

Brazil+2014

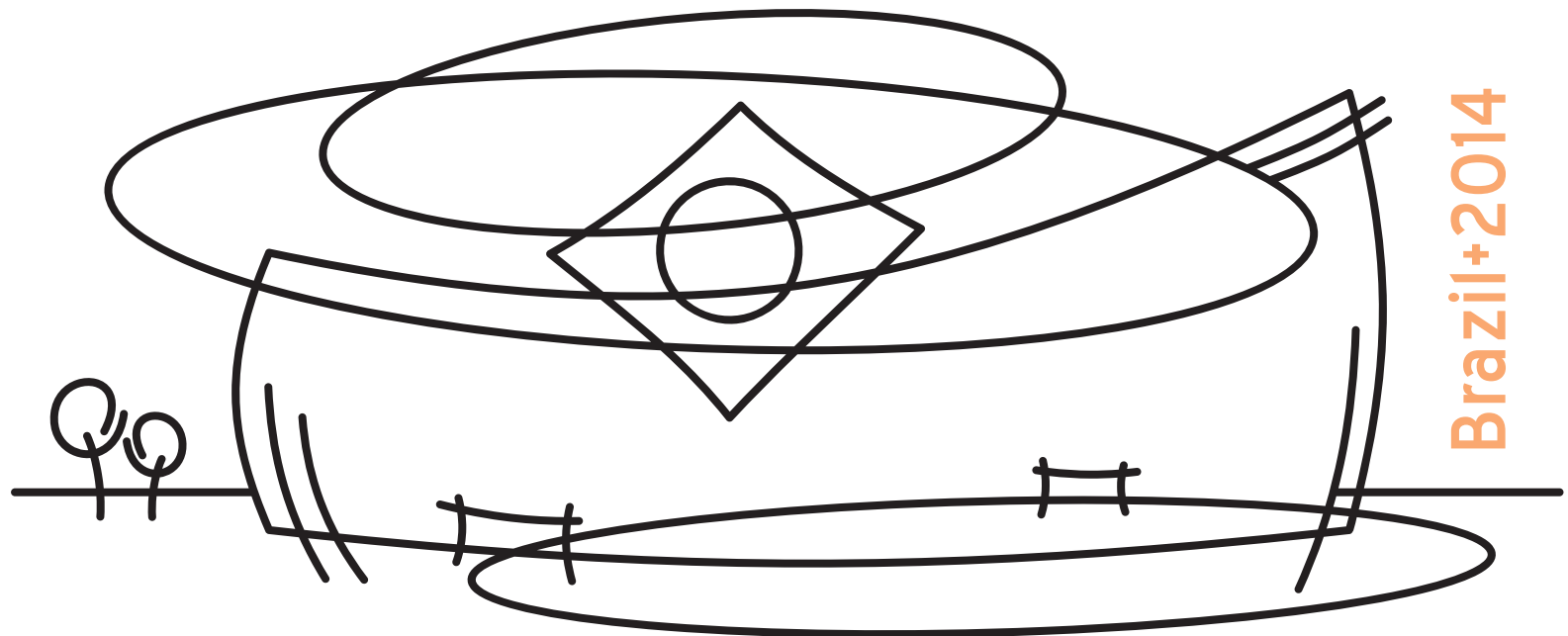
Sustainability in Urban
and Architectural Design

Continuing the event begun in November 2010, in partnership with AIANY - American Institute of Architects New York Chapter - under the title of “Brazil+2014 World Cup Architectural Summit” in New York City, Banco do Brasil and AIANY will promote in April 2012, “Brazil +2014 - Sustainability in Urban and Architectural Design”, an event which will consolidate and show the reception of the world championship, the architectural plans of the stadiums and urban improvements of the host cities of the 2014 World Cup.

Dedicated to the dissemination of architectural and urban plans developed to meet the games of World Cup 2014, “Brazil +2014 - Sustainability in Urban and Architectural Design” will present solutions in the context of sustainability and environmental responsibility of the complex structures prepared to receive the world championship games. Such projects have made innovations awaited by the international community, in research, technology and designs that formulate an invaluable set of project information and construction processes of sports arenas and urban infrastructures of the host cities.

That content, the subject of huge interest to specialized audiences, from different technical, sporting and cultural segments, will be exposed in a multimedia system located within the central branch of Banco do Brasil in New York, and will also be discussed at the conference sponsored by the Americas Society and the American Institute of Architects NY Chapter.

This program has received Brazilian support from various sectors of the building and construction industries, among them: Sinaenco - Union of Architecture and Engineering and ASBEA - Brazilian Association of Architecture.



PROGRAM

It features the work of architecture and urbanism, with images (photos, videos, plants, electronic models, graphical illustrations), programs (public capacity, multiuse areas, specific features - sustainability, accessibility and mobility), expanse (building area, public capacity, dimensions, construction systems adopted, etc.), timeline (history of the World Cups from 1930 to 2010, with texts and images relating to previous championships).

OPENING CEREMONY OF THE EVENT:

April 11, 2012 at the United Nations, with the official opening speeches by the Consul General of Brazil in New York and Mr. Robert Bernasconi, president of Sinaenco SP, followed by former player, Rai, and his non-profit organization “Athletes for Citizenship”

EXHIBITION: **June 14 to July 14, 2012**

In the exhibition space of the new branch of Banco do Brasil will be:

1) Printed panels illustrating architectural solutions, technologies employed and details of general plans of arenas organized in three groups:

Group 1

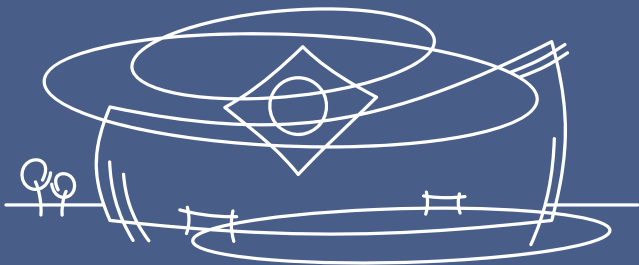
- Maracanã (Rio de Janeiro)
- Arena Corinthians (São Paulo)
- Estádio Nacional Mané Garrincha (Brasília)
- Estádio Castelão (Fortaleza)
- Estádio Mineirão (Belo Horizonte)

Group 2

- Arena Fonte Nova (Salvador)
- Arena Pernambuco (Recife)
- Estádio Beira-Rio (Porto Alegre)

Group 3

- Arena Pantanal (Cuiabá)
- Arena Amazônia (Manaus)
- Arena da Baixada (Curitiba)
- Arena das Dunas (Natal)



2) Three screens - "A" & "B" measuring 4.00 m x 1.60 m and "C" (external) mediating 2.5 m x 1.2 m, which will show videos (looping programmed) during the time periods 9:00 to 18:00 - Monday to Friday and on Saturday from 10:00 to 15:00.

- **Big Screen "A"**: set to display images of works of stadiums, pictures of the cities and interviews with architects on details of the technology applied and athletes representing Brazilian football that has embarked on efforts to build sustainable and social programs (subtitled in English), details of applied technology and images of cities

- **Big Screen "B"**: Set to show the urban plans designed to benefit urban mobility through a realignment of ports and trains. The videos should show urban designs and electronic models beside the testimony of the responsible planners. Screen "B" will be scheduled to show four daily 10-minute sections of the films of Cinema 100 (flashes of great moments of Brazilian football from the files of filmmaker Carlos Niemeyer

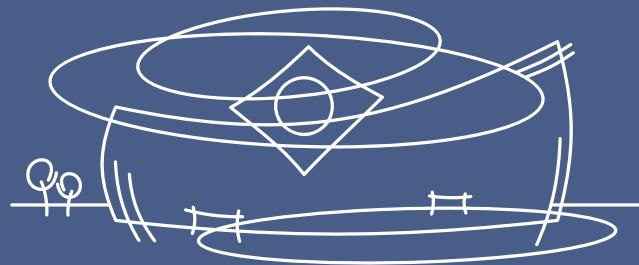
- **Big Screen "C"**: outside on 42nd Street. Will be programmed to show renderings of arenas, images of cities and text vignettes about World Cup 2014.

3) One table service: prepared with touch-screen interactive programs aimed at providing general information about the cities: airports, landmarks, cultural points of tourism, urban mobility systems and a virtual tour of arenas that will host 12 matches of the World Cup.

4) Music: all sound environment; ambient music.

5) Brochures containing 30 pages devoted to detailing the process of sustainability applied in the urban arenas and programs developed for ports and borders of the host cities.

The program will detail each of the stages of urbanization and studies designed to enhance the ports and borders of the host cities.

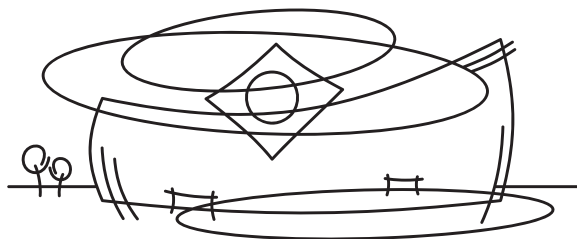




Belo Horizonte

Mineirão

Gustavo Penna
Bruno Campos



São Paulo

Itaquera

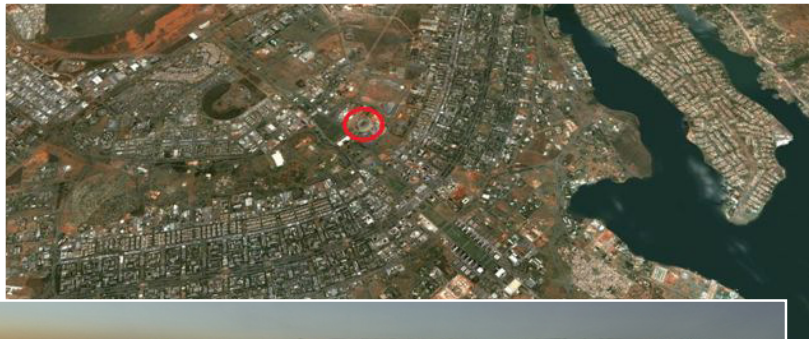
Anibal Coutinho



Brasília

Mané Garrincha

Eduardo de Castro Mello



Salvador

Fonte Nova

Marc Duwe

Rio de Janeiro

Maracanã

Catia Cristina de Oliveira Castro

Jose Carlos Pinto



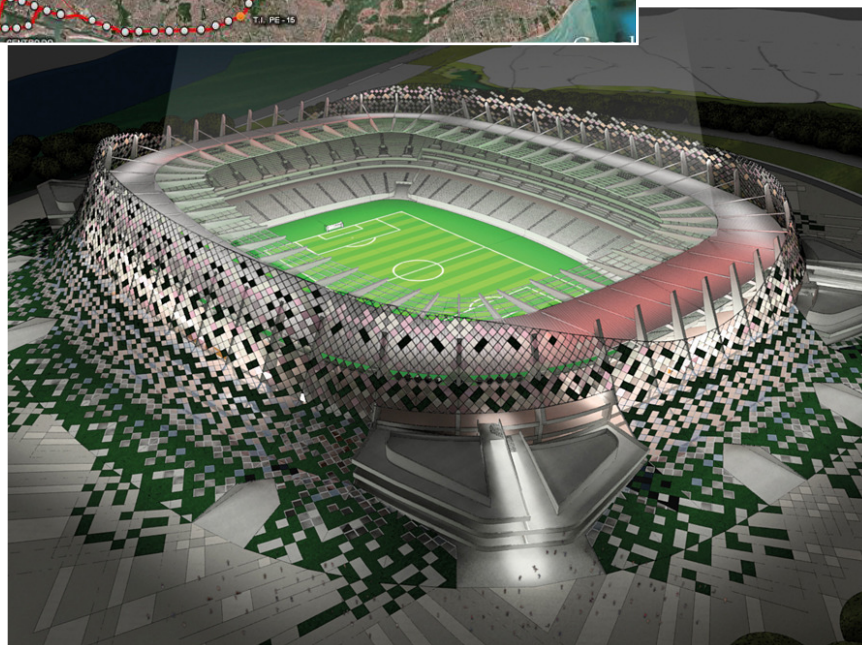
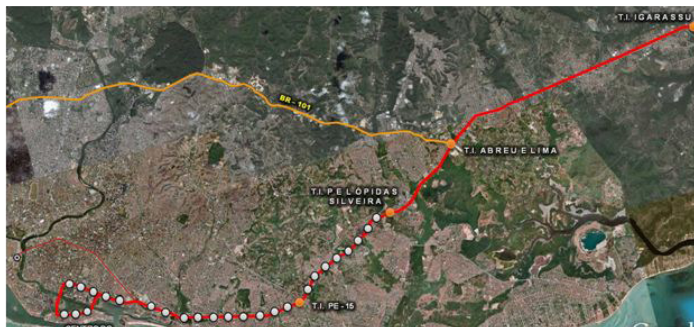
Porto Alegre

Beira Rio

Fernando Balverdi



Natal
Arena das Dunas
Christopher Lee



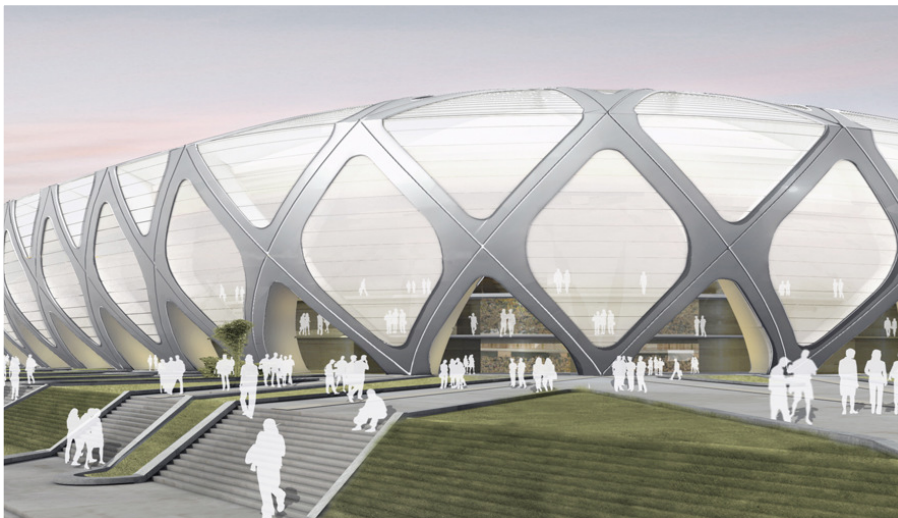
Pernambuco
Arena Pernambuco
Daniel Fernandes



Manaus

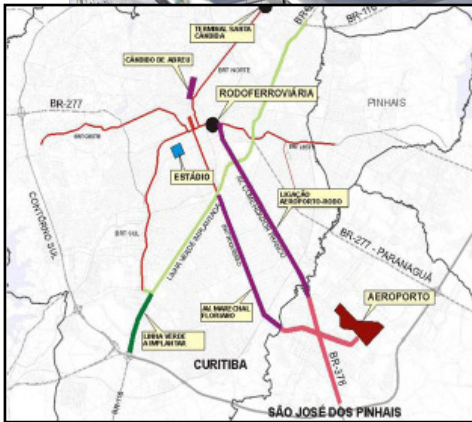
Arena Amazonia

Ralf Amann



Fortaleza
Castelão
Hector Viglicca





Curitiba
 Arena da Baixada
 Carlos Arcos



Cuiabá
 Arena Pantanal
 Sergio Coelho



Cities: Airports



PERNAMBUCO



SÃO PAULO



MANAUS



PORTO ALEGRE



BRASILIA



RIO DE JANEIRO

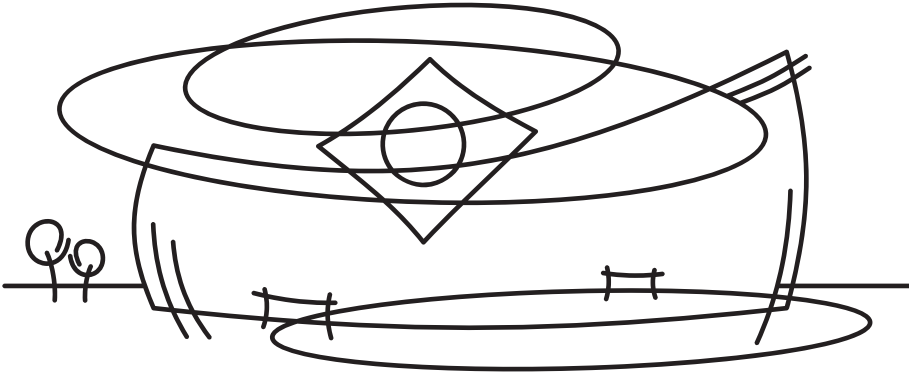
Cities: Mobility



MANAUS



FORTALEZA



SÃO PAULO



1.2 CONFERENCE/Panel:

Architects and programs:

1) Brazil Architecture *Porto Novo, Recife, PE*

The architectural practice Brasil Arquitetura was founded in 1979. Since then, the firm has developed projects for diverse programs: museums, residential buildings, private houses, boutiques, restaurants, and community and cultural centers. Additionally, the firm is involved in furniture and exhibition design. In 1986, the “Marcenaria Baraúna” a joinery workshop was set up, attending the in-house construction of wooden crafts and furniture designed by the architects. The practice is run by partners Francisco Fanucci and Marcelo Carvalho Ferraz, graduates of the College of Architecture and Urban Design - University of São Paulo - FAU USP.

2) Urban planner Jaime Lerner *Cais do Porto, Porto Alegre, RS*

Jaime Lerner Associated Architects was founded in April 2003, with offices in Curitiba and presided by architect Jaime Lerner. The practice has as working proposal to build – through partnership with local actors – ideas and solutions that can be detailed and implemented by cities authorities. More than a simple transference of models or projects, the proposal is the practical and conceptual application of urban principles which consider the strategic role of cities in their countries and within the world stage; the search for sustainable development of cities; the priority for public transportation, pedestrians and meeting areas within cities; the need to foster a mix of incomes and functions in the city, and within neighborhoods; the preservation and valorization of local identity and urban memory; the valorization of public spaces; the valorization of urban and natural landscapes; the development of local economic vocations, and the attraction of new businesses.

3) Secretary of Planning of Rio de Janeiro *Porto Maravilha, RJ*

Concept: The Porto Maravilha Urban Operation is a large-scale urban waterfront revitalization project. It covers a five million square meters area centrally located. The project aims to redevelop the port area increasing the city center attractiveness as a whole and enhances Rio’s competitiveness position in the global economy.

Main Objectives: Improve the quality of the public space and urban infrastructure; Foster the city economic growth and opportunities; Increase the number of inhabitants within the region; Create a better social balance and sustainable urban environment.

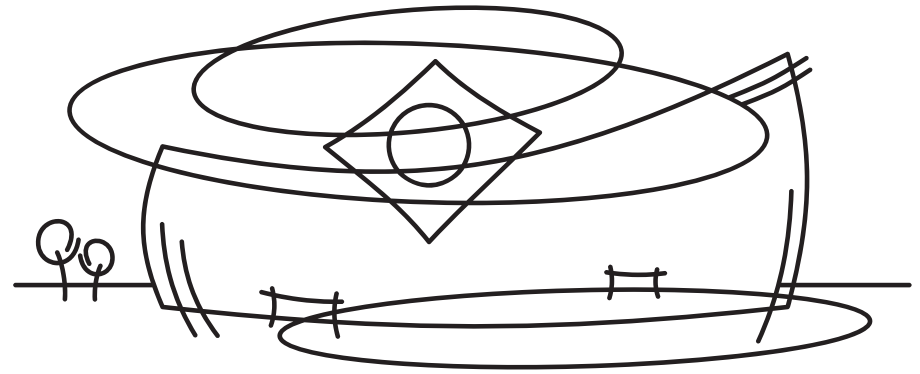
CONFERENCE / PANEL

Canal 100

The creator Charles Niemeyer, started making movies in the '50s, producing some documentaries with Jean Manzon on the Rio de Janeiro. In 1958 he founded his own production company that specializes in later newsreel, Channel 100, which appeared from 1959 to 1986 produced a weekly newsreel, film forming an important collection of news events of the season. (Approximately seventy thousand minutes image)

The name Channel 100 is an analogy to television that until recently were identified by the Channel number. Channel 13 (TV Rio), Channel 6 (TV Tupi), Channel 4 (TV Globo), etc.. Channel 100 was the vision of Charles Niemeyer unattainable by a number Television.

Since 1959 lenses 100 CANAL try to innovate; Be the simple creation of vignettes, or "mis en scene" of the assembly, and especially in film, where stood, Torturra Francisco, the best football videographer history of newsreels. All under the supervision of Carlos Niemeyer.



Rai: Atletas pela Cidadania

The Athletes is a nonprofit organization that brings together, in an unprecedented initiative in the world, athletes and former athletes from different generations and sports to attract attention, raise awareness, educate and mobilize society in support of causes important to Brazil. Great names of Brazilian sport today and articulate of all time federal, state and municipal, judiciary, legislature and executive, the private sector, media and all social actors, and inspiration based on the Millennium Development Goals UN Millennium.

The goal is clear: to defend causes decisive for a fair and inclusive social development for all Brazilians.

The strategy is simple: capitalize all the popularity and credibility of the athletes to awaken and motivate the country.

CONFERENCE / PANEL

Banco do Brasil

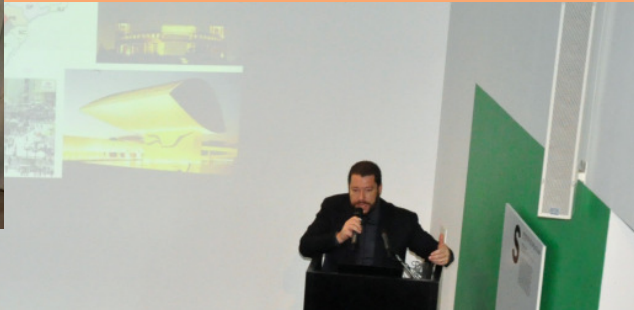
11 west 42th Street,
New York, NY





Conferência AIA Center for Architecture Chapter NY

La Guardia Place 356,
New York, NY





The Center for Architecture is a destination for all interested in the built environment.

It is home to the American Institute of Architects New York Chapter and the Center for Architecture Foundation, vibrant nonprofit organizations that provide resources to both the public and building industry professionals. Through exhibitions, programs, and special events, the Center aims to improve the quality and sustainability of the built environment, foster exchange between the design, construction, and real estate communities, and encourage collaborations across the city and globe.

The Center also celebrates New York's vibrant architecture, explores its urban fabric, shares community resources, and provides opportunities for scholarship. As the city's leading cultural institution focusing on architecture, the Center drives positive change through the power of design.

The Center for Architecture opened in 2003. It was designed by Andrew Berman, AIA, who won a design competition to renovate the storefront space. His solution cut a hole in slab of the ground floor, bringing natural light to the basement and subbasement levels.



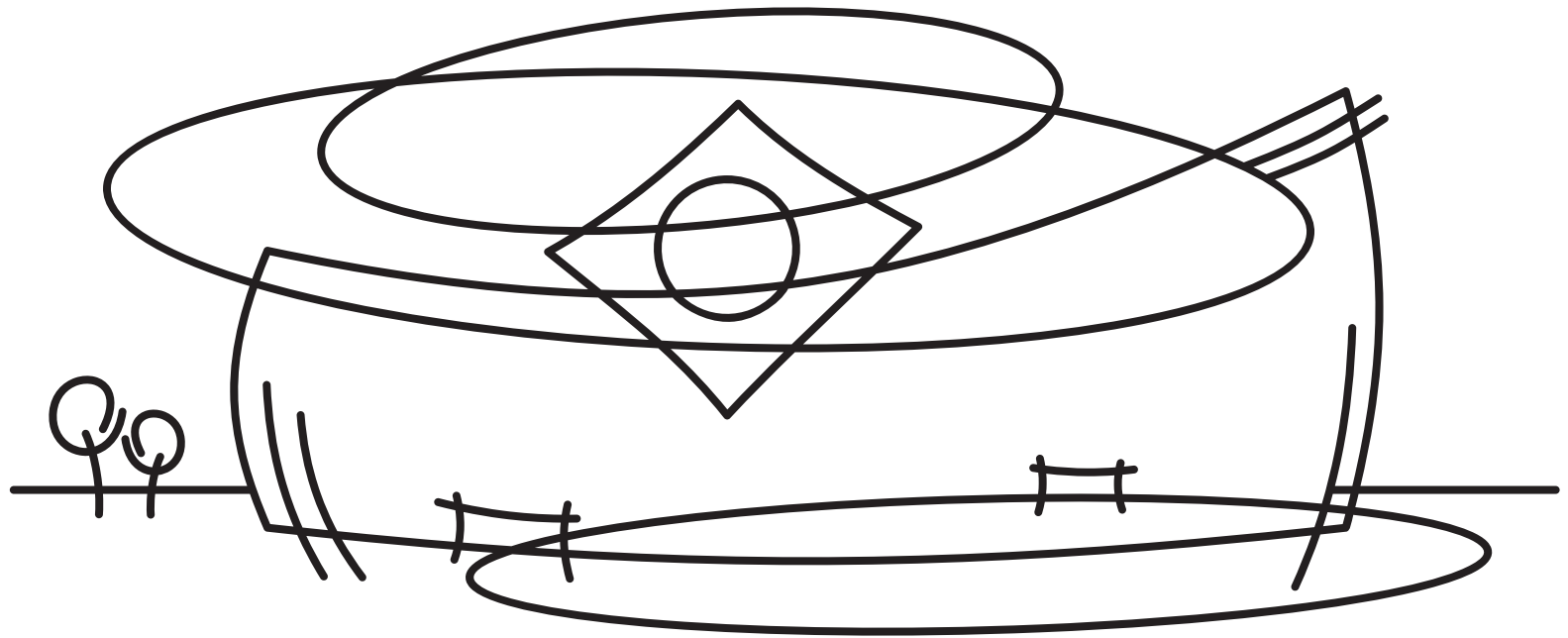
DATES and LOCATIONS:

- **June 11, 2012** – Americas Society - 680 Park Avenue, (East 68th Street), New York, NY.

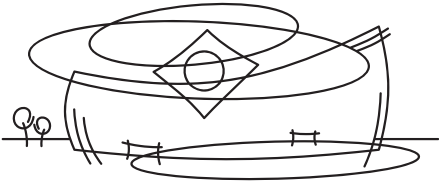
Opening ceremony: conference from 17:30 to 19:30 - (5:30-7:30PM) in the presence of former player, Rai, representing his non- profit organization “Athletes for Citizenship”

- **June 13** – American Institute of Architecture - Center for Architecture - 536 LaGuardia Place, New York, NY
17:30 – 20:00 (5:30-8:00PM) Conference on Sustainability in Urban Systems and Architectural Design.

- **June 14** – Banco do Brasil, 11 West 42nd Street, New York, NY - Opening of the exhibition in the presence of Mr. Alexander Niemeyer - responsible for the film archive of “Channel 100” - from 18:00 to 20:00 (6:00-8:00 PM).



CREW



Denise Hochbaum - Design Factor Solutions: Curator



Marcos de Sousa - Mandarin Comunicações: Production / Content



Miriam Vasserman - MiVass: Communication / Marketing



Raquel Lucat - LANC Communication: Fundraising



Mauricio Santos e Gabriel Garcia - Hype Studio: Multimedia



Rogério Weikersheimer: Visual Identity www.rogerweikers.com

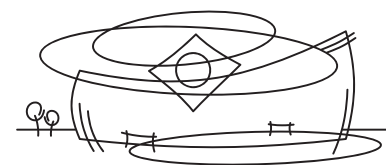
SEAL

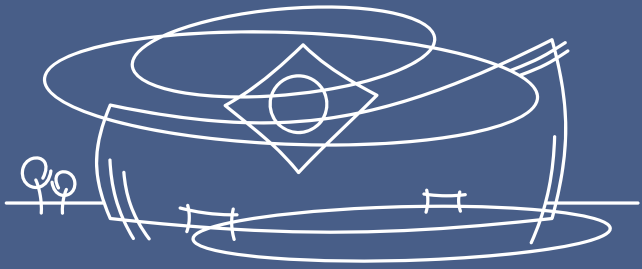
Consulate of Brasil in NY, Banco do Brasil and Sinaenco

sinaenco



CONSULATE GENERAL OF BRAZIL IN NEW YORK





Brazil+2014

Sustainability in Urban
and Architectural Design

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Brazil+2014

New York, March 11, 2011

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Ref. Exposição: Brazil + 2014

Prezados senhores,

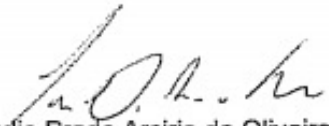
Na condição de representantes do Banco do Brasil na cidade de Nova Iorque, temos a satisfação de reafirmar nosso apoio ao projeto **Brazil + 2014**.

Em 2010, já apoiamos o seminário "World Cup Architectural Summit", realizado com muito sucesso durante o mês de novembro, no Center for Architecture do American Institute of Architecture, AIA/Chapter NY, realizado pela empresas Design Factor Solution, de Nova York e Mandarin Produções, de Sao Paulo.

Neste ano de 2011, estaremos abrindo nosso novo espaço, localizado na West 42 Street, para receber a exposição que levará aos brasileiros residentes em Nova York, aos turistas que circulam pela cidade, e ao público americano em geral a oportunidade de conhecer os estádios projetados para a Copa do Mundo de 2014, bem como os programas urbanos pensados cada uma das doze cidades-sede.

Temos certeza de que o evento contribuirá para promover o Brasil e ampliar a visibilidade sobre o potencial de negócios e turismo do país.

Atenciosamente,


Claudio Prado Arcirio de Oliveira
Deputy General Manager
Banco do Brasil New York Branch
600 Fifth Avenue, 3rd Floor

