dense vegetation that occupies an

area of 2,000 square meters in the construction site, the locale is a veritable contemporary refuge which will feature a gym, massage room and pool illuminated by skylights. isayweinfeld.com



Realistic fashion

Symbols and charms, chance and superstition define Dior's Spring-Summer 2016 Haute Couture women's collection, which explores another way of making fashion. The proposal is centered on femininity, and every movement conveys confidence. Volume is free-style; the shoulder is sensual. Embroidery on the clothes, like a good-luck charm – monsieur Dior was a superstitious man and had absolute faith in his lucky star – or affixed to a necklace. Knits stitched like lace, lily-of-the-valley embroidery assembled in such a way that it seems to transform into a panther motif, unexpected contrasts of texture and cut. Inside a

mirrored décor, the French women appear, disappear and are reflected infinitely from every angle. At the same time private and headstrong, they dress freely and unostentatiously, bringing to life couture's realism.

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Chris Hemsworth works hard and chooses his roles carefully. He handles pressure by taming it, and turning it to his advantage. #DontCrackUnderPressure was coined with him in mind.



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Porto Alegre: DvoskinKulkes • **Fortaleza:** Tânia Joias • **Curitiba:** Bergerson
Brasília: Griffith • **Belo Horizonte:** Manoel Bernardes



The best salami in the world

Founded by Frans Peck in 1883, the gastronomic emporium Peck, located in Milan, used to sell only German-style cold cuts made in Prague, the hometown of Frans — or Francesco, how he was known in Italy. In 1912, the store was bought by Mr. Magnaghi, who kept the founder's name but changed the address, moving to Via Spadari, a few steps from the Duomo, where it stands to this day as a haven for fans

of the culinary arts. Many products are made there, carrying the high-quality Peck seal, but it's possible to find delicacies from around the world. Cheese, olive oil, cold cuts, truffles, mushrooms, caviar, foie gras, bread, fresh pasta, chocolate, tea, coffee, peppers... The list is endless. The salami is unmissable, and each ice cream container has a thermometer to serve them at the exact temperature. On the basement floor stands L'Enoteca di Peck, with bottles from several countries and an emphasis on Italian products, like Amarone, Brunello and Barolo wines. peck.it



A little lower

After 45 years of heavy traffic jams and a few years of popular pressure, Elevado Costa e Silva, also known as Minhocão, finally changed its status and has become a municipal park, the long-awaited — but still far from ideal — Minhocão Park. Meanwhile, the portion below the overpass is completely deteriorated after many years of abandonment. In order to change this situation, the collective project Marquise Minhocão was created. Developed by the architecture firm Triptyque, Movimento 90°, which installs vertical gardens throughout the city, and Acupuntura Urbana, whose mission is to transform public spaces, the project presents simple and important ideas, suggesting, for instance, opening up a gap between the lanes to allow for the entrance of natural light into the portion below the Minhocão. For the idea to be presented to city hall and immediately executed along with the current bike lane construction work, on May 10, the organizers intend to talk to as many people as possible about the needs, possibilities and solutions for a veritable transformation of this public space. facebook.com/marquiseminhocao

Prada Uomo in Rio

Located inside the Village Mall, in Barra da Tijuca, Rio, one of the eight Prada stores in Brazil just opened a space dedicated exclusively to Uomo, the brand's men's line. The 40-square-meter area will contain footwear, accessories, sunglasses, travel apparel and other ready-to-wear items. This new arrival coincides with the release of the Spring-Summer 2016 collection, which features light and laid-back pieces that perfectly translate the brand's characteristic elegance. prada.com



Transporting art

The Truck Art Project transforms the body of trucks into mobile canvasses. The idea is to showcase the work of Spain's most prominent contemporary artists. A collaboration between the iam Gallery, located in Madrid, and businessman and collector Jaime Colsa, who lent ten of his company's trucks to the project, it has the following confirmed participants: Marina Vargas, Javier Arce, Javier Calleja, Abraham Lacalle, Okuda San Miguel and Suso33. The objective is to have up to 100 trucks transporting the works of relevant and new artists. They are also planning to include photography, movies and music. So, if you're hitting the road in Spain, now or in the next few months, keep your eyes open — you might spot works of contemporary art passing right by your window. truck-art-project.com





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DIVAS' DREAM

Old-fashioned

One of the most popular barbers in São Paulo, master Anderson Santos recently opened his first shop in the city. Designed by Felipe Hess — a young and talented architect who has worked at Triptyque and Isay Weinfeld's firm —, Barbearia A.S., according to Santos and Hess, is different from the places for macho men that have sprouted in the city in recent year. "It's the opposite of these locales that look like theme parks inspired by *The Godfather*, while it's also pretty manly," says Hess. "It's a clean project, inspired by a bold barber shop, like the ones in Italy and Japan. We'll also offer manicure and shoe-shining services," adds Santos. Hair stylist Thiago Fortes, who works for Sabrina Sato and Gisele Bündchen, is co-owner of this enterprise.

The impressive white façade, with an angular glass door and a black and white barber pole — different from the traditional one, which features blue, white and red stripes —, adds a touch of personality. Inside the new, 100-square-meter space, wood sheets and white tiles on the walls, exposed columns and porcelain tiles that imitate burnished concrete. "They trusted my work and gave me a free hand. I was able to create an identity that can be easily reproduced in other locations," says Hess.

The barbershop, located at Rua Augusta, 2780, has five blue Van De Velde chairs made especially for the space, a small bar and reception area. "It'll be like in the 1930s and 40s," states Santos, who has been a barber for 17 years now. He's worked with Marco Antônio de Biaggi and was one of the men responsible, together with Marcos Proença, for the implementation of the first barbershop project inside a store in Brazil. It was located at the former address of Noir, Le Lis, at the corner between Rua Vitória Fasano and Rua Bela Cintra, in Jardins, São Paulo. "It was time to create a brand."



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Revisited classic

Clarita, the most iconic sandal from the eponymous brand owned by Alexandre Birman, appears with a new look at the Pre-Fall 2016 collection. For this season, the footwear designer used wet-effect velvet (the main season trend) in the shoe's two laces. The model is available in such classic colors as burgundy, nude and black, with two heel height options. alexandrebirman.com.br



The new cool

When fashion designer Alessandro Michele took over Gucci, he revolutionized the brand — and transformed it into one of the most coveted labels in the world of fashion. Sylvie, the must-have bag of the moment, combines the brand's icons (like red and green stripes) with more modern elements — adding a touch of modernity to Gucci's classics to make them cool again. This elegant, structured bag with a grosgrain strap is perfect for during the day and for fancy dinners. gucci.com

Mystical

Lilly Sarti found inspiration in mysticism to create her winter 2016 collection, which just hit the stores. Pieces that play with textures, colors and materials that complete each other just like yin and yang. De-

vore tulle, suede, lamé, jeans and crepe are the main fabrics used in the collection. Such elements as the Eye of Horus, the Ankh Cross and other cosmic codes appear on skin-tight dresses, leather skirts, knits and irregular trench coats. lillysarti.com.br



For Brazilian women

The new Nars foundation seems to have been developed especially for Brazilian women. The medium-coverage Velvet Matte Skin Tint is available in 12 colors. Due to its formula, which reflects light, this foundation delivers a natural, velvety feel. In addition to the texture beloved by people with oily skin, it contains vitamins C and E and rose fruit extract, which smooths the appearance of pores and controls shine. All this with SPF 30, which is perfect for our tropical climate. sephora.com.br

A new era

Massimo Giorgetti introduced his first collection as creative director at Emilio Pucci at the Milan Fashion Week Spring-Summer 2016 — and the pieces from his debut have just arrived in Brazil. Dresses with bell sleeves, graffiti-like embroidery, super-feminine lace skirts and jeans used in sophisticated, loose-fitting tops. The accessories line was revitalized, just like the brand's logo, and the yellow bags are the collection's highlight. emilio-pucci.com



Antigravity

Dior is always a pioneer in the skin care market, innovating each year. For 2016, the brand is promoting a new way of thinking about anti-ageing treatment. Their new arrival is Capture Totale Multi-Perfection, a face cream that challenges the laws of gravity and controls its natural force — which is responsible for a sad, tired look —, providing a lifting effect. After 15 years of research, Dior Science discovered the SKP stem cell, which has never been used on beauty products. To make everything go up. dior.com





antonio bernardo

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The winner is

The collection Montblanc M, the first partnership between the *maison* and Australian designer Marc Newson, was the winner in the Best of the Best category at the Red Dot Award: Product Design 2016. Released in 2015, the pen contains a magnet that allows for magnetic closure, perfectly aligning the cap and the barrel. With an innovative plateau at the end, the Montblanc M has a polished black resin case shaped using a diamond tool. With no breaks in the pure lines, the Montblanc emblem made of white resin is ultrasonically welded onto the plateau, guaranteeing a flat surface, while the platinum-plated clip is mounted invisibly into the cap to not interrupt the design flow. To top it off, for the first time, the gold nib Au585 is plated in two tones, using rhodium and ruthenium. montblanc.com



Rebellious and romantic

Intimissimi's winter 2016 line is full of (good) contradictions. The collection Black & White features a palette of neutral colors, including black, white and gray, and a mixture of textures. The romantic Chantilly lace appears together with the rebellious eco-leather, resulting in a contrasting optical effect. For the first time, the outerwear line and the knits follow the same references as the lingerie collection, with great suit jackets and cardigans for autumn season. pt.intimissimi.com



Panerai is launching the new Radiomir

The Italian brand introduced the new Radiomir 1940 3 Days Automatic Acciaio – 42 mm at the Salon International de la Haute Horlogerie (SIHH) held in Geneva, Switzerland. Maintaining the original characteristics of the 1940 watches, this model's main new feature is the white dial — Panerai usually opts for dark dials —, which lends it a more sporty appearance. The contrast with the black Arabic numerals and indexes makes for better legibility. The 42 mm stainless steel case is 10.93 mm thick. Through the sapphire crystal back, you can see the P.4000 automatic movement, developed at Officine Panerai in Neuchâtel, Switzerland. The brown buffalo leather strap adds the final touch.



22

Dior in the Design District

Home to a large concentration of studios, galleries and international brand-name stores, the Design District in Miami welcomes its first Dior women's boutique. Designed in partnership with the French firm Barbarito Bancel Architectes, the space is located next door to Dior Homme, which contains the brand's men's collection. The first floor of the store, whose façade is decorated with concrete panels, reveals the neighborhood's artsy vibe, accommodating all kinds of products — everything from accessories and bags to jewelry and watches. The second floor features an exclusive lounge and the brand's ready-to-wear items. And the boutique's third floor has a VIP salon used for private appointments. dior.com



Constellation

Christian Louboutin observed the sky while creating his latest winter collection, Clair de Lune. The brand is reproducing stars and details of the cosmos on superfine stiletto heels, comfortable flats and even sneakers — for those looking for a cooler look — using multi-colored crystals. When exposed to the sun, the famous red-soled footwear reflects the light, resulting in a solar effect. christianlouboutin.com

Oito - Isay Weinfeld



360° - Isay Weinfeld

Pop Madalena - Andrade Morettin



Corujas - FGMP



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João Moura 1144 - Nitsche

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 Gente gosta de gente.
 Do encontro.
 Do entorno.
 Gente troca ideias.
 Muda de ideia.
 Gente tem sempre um lado que ninguém desconfiava.
 É por isso que a gente se reconhece quando se encontra.
 Como quem reconhece um grande amor à primeira vista.
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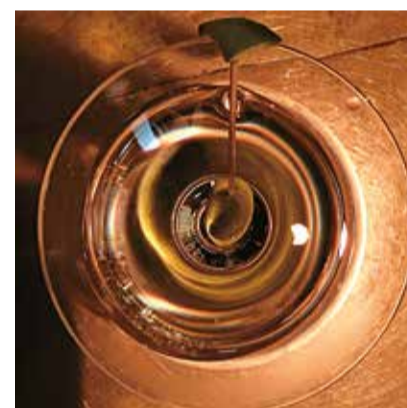
... And what is happening here

04-06
2016

From our newest enterprise in Rio de Janeiro to the renovated menu at Parigi Bistrot, including an exhibition of photos by Rogério Fasano, there are innovations at almost all the Group's establishments. Check out the ones we like the most

Fasano in focus

Gallery owner Mario Cohen was excited to see photos taken by Rogério Fasano using a cell phone and invited the restaurateur to create an exhibition. The series of images inaugurated the gallery Pequena Galeria 18, located on Rua Joaquim Antunes in São Paulo. Fasano, who has always wanted to be a filmmaker and even studied at the London Film School, shot scenes from his universe. But instead of glamour, cool people or gastronomy photos, his eye captured details of a Fasano "underworld." Full ashtrays, bottles of liquor, blurry people – you can find everything in the collection of photos, almost all of which have been sold the night of the vernissage.



Londra: jazz nights

With a unique proposal, project D'Jazz intends to present the history of jazz and its celebrated styles, icons and themes. An artistic journey to enjoy different styles, from New Orleans to contemporary, including bebop and cool jazz. King Oliver, Billie Holiday, Charlie Parker and Miles Davis, among others, are honored at the Londra stages in Rio. Each night is dedicated to an icon of the time. The first season, with four editions, featured the New Orleans style, when everything started. For the second season, expect tributes to such names as Frank Sinatra and Diana Krall.



Fasano: the best Milanese dishes

Since 1982, Fasano has been a reference for Italian cuisine. The most award-winning restaurant in São Paulo, designed by architects Isay Weinfeld and Marcio Kogan, serves only the best ingredients and can count on such great professionals as sommelier Manoel Beato, maître d'hôtel Almir, bartender Tiago and chef Luca Gozzani. From the kitchen emerge creations inspired by the different regions of Italy. "The best Milanese dish I've ever had was at an establishment located 11,000 kilometers from Milan, at Fasano

in São Paulo. I consider it the best Italian restaurant outside Italy," says the renowned food critic Luigi Veronelli, about the hundred-year-old Fasano family recipe. Make sure to try the tiramisu there. The dessert is prepared to order and the recipe is exclusive to the house – you won't find it at any other restaurant of the Group.

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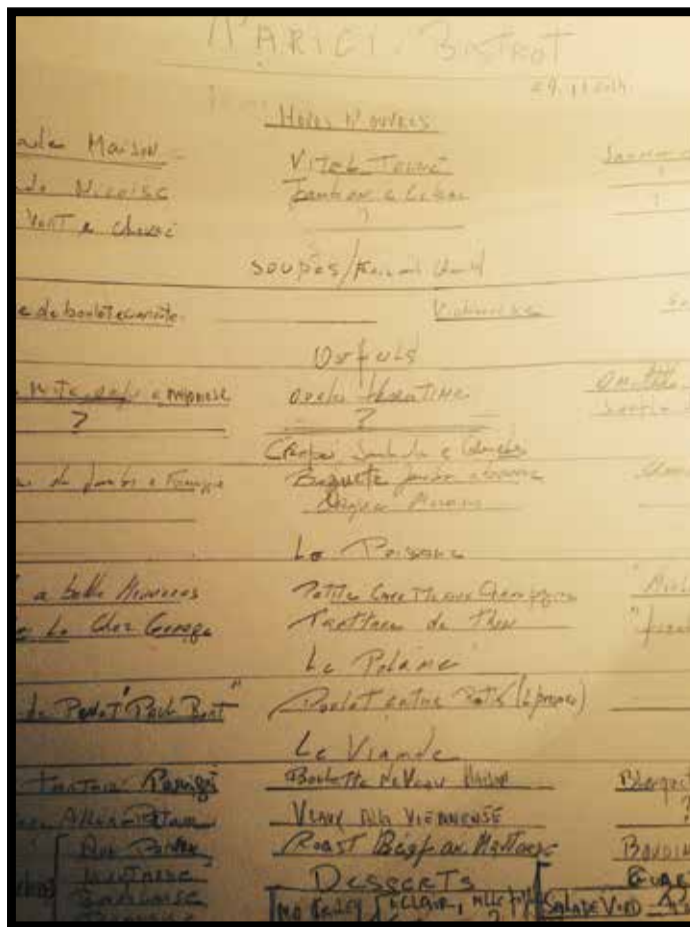
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Parigi Bistrot: classics

Opened a year ago, this bistro, located on the rooftop of the Cidade Jardim mall, has a lovely view of the city. The menu features such dishes as *confit de cuisse de canard* and *oeufs bénédictines au saumon fumé*. "I spent days revisiting and exploring restaurants in Paris in order to be as faithful as possible to the concept of bistro," says Rogério Fasano. Among the desserts, the mille-feuille with cream is one of the best in São Paulo.



Trattoria Fasano: risotto del giorno

Featuring a cool and inviting atmosphere, Trattoria, located in Itaim Bibi, offers recipes typical of southern Italy. The highlight is the roasted polpettone accompanied by rustic potatoes. The menu, developed by Rogério Fasano and chefs Luca Gozzani and Zé Branco, now offers a novelty: the risotto of the day! This dish is more common in northern Italy, but customers ordered it almost every day. The options are primavera, Parmesan, saffron and seafood.



Parigi: young maître d'hôtel in the room

From Monday to Friday, lunch at Parigi concentrates the Brazilian GDP. On Sundays, people from the high society in São Paulo come for the *bollito misto*. Created in 1956, this delicacy is prepared with different types of meat – beef, pork and poultry –, vegetables, fresh horseradish, mostarda di Cremona and parsley, and personally served by Mr. Ático, an iconic character that has been present at the dining rooms of Parigi since its opening, in 1998. The kitchen is run by talented French chef Eric Berland. The news is that Bruno Moreira, who has been working for the Group for over a decade, just took over the dining room at Parigi. *Buona fortuna!*

Parigi since its opening, in 1998. The kitchen is run by talented French chef Eric Berland. The news is that Bruno Moreira, who has been working for the Group for over a decade, just took over the dining room at Parigi. *Buona fortuna!*

Gero Trattoria: Rio de Janeiro bossa

The Fasano Group just opened a new establishment in Rio de Janeiro. Gero Trattoria is located in Shopping Leblon and it promises to please everyone with its comfort food recipes, such as panini, salads, pasta and desserts inspired by the cuisine in northern Italy, like the tasty grandma pie, prepared with *crème pâtissière*, *pignoli* and lime shavings. "It was an honor to be invited to be at the best spot in Shopping Leblon. The open and informal setting is lively and fun," says Rogério Fasano. The restaurateur's enterprise – co-owned by partner and friend Alexandre Accioly – has an area of 260 m² and was designed by architect Thiago Bernardes. The menu was developed by Fasano and chef Luca Gozzani.



Baretto: unrivalled bellini

The magazine *Wallpaper* has selected Baretto as the best bar in the world. With a discreet atmosphere, the house was inaugurated with a show by Caetano Veloso, and its minuscule stage has welcomed such acts as Arnaldo Antunes and American trumpeter Terence Blanchard. To watch a great performance or just have a drink, the cocktail menu features, among other options, a beloved drink: the bellini. Its unparalleled flavor and smoothness can be explained: Baretto is the only bar in Brazil to import fresh peach pulp every day from Italy.



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SEJA UM FRANQUEADO

Ruggero is gone, but the Fasanos are here to stay (a saga *all'Italiana*)

TEXT Rogério Fasano

The above title was the headline of a São Paulo publication on April 2, 1968, one day after the death of my *nonno* Ruggero. At the time, not all articles were signed, therefore I can't say who is the person who helped to seal my fate, as we'll see later. The article only brings the initials V.R. and I have a copy of it in my office as the only decorative piece



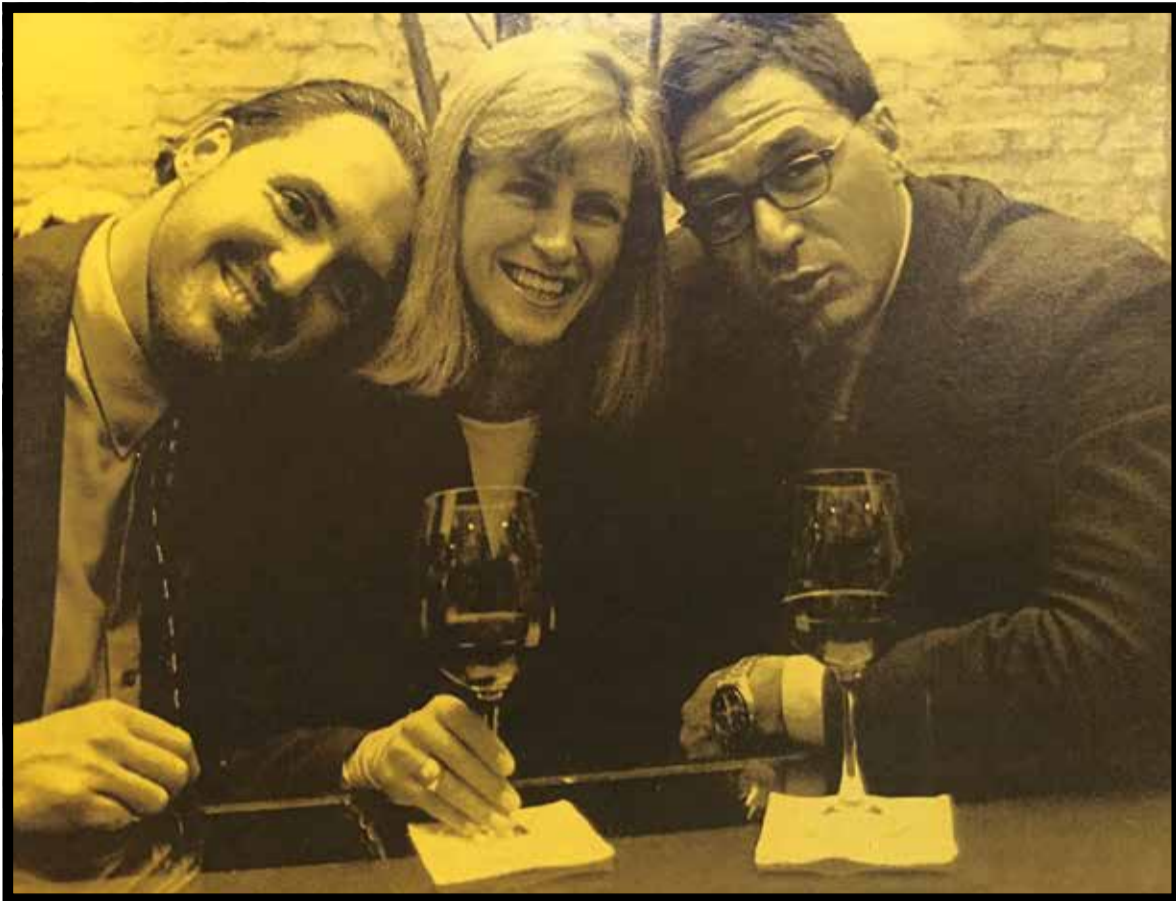
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Fasano The Group's main restaurant revives the tradition that began with Vittorio, Rogério's great-grandfather, at Praça Antônio Prado



The history of the Fasanos in the culinary arts is quite confusing – it was discontinued twice. It all starts when my great-grandfather Vittorio opens Brasserie Paulista at Praça Antônio Prado in 1902. In addition to the restaurant, he owned two coffee farms located in Paraná, producing and exporting the grains. When he died, he left a considerable inheritance, used up by his children, all *bons vivants*, fanatic for what's best in life, and all older than my *nonno* Ruggero, who was a late-born child. An orphan of mother – she died during childbirth at age 42 – he had six siblings (five brothers and one sister) – and was the only child to be born in Brazil.

When my great-grandfather died, my *nonno* was sent to Italy, thanks to his siblings' influence, to study at the noble Scuola Reale di Moncalieri, located nearby Turin, where he stayed until he graduated. There, he learned to play the piano and four languages. After graduation, he moved to Milan, married *nonna* Ida and was cavalry commander during the Second Italo-Ethiopian War. After being discharged, he came back to Brazil in the late 1930s to start over, with my father Fabrizio, 3, and my uncle Fabio, 5. Here he found a divided family after a fight between his brothers Mario and Ugo. The only person my *nonno* had had contact with was his sister. He started from scratch, renting a stand at Mercado Municipal de São Paulo, where he sold poultry and eggs. Brasserie Paulista no longer existed, and *ne anche una lira* of the inheritance was left – a life much different from his brother Mario, who used to take his Isotta Fraschini, the most coveted car at the time, on the ship with him when he traveled to the Old Continent.



Three times Fasano On this page, clockwise, siblings Fabrizio, Andrea and Rogério in the 1990s; façade of the Hotel Fasano; and the elegant cars of Confeitaria Fasano, one of *nonno* Ruggero's restaurants

In 1948, almost three decades after Brasserie Paulista was closed, he revived his father's tradition for the first time by opening a restaurant at the same Praça Antônio Prado, in the central – and, at the time, noble – region of São Paulo. However, now with his last name on the door. *Nonno* Ruggero owned six establishments, but none was so significant in the city as Jardim de Inverno Fasano, located on Avenida Paulista. It was there that all the important wedding ceremonies and parties were held. The house once welcomed American President Dwight D Eisenhower and Fidel Castro. Marlene Dietrich and Nat King Cole performed there. When my father died in 1968, he had a prosperous industrial career producing whisky and wine in Brazil, and he saw no point in keeping the restaurant. He sold it, and the brand was gone.



"I was heavily discouraged. My father said that this was one of the toughest professions in the world"

29

During my youth, I lived in London, dreaming about a career as a filmmaker. I spent a lot of time at the London Film School, and money wasn't an issue. But different winds started to blow over my father's business, so I had to come back to Brazil to stay close to my siblings and parents. One day my father received a call from an investor suggesting that he reopen the restaurant Fasano, but he declined. I was standing in front of him and said, "What if I'm interested?" I was heavily discouraged. He said that this was one of the toughest professions in the world, that I wouldn't have weekends, vacation time or a family life. And worst, that I'd never be successful. He also said that he wished his father were still alive to explain to me how hard his life was – basically dedicated to work.

But while *nonno* wasn't with us anymore, *nonna* Ida was. She lived a long life and we had an almost secret special relationship. Every Wednesday I would go to her house for dinner and our favorite subject between a risotto à Milanese and a *zuppa inglese* was her stories of *nonno*. Grandma was really thin and tall, at 1.78 m, something rare at the time. She had been a seamstress and eventually modeled for Prada in Milan. She met my grandfather at Galleria Vittorio Emanuele. I was obsessed with them and my origins. I visited the school he went to in Moncalieri, and was frustrated for not being able to see his old room. I went to Cassano d'Adda, a small village located 15 minutes from Milan, where my *nonna* was born. I began to love the country. When I told *nonna* that I wanted to accept the investor's invitation and put the Fasano in the São Paulo scene again, she stood up and brought me the article that read, "Ruggero is gone, but the Fasanos are here to stay." It was more than a message; it was a summoning. It was mandatory, necessary and, unlike what all these words



FASANO CLASSIC MENU



Created by chef Marie Antoine Carême (1784-1833), Tournedos Rossini is a thick filet mignon steak accompanied by foie gras. It was created as an homage to composer Gioachino Rossini

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Dominique Laurent Cuvée Numero 1, 2010 harvest, at World Wine. worldwine.com.br **Houdini Metrokane corkscrew** made of red stainless steel at Spicy. www.spicy.com.br **Salute glass** from the German brand Spiegelau. Made out of crystal-clear glass with high brilliance, at Amoreira. amoreira.com.br **Handmade wine carrier** made of brown leather, at Winefit. www.winefit.com.br **Clotilde Davenne**, 2011 harvest, at de la Croix. delacroixvinhos.com.br **JC Rateau 1er Cru Les Reversées**, 2008 harvest, at de la Croix. delacroixvinhos.com.br **Decanter** made of Riedel crystal, Black Tie series, at Mickey Presentes. mickey.com.br



The French call delicate, easy-to-drink wines with low alcohol content *gouleyant*. Manoel Beato suggests here his three favorite wines. Also, check out some accessories to serve them

WINE

A FROTA MAIS ROMÂNTICA DO MUNDO NAS ILHAS MAIS CHARMOSAS E BADALADAS

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V.E.P

VERY ELEGANT PEOPLE

PHOTOS Luiz Tripolli

For our first issue, we invited Luiz Tripolli to shoot some very stylish people from São Paulo. They're naturally elegant, strong-minded and from different tribes

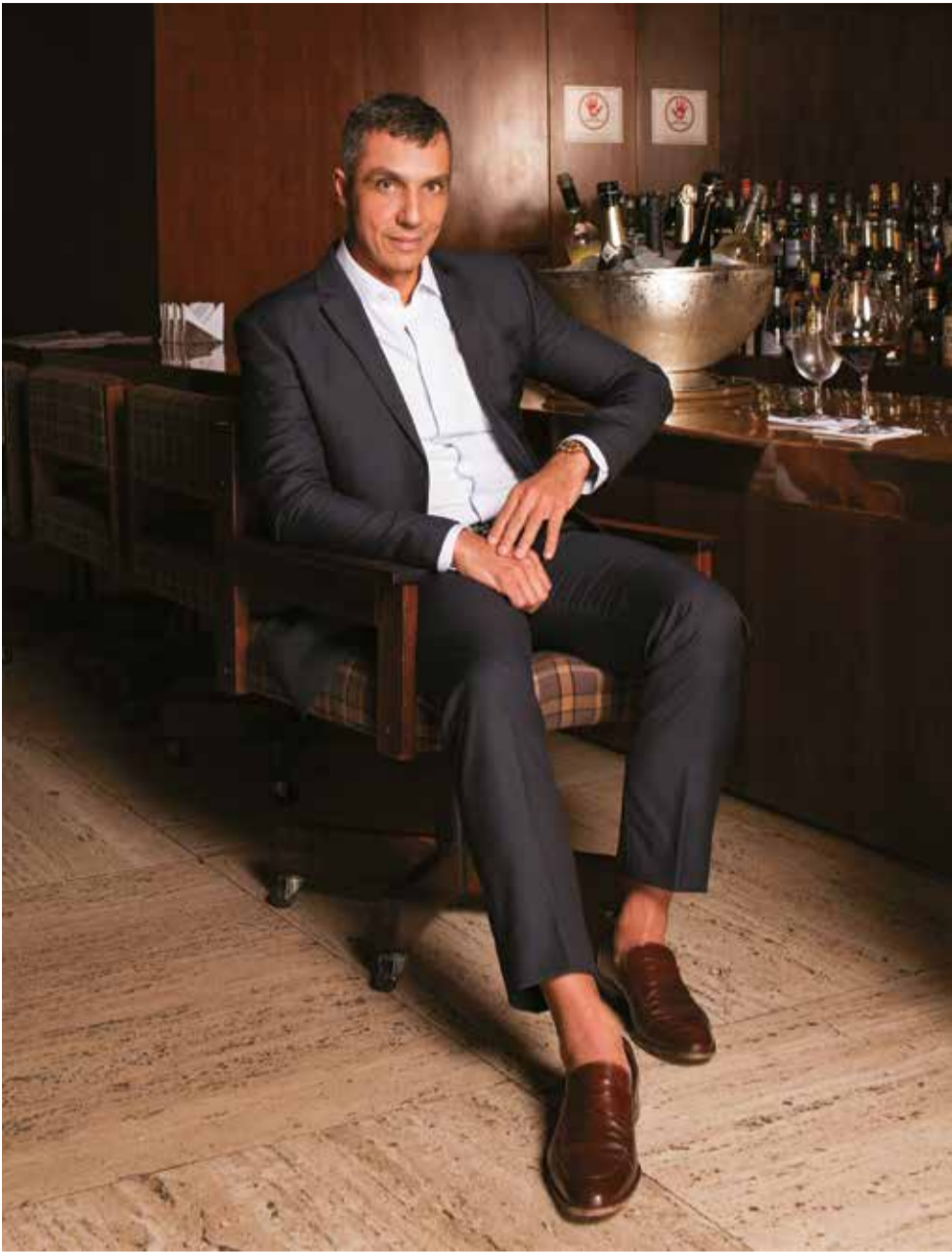


Fabrizio Fasano by Nirlando Beirão

The easy power, the no-frills elegance, the light energy. He personally grants the seal of quality to the multiple enterprises that carry the name Fasano. He tried to escape, in the industry, in the editorial field, from the dynastic fate involving the culinary arts. But this is where he belongs.

Uncle Fabrizio Fasano by Patricia Carta

I receive a call from an indignant Rogério Fasano, aka Gero. Why hadn't I taken a minute to write about his father's elegance for this newspaper that you're reading now, he complained. Would it take two minutes of dedication? I could just mention the way he put a cashmere sweater on his back, his lightness while walking around the restaurants' dining rooms, without exaggeration or false skills. This part, dear reader, is my memory. Uncle Fabrizio – yes, he'll always be uncle Fabrizio – is a discreet gentleman. He knows the right amount of everything. And he's a good chat, but he's mainly a good, thoughtful listener. Impeccable without affectation, comfortable with himself. An audacious man, he made a fortune, endured some casualties, but honored his name. An important example in our adolescence. Not just for his children but also for the Cartas. I have much more than 250 characters of memories. Our families always traveled together, were always neighbors, and uncle Fabrizio always filled our Sundays with countless platters of coxinhas and the like with unforgettable flavors. And that's when he exaggerated. And a lot! But it was all part of the show, our show. An artistic license balanced by much-anticipated snacks, whose flavor will forever be one of my dearest memories. Not only mine, I'm certain.

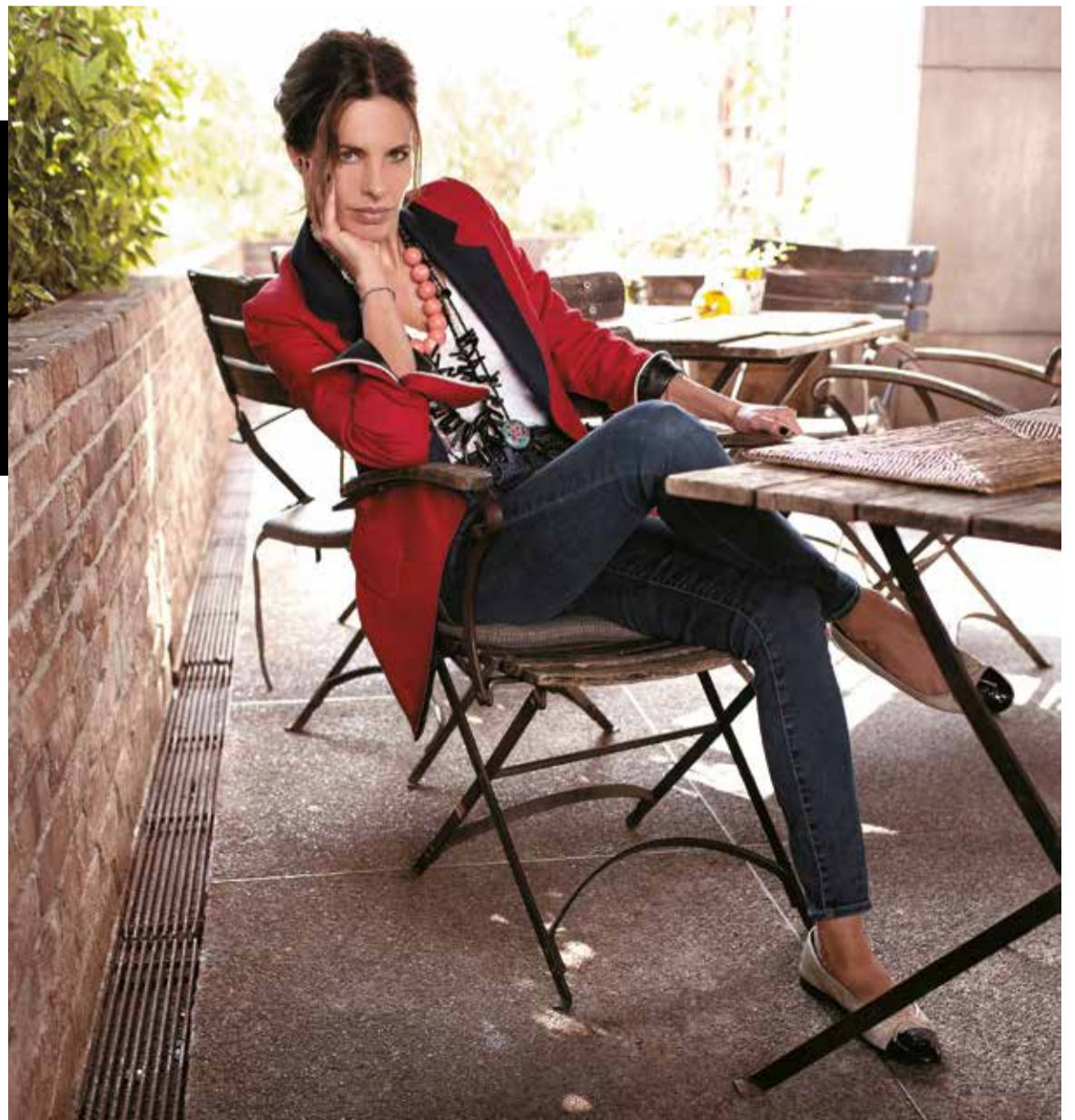


João Paulo Diniz by Rogério Fasano

João Paulo Diniz was a partner of the Fasano family for 10 years. We dreamed and accomplished a lot together! Parigi, the Fornerias and mainly the Hotel Fasano in São Paulo! It was a long process, filled with fear and uncertainties! For me, João Paulo is an example of integrity! Shy, just like me, João has always been very delicate and affectionate throughout our years as partners! In the countless meetings that we had throughout our partnership, even in the hard moments, João Paulo always greeted my father with two kisses on the cheek! I'll never forget that: pure elegance!

Melanie by Constantino Bittencourt

Her style is unquestionable – and her necklace collections are a good example of that –, but it was her inner elegance, which permeates her actions and posture, that won me over. And today I see this reflected in our daughter. For me, Melanie, with her contagious joy and spontaneity, is the most perfect example that both beauty and elegance are just accessories.





Dudi Machado by Esther Giobbi

Elegant, always on time and up-to-date with all that's going on around the world, Dudi is like a focused, opinionated radar. He knows who he is, what he thinks, who he likes – definitely, Dudi is a great guy! We met a long time ago – he's been friends with my daughter since they were kids –, and we've become very close, great friends. But the best part is that Dudi is an excellent travel companion. In September of last year, we decided to take a short road trip on the Amalfi Coast – we are both fans of adventure, escaping the obvious. Usually tourists visit the most obvious locales, like Capri, and that's why we decided it would be a good idea to explore this other destination. It was just amazing. It felt like we were transported back to the 1970s!



Maria di Pace by Ugo di Pace

Talking about my daughter would make me dwell on it – she has a lot of qualities. But I can say that Maria surprises me every day with her intelligence in developing projects in the many fields she works. Always with determination and perfection. She’s an extremely elegant woman – and effortlessly! Elegant in the aesthetics and moral sense, which is very rare these days! She reflects all my positive concepts about a person and I can also say that I “definitely” don’t consider myself – and I’m not – a doting father!



Arnaldo Waligora by himself (Untranslatable text)

1st of all, for da fckn' record, it's an honor to b cast pro 1º nr dessa publicação, em tão profícua & nobre cia...
 Grazie Zio Fabricio...Salve JPD...!!!
 Falah das Org. Fasano...ora poish...
 Sou suspeitíssimo...nos 90's, qdo abrimo nosso "nite crub" rsrs n Augusta, i a Interview veio fazeh 1a matéria d movida, eu desandei a falah d parada + emocionante d fckn' city: O Restô Fasano @Haddock Lobo...PQP... q ki era aquilo jow...f*ck...sensacional...RIP Mr. GD...!!!
 Creio ki foi o embrião mastr, dessa parada mastr, ki eh o mastr HO FASANO...!!!
 Yo bro...I love this fckn' game...!!!
 Bom, antes d abrih oficialmente a revolvin'g fckn' door (soh entro & saio p ela ateh hj!) d Ho, eu jah tava tomano dura d IW por tah c'os peh em cima do bco d bar d lobby...ok... tavam ainda c'o plástico tah...alias...püter bar...da best old fashioned fckn' glasses n town...!!!
 Salve "Barretto"...boliña/jocélio...Salve Parigi...seo hélio & seo ático & uns puta barmen queridos...Salve o glorioso "ru"Gero...ismael & cia...uffa...sorry mas eh foda neh...mta competência...!!!
 Entonce...last but not fckn' least:
 GRAZIE MILLE FAMIGLIA FASANO...
 Por nos trazer um mínimo de dignidade e civilidade, nesse fckn' chaos de deselegâncias & pove-rinas chateações...!!!
 AUGURI,
 aw
 Ps: 2nd of all, for da fckn' record, meus irmãos & primos tiñamo conta n Fasano d Conj. Nacional nelos años 60...among fckn' Freviño i a doçaria Yara...ki nêgo achava ki era nossa...kkkkkkkkkk B"H

GOOD EYE...

ISAY



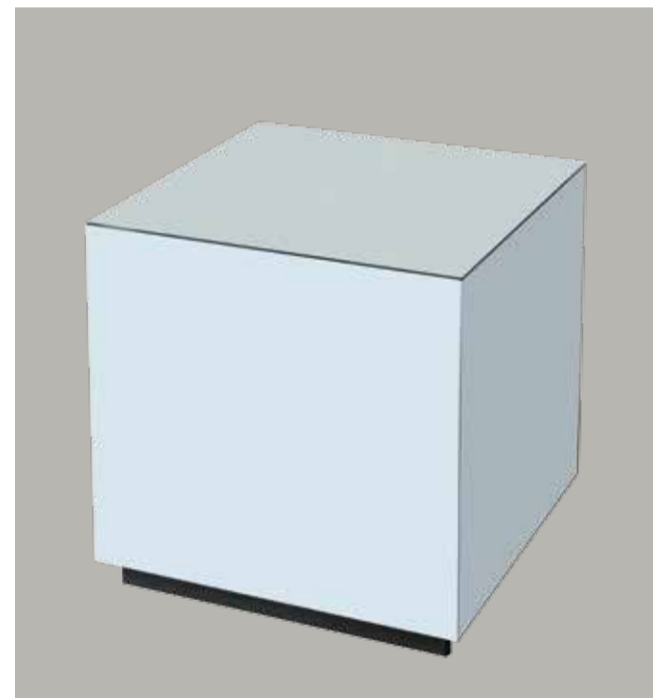
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WEINFELD

Corriere Fasano

Portrait and photos Victor Affaro

On invitation from **Corriere Fasano**, the architect from São Paulo walks up and down Rua Teodoro Sampaio, the busiest street for furniture stores in São Paulo, to look for pieces that could well be found in his home



Córdoba bar, with an MDF structure, solid wood feet and yellow lacquer, at Bazzi Móveis. bazzimoveis.com.br **Niva center table**, designed by Pedro Mendes, it features walnut wood finishing and almond wood feet, at Bazzi Móveis. bazzimoveis.com.br **Xapori II chair**, entirely built out of eucalyptus and sweet wood, at Ilustre Móveis. ilustre.com.br **Babel center table**, it has three copper feet and an MDF cover with lacquer, at Bazzi Móveis. bazzimoveis.com.br **Cachepot** made of wood, with glass finishing and cover, at Estudio Finest. estudiofinest.com.br **Path side table**, made of solid jequitiba wood with a superposed painted glass panel, at Bazzi Móveis. bazzimoveis.com.br **Letícia chair**, designed by Daniela Ferro, made out of solid jequitiba wood and straw, only available in one color, at Dunelli. dunelli.com.br **RACK LEG**, with a retro design, colored cover, wood base and MDF drawers, at Lider Interiores. liderinteriores.com.br

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Com sedes em São Paulo, Rio, Curitiba e Brasília, a Heads é uma das agências que mais crescem no Brasil. Além disso, investe fortemente em pesquisas e conhecimento, tanto que realizou o mais profundo estudo sobre Empoderamento Feminino disponível no mercado. Mais do que atendimento, a Heads oferece a seus clientes entendimento. Um diferencial que atraiu anunciantes como Grupo Boticário, Caixa Seguradora, 3M, Positivo Informática, Vao, Decathlon, Claro, Unimed Curitiba, Canal Viva e muitos outros. Quer conhecer mais? Ligue e agende uma apresentação.

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DESIGN

Maguy Etlin, an accessories designer and curator from France, embraces the ‘joie de vivre’ like few. With sharp eyes and really good taste, she selected far-from-predictable pieces

42



Christian Haas lamp at Micasa. micasa.com.br **Folia Lumina lamp**, which resembles a plant in a vase – colorful leaves reflect the LED light. msds-studio.ca **Knot pouf**, with a flexible structure which can be turned into a knot. lattog.com **Piece made of sustainable wood** by award-winning Bolivian designer Gabriela Flores for Deco Design. contato.decodesign@gmail.com **Foldable wooden table** that can accommodate all the utensils for a dinner for two. www.gantes.es **Gourds**, produced by the Riverside Craftswomen Association of Santarém, in Pará. artisol.org.br

Portrait: José Bassit; photos Eduardo Camilo; stock photo

1865

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WELCOME TO THE NETHERLANDS

TEXT AND PHOTOS By Malu Neves, from Amsterdam



Malu Neves explains why she's fascinated – almost obsessed – with Holland and suggests what to do in the coolest district in the capital city

44

Every time someone asks me why I love Holland – almost obsessively –, I find myself trying to find different explanations for something that is pretty obvious – but which might seem pure eccentricity for some, or most, people

It's not about its unusual geography, part of which is located below sea level – up until the early 20th century, the population suffered with floods from the North Sea. This challenge was bravely solved in 1932 with the construction of the Afsluitdijk dike, rock after rock, from the bottom of the ocean. It literally pushes the water and stretches for 32 kilometers, while also serving as a highway. It's not about the country's always-cold temperatures either, which somehow make it an underestimated place. The resistance (or lack of knowledge) is related to the collective imagination easily associated with the Red Light District, the coffee shops, the bicycles and Gouda cheese (which you've probably pronounced wrong just now).

Few people consider Holland as a vacation or work destination. If the country is on your travel itinerary, it's because you're curious about the privileges in Amsterdam, or because access is facilitated due to a train route that crosses France, Germany and Belgium.



When I visited Maastricht, one of the oldest cities in the Netherlands, where TEFAF (the European Fine Art Fair) – the largest art and antiques fair in the world – is held, I felt a mixture of shock and enthusiasm when I unknowingly experienced the Dutch carnival (at that time, I was looking for an alternative to Carnival in Brazil). Even though it's not viable to have the partially nude parade due to the winter temperatures, the celebration takes over the entire city in a kind of march that sets the tone to the extremely lively floats, and the partygoers walk around in costumes with beer glasses in hand, hopping from pub to pub. On Ash Wednesday, the city

becomes quiet and its cleaning system leaves no trails of glitter on the ground.

But nothing is as fascinating as the Dutch tolerance. It motivated the country to be the first to authorize same-sex marriage and it allows society to accept the scene 'family dinner at a restaurant next door to the Red Light District window parlors' and drunken tourists lying on the floor near the canals. So, what problems does Holland really have? There's no sense of unsafeness, excessive violence, poverty, disrespectfulness or individualism in the community. Queen Máxima of the Netherlands sets the example and can often be seen riding her bike to the supermarket just like any other citizen in the royal city of Den Haag (The Hague). Den Haag is located in a breathtaking coastal region, home to Scheveningen, the most popular beach in Holland. A visit to Madurodam, a miniature park that features the country's iconic cities and is located nearby, is a can't-miss activity.

Organization is the watchword in the Netherlands. The Dutch have a pragmatic mentality and everything in their lives is done and taught in a practical manner. Even the reconstruction

FUN FACTS

Orange Dynasty

Holland's national soccer team's jersey color is an homage to the Orange Dynasty, the country's Royal Family, which started in 1544 and continues to this day with King Willem-Alexander and Queen Máxima of the Netherlands, who is from Argentina. One detail: the country is a constitutional monarchy.

Country of bicycles

The Netherlands has over 16,000 km of bike lanes. There are more bicycles (18 million) than inhabitants (16 million) in the country.

Liberal society

It's a liberal country in terms of gay rights, drugs, prostitution, euthanasia and abortion.

Naturally tall

The Dutch are among the tallest people in the world. The average height for men is 1.84 m and for women is 1.78m.

AMSTERDAM WEST



Less touristy and more sophisticated, the west side of Amsterdam is the opposite of the coffee shops, the Red Light District window parlors and the crowds at Dam Square.

Even though it's far from the bustling city center, the region has been taken over by restaurants, bars and markets designed to convey a sense of 'gezellig' (a local term used to define what is fun and cool), with subtle design interferences in a pure and industrial architecture, combined with décor that values the entrance of natural light.

One good example is De Hallen, a former train depot that was given new life with the inauguration of the food market FoodHallen. The space contains showrooms, galleries and hotels, as well as the FilmHallen, the newest and largest movie theater complex in the city. There you'll find the coolest bikes in Amsterdam, at the charming Recycle store which specializes in the restoration of old-style models.

The rustic Bar Brouw, which features a laid-back atmosphere and attracts beer and meat lovers, is located nearby. Brouw is one of the few places in the city where you'll find the same amount of national and international brands on the menu.

The French-Mediterranean restaurant Zus & Zus isn't a new arrival, but it's still only frequented by Dutch people. It offers a seasonal menu capable of providing one of the most unforgettable experiences in one's life. This discreet and cozy house is a family business run by two sisters from Ethiopia. To them, my eternal gratitude.

One alternative to the famous – though crowded and tried – Vondelpark is the peaceful Rembrandtpark, a green

oasis surrounded by lagoons and open fields, which contains the best playground for kids in Amsterdam and a big bike lane used by the locals.

Make sure to stop by Jan Pieter Heijestraat, one of the coolest streets in West Amsterdam. It personifies the style, the fashion, the taste and the design of the capital city, with concept stores and cafés that are ready to make it to your wish list.

THE BEST OF

De Hallen

The former train depot was given new life with the inauguration of the food market FoodHallen.

The space contains showrooms, galleries, hotels and the largest movie theater complex in the city.

dehallen-amsterdam.nl

Recycle

It's impossible to talk about Holland and not mention the classic bicycles. And you can find the coolest bikes at Recycle, which specializes in restoring old models.

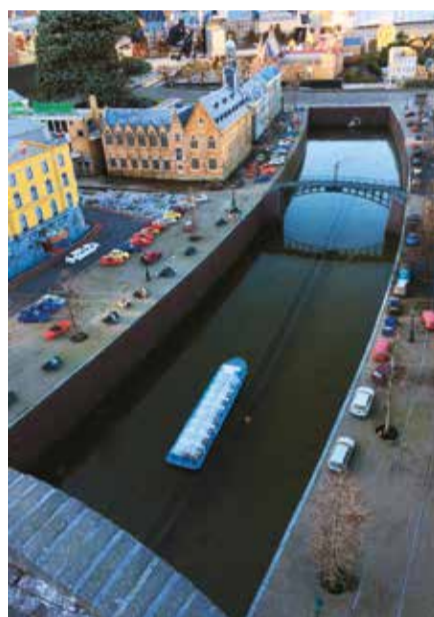
The store is located inside De Hallen.

dehallen-amsterdam.nl/fotoalbum

Rembrandtpark

The park, an alternative to the famous Vondelpark, is an oasis which contains lagoons, open fields, the best playground for kids in Amsterdam and a big bike lane.

rembrandtpark.org/wp



A look around The Markthal, on the side page, located in Rotterdam, is a combination fresh produce market and housing development; Malu Neves rides her bike in Amsterdam. Above, clockwise, Madurodam Park, where there are miniatures of iconic cities; the Koningsdag Festival, or King's Day Festival, a national holiday celebrated in late April; and tulips were brought to Holland in the 16th century

of Rotterdam, after the World War II bombings, made the city an architectural milestone – the gigantic and curvy Markthal, the only structure in the world to feature a housing development covering a market, with a food court and underground car park, is located there.

Visit the tulip fields at Keukenhof Park, the largest flower garden in the world, located near Lisse, 30 minutes from Amsterdam; go biking among the windmills in Kinderdijk (a UNESCO World Heritage Site), a small town near Rotterdam; put on some orange clothes and jump from boat to boat at the famous Koningsdag Festival – or King's Day Festival –, a national holiday celebrated on April 27; explore the lovely Utrecht, a city located in the middle of Holland, where you'll find the most beautiful canals in the country; travel to the cold and distant Groningen, to the north, where there's an ecological park for the protection of seals; or experience the energy that takes over the innovative and technological Eindhoven, to the south. Chances are you'll fall in love with Holland. However, before you go, forget everything you've heard about the Netherlands and travel with a tolerant, prejudice-free spirit.

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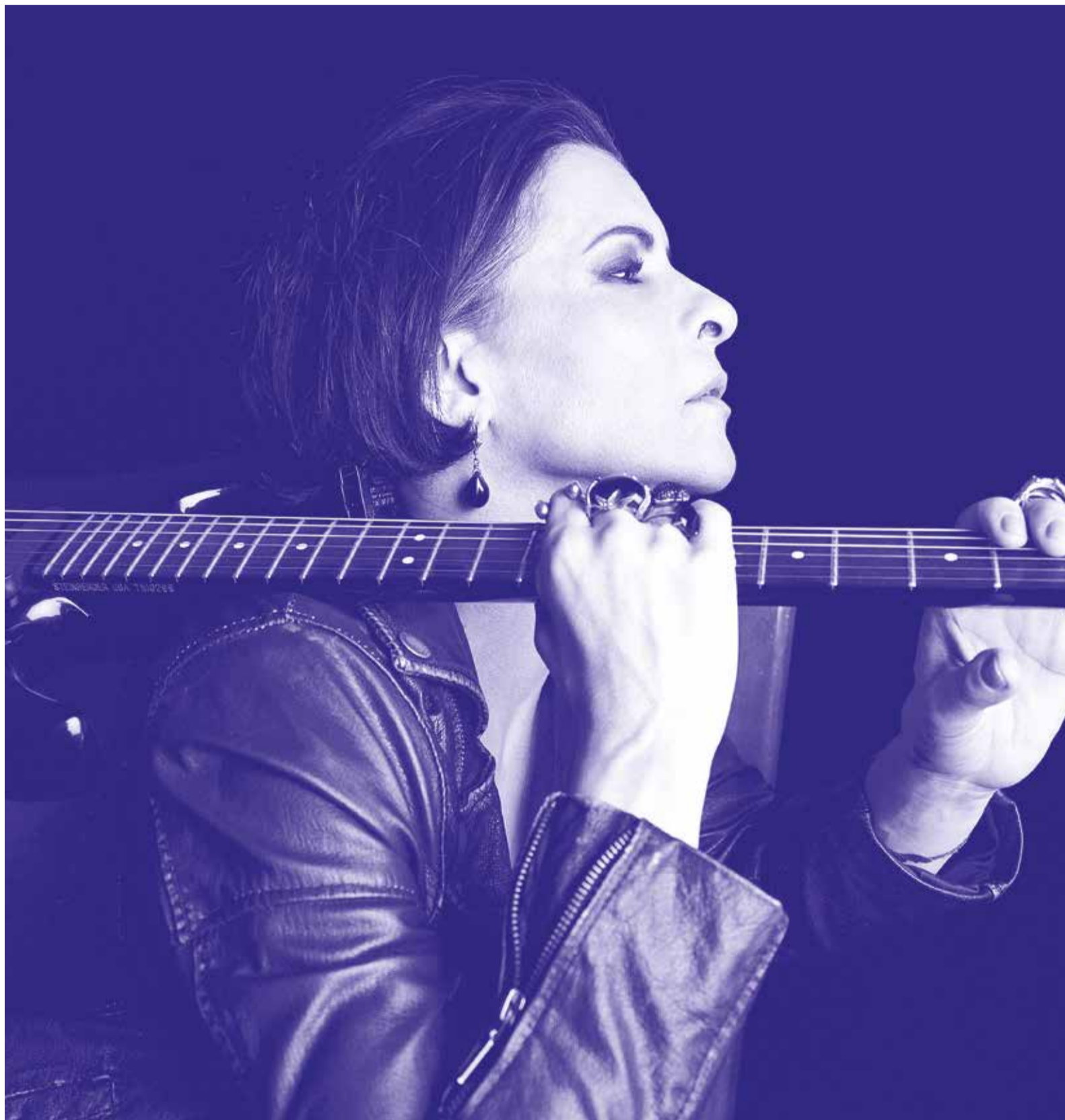
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MY TOP TEN

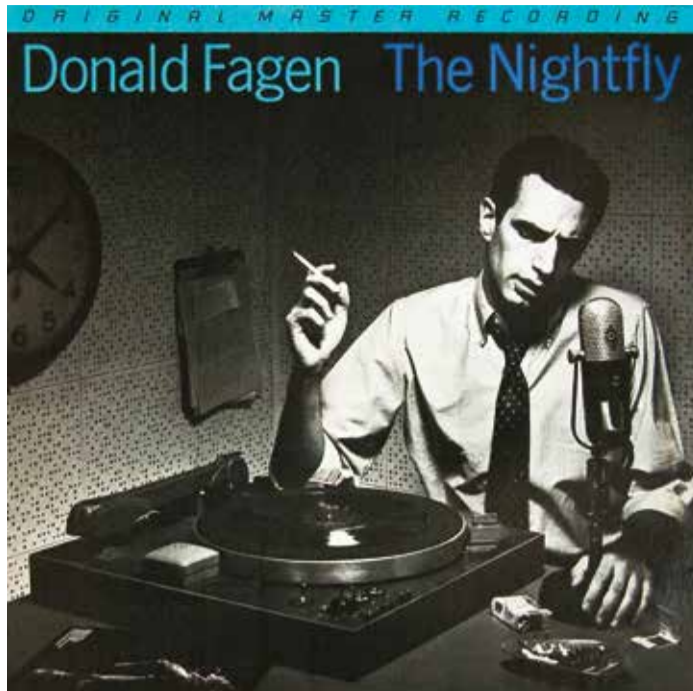


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Portrait Paulo Mancini; stock photo

Marina Lima has been a reference of elegance and style in the Brazilian music scene since the 1980s. Born in Piauí and raised in Washington (USA), she developed her music taste listening to rock, soul and Brazilian popular music. **Corriere** asked Lima to list the 10 albums that most influenced the rock phase of her career

1 - **Revolver.** The Beatles. "Absolutely revolutionary. I lived in Washington D.C. and there was nothing more appealing on the radio"



2 - **The Nightfly.** Donald Fagen. "This album, including the cover, is my musical Humphrey Bogart. What a fancy record! What a fancy vocal work! What an excellent taste in choosing the songs, the arrangements! It was his first solo album after leaving the Steely Dan"

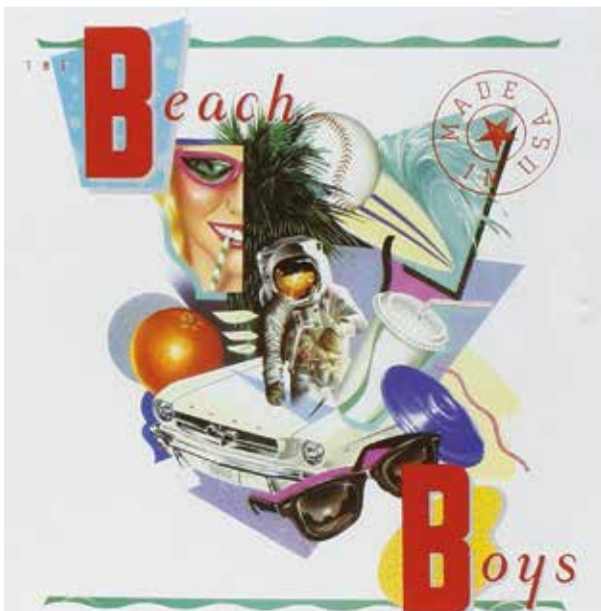


3 - **Sgt. Pepper's Lonely Hearts Club Band.** The Beatles. "This one is genius. Another one from the Beatles that shook the young music world"

4 - **In Rainbows.** Radiohead. "I consider Radiohead the best band to emerge in the last 15 years. The songs in this album are so unusual, so creative, with Thom Yorke's vocals, the guitars, the programming. I admire this a lot"



7 - **Made in USA.** The Beach Boys. "The American answer to the British quartet (laughs). The Beach Boys, with their genius maritime songs and Brian Wilson's vocals, were amazing"

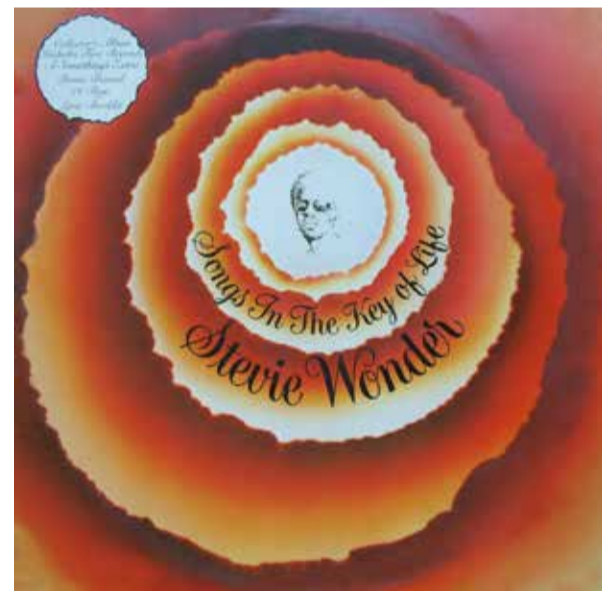


8 - **Lady Soul.** Aretha Franklin. "The main American soul music singer. Before her there were Billie, Ella, several other singers. But Aretha was the one to inaugurate soul music in the 1960s"

5 - **Songs in the Key of Life.** Stevie Wonder. "Stevie Wonder is one of the biggest geniuses of popular music of all times. I'm including this record on the list because it's a masterpiece, but I could well mention others from his career"



6 - **Nirvana Unplugged in New York.** Nirvana. "Love it. Love it. Love it. That band playing in the raw, nastily, with Kurt Cobain singing absolutely hypnotically, beautifully, half saint, half demon, was something else! Unforgettable"



10 - **I Got Dem Ol' Kozmic Blues again Again Mama!** Janis Joplin. "Janis Joplin with her black vein, raspy and husky voice, like in 'Try a little bit harder.' Unbeatable"

9 - **Blind Faith.** Blind Faith. "The band recorded only one album, but what an incredible album! Steve Winwood playing the guitar; songs like 'Can't Find My Way Home.' For me, this album is a masterpiece"



LET'S PARTY! From New York to São Paulo, including Punta del Este, a look at what's going on in the Fasano universe



1

SPLASH



2



7



8



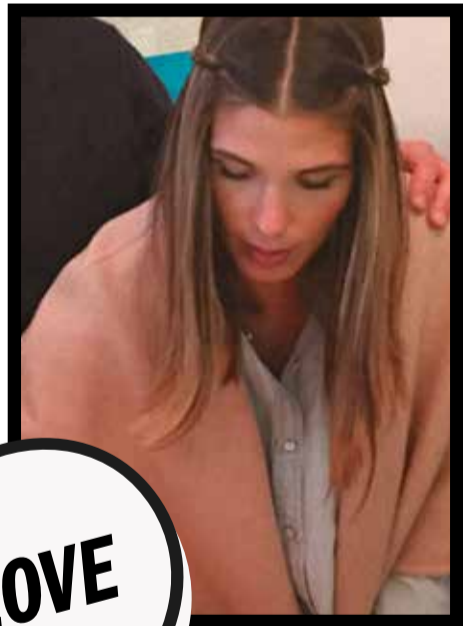
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MAMMA MIA!

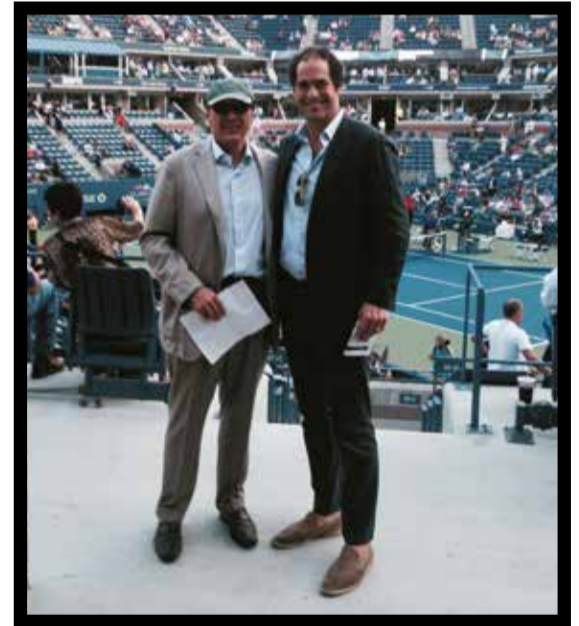
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4



5



10


1 Drink! 2 Gero with Frank Pellegrino, the owner of Rao's, an impossible-to-book restaurant in New York 3 Toninho Abdalla and Isay Weinfeld 4 Anna Fasano 5 Delphine di Menza and Carol Faria 6 Pedro Faria 7 Alexandre Accioly, the partner from Rio de Janeiro 8 Gero with Dario Cecchini 9 ...and Manoel Beato, Gabi and their son Francisco 10 ...and Constantino Bittencourt 11 Ana Joma Fasano 12 Gero and Luiz Osvaldo Pastore 13 Gero and Giuseppe Cipriani 14 and with Ety Silvarolli 15 ...and with Zeco Auriemo 16 Zeco and Mariana Auriemo 17 Isay Weinfeld 18 Gero and Massimo Ferrari 19 ...and with Kate Moss



6



11



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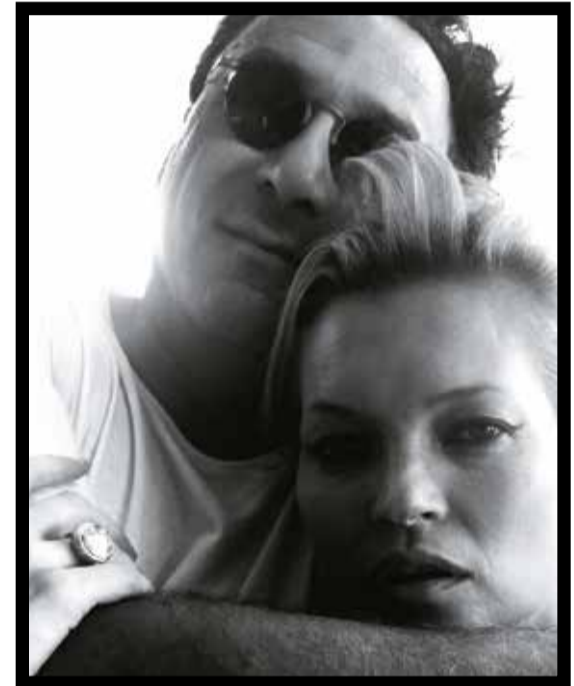
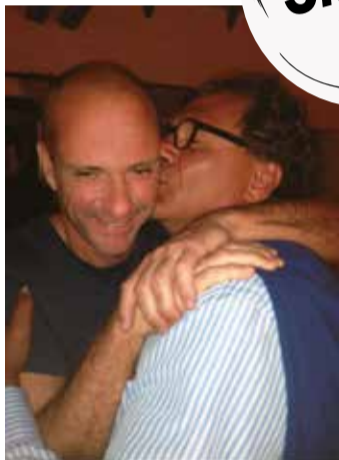
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QUOTES FROM GROUCHO MARX



A master of quick wit, **Groucho Marx** – the pseudonym of Julius Henry Marx (1890-1977) – was born into a family of Jewish German immigrants and became famous due to his distinctive appearance and creative phrases. Check out some of the best one-liners from the most talented character of the Marx Brothers

He may look like an idiot and talk like an idiot but don't let that fool you. He really is an idiot

Before I speak, I have something important to say

There are many things more important than money! But they are so expensive!

Yesterday is dead, tomorrow hasn't arrived yet. I have just one day, and I'm going to be happy in it

I wouldn't want to belong to a club that would have me as a member

The secret of life is honesty and fair dealing. If you can fake that, you've got it made

"That's dry champagne!" after stealing an empty bottle from a nearby table in the movie *A night in Casablanca (1946)*

Those are my principles, and if you don't like them... well, I have others

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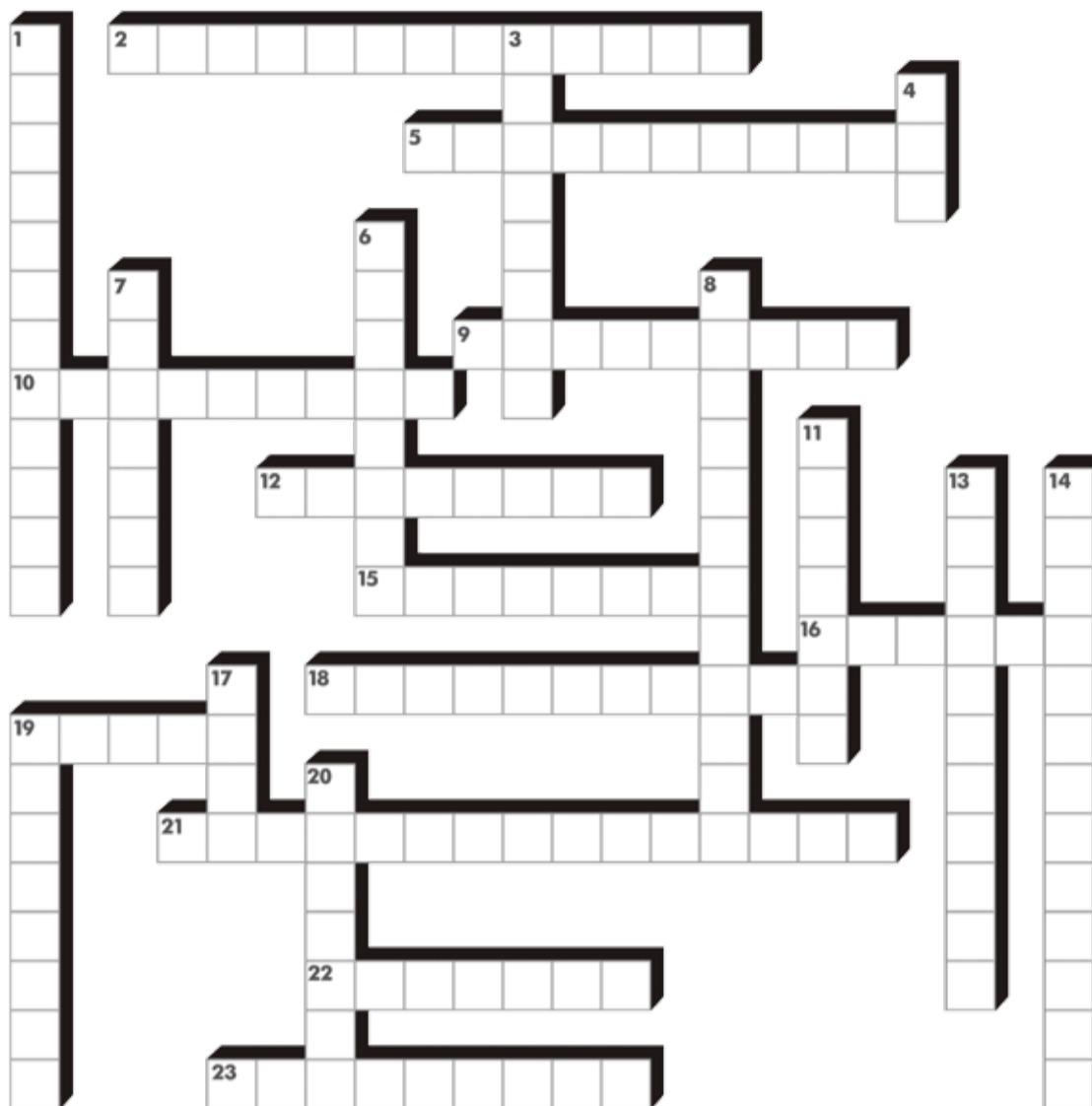

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CROSSWORD

DAVID BOWIE

PUZZLE

Arthur Dapieve shows what he knows about the rock star and challenges even the most die-hard fans



Across

- 2 Student at the same technical school
- 5 Song from the Pink Floyd that he sang with David Gilmour in 2006
- 9 Main attraction at a solo acoustic tour in 1969
- 10 Group of fans that accompanied the recording sessions of *Young Americans*
- 12 Arranger of some of the tracks off *Absolute Beginners*
- 15 German philosopher Bowie was fascinated with
- 16 Album that reached number four in the British chart on June 2, 1979
- 18 Street where he lived in Los Angeles
- 19 Island where he was given a festival
- 21 Occultist he was fascinated with
- 22 BBC show for which he wrote songs
- 23 Country where the video for *Let's Dance* was shot

Down

- 1 Japanese writer for whom he painted a portrait
- 3 City in Switzerland where the album *Outside* was recorded
- 4 Admired band from Düsseldorf
- 6 Famous American singer/songwriter that he disliked
- 7 Arrested along with Bowie for possession of marijuana in Massachusetts
- 8 Last name of Christiane, a drug addict and prostitute
- 11 London neighborhood where he married Angie Barnett
- 13 Antepenultimate track off the album *Scary Monsters*
- 14 Groupie and press agent in the 1970s
- 17 Brecht character that he played
- 19 City where the tour *Serious Moonlight* kicked off in North America
- 20 Character in the movie *The last temptation of Christ*

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



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MOVIE - *EASY RIDER*

Filmmaker **Vinícius Mainardi** tells us why this classic by Dennis Hopper incited him to travel, fall in love, see the sunrise and be happy again



When Rogério asked me if I could write about my favorite movie, my instinctive reaction was to say 'no.' It's not that I don't have a history of profound passion for cinema, but how could I choose one among the thousands of movies that I loved? Especially now, at my late fifties, living in the woods, away from the dark room for years, how could I talk about the subject? I spent the night thinking.

Movies captivate us in different ways and for several reasons. These days, I cry while watching any romantic dialogue, or scenes where parents and children are affectionate with each other or have problems that are difficult to solve. I also cry at the end of *Juno* and similar movies, and I loved getting emotional watching a feature on two dogs lost in the woods – in Montana, or wherever. But I don't like watching people kiss or the desperation of a couple making out as if immediate sex would solve all their problems anymore. So, how can I write about my favorite movie when it seems like my judging criteria have changed so much?

I loved Corman, Buñuel and Orson Welles with the same intensity I hated Fellini, but when I directed my first feature, I realized he wasn't far from my mental standard – I had been influenced by Fellini just like everyone else. Bergman, Coppola, Ford and Godard taught me everything I know about film aesthetics, and I spent some 30 years trying not to be an amateur director – an inglorious work, I confess. I loved two or three Allen movies, two or three Scorsese films, *La Grande Bouffe* and other Ferreri features, Jacques Tati, Monicelli and his wonderful troupe, and I never

Stock photo

ABOUT THE MOVIE

Easy Rider

Release date

June 26, 1969 (Sweden)

Director

Dennis Hopper

Screenplay

Dennis Hopper, Peter Fonda, Terry Southern

Awards

1969 Cannes Film Festival (France), Best First Work Award (Dennis Hopper)

The feature ranks 88th among the best American films of the last decades and 29th among the movies with the best soundtracks



Easy Rider The frenetic and free direction by Dennis Hopper, the 1960s aesthetics and the soundtrack make this film an American classic. On this page, scenes with Hopper, Peter Fonda and Jack Nicholson

enjoyed Brazilian movies, except for *pornochanchadas*, which were fun and exciting.

I read a lot of comic books, from Disney to vampires thirsty for blood, including superheroes. I also read the adventure books that were given to me and the ones available at the library in Pinheiros. Then I started reading romance and fiction books, and I'm still an avid reader, but I went to study cinema and fell in love with motion pictures. I confess that when it was time to choose between writing and directing movies, the possibility of meeting beautiful women was a huge factor. These days, I like watching action films, but I leave the room feeling a bit empty, carrying with me only the momentary experience, much like after riding a roller coaster. With this in mind, I should say that *El Cid* is my favorite movie – it made me fall in love with Elizabeth Taylor at the age of five. But fasting time forward, I confess that I pick *Easy Rider* by Dennis Hopper. I recently watched it again on TV, and it's still excellent, touching, important. Even though I know that hippies had a hard time, that the experiences of living in communes were devastated by drugs and indiscipline, I consider *Easy Rider* a wonderful portrait of what can be a real dream for human beings, something that might still happen and which I believe (and hope!) will be a better future. It's not an easy film, but, after watching it, I felt this lovely urge to go camping again. I want to see another sunrise, maybe even fall in love again. Who knows? The movie is beautiful; the soundtrack is excellent;

the actors are amazing; and the whole thing is about discoveries. And what is more exciting in life than discoveries?



The movie *Easy Rider* is available to all our guests – just ask our concierge



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