

Rio: “Marvelous City” of Carnival and Cariocas

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Carnival in Rio Cruise
Azamara Pursuit
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- Rio, misnamed by “discoverers”
- Unique, once both a European and Brazilian capital
- Brazil’s 2nd city
- Famed for Carnival, beaches, and Christ the Redeemer statue

Rio is the heart and Sao Paulo the head of Brazil

Rio de Janeiro (River of January)



- 2nd most populous municipality in Brazil and 6th most populous in the Americas
- Exceptional urban setting - from highest points of Tijuca National Park's mountains down to sea
- Famous Botanical Gardens, Corcovado Mountain with statue of Christ, Copacabana Bays
- In 1763 capital of Brazil of Portuguese Empire

Rio before and after "Discovery"

Cabral's first landing



- Before Europeans arrived, several tribes lived the shores and Amazon basin for thousands of years
- Modern history started in 1500 when navigator Pedro Alves Cabral claimed shores for Portugal
- Founded in 1565 by Portuguese as a fortification against French who trafficked wood and goods from Brazil
- Portuguese fought French for nearly 10 years, before prevailing

How Rio & America got their names



Amerigo Vespucci awakens a sleeping America, c. 1575

- In 1501, Portuguese expedition to explore land encountered by Cabral on voyage to India
- Coelho reached Brazil and encountered hostile natives who killed and ate one of its crewmen
- Coelho sailed south found a “river”, actually a bay, they named Rio de Janeiro as was Jan 1, 1502
- Amerigo Vespucci, a pilot under Coelho, claimed was a “New World” and America named after him

Tupi'- indigenous people for formation of Brazilians



- Tupi – most numerous natives
- Constantly warred; killed in cannibalistic rituals
- Inhabited coast when Portuguese arrived
- Assimilated, enslaved, or killed by diseases or colonists to near annihilation
- Portuguese rarely brought women making Indian women a "breeding matrix" of Brazilians

Portuguese Royal Court transferred Rio



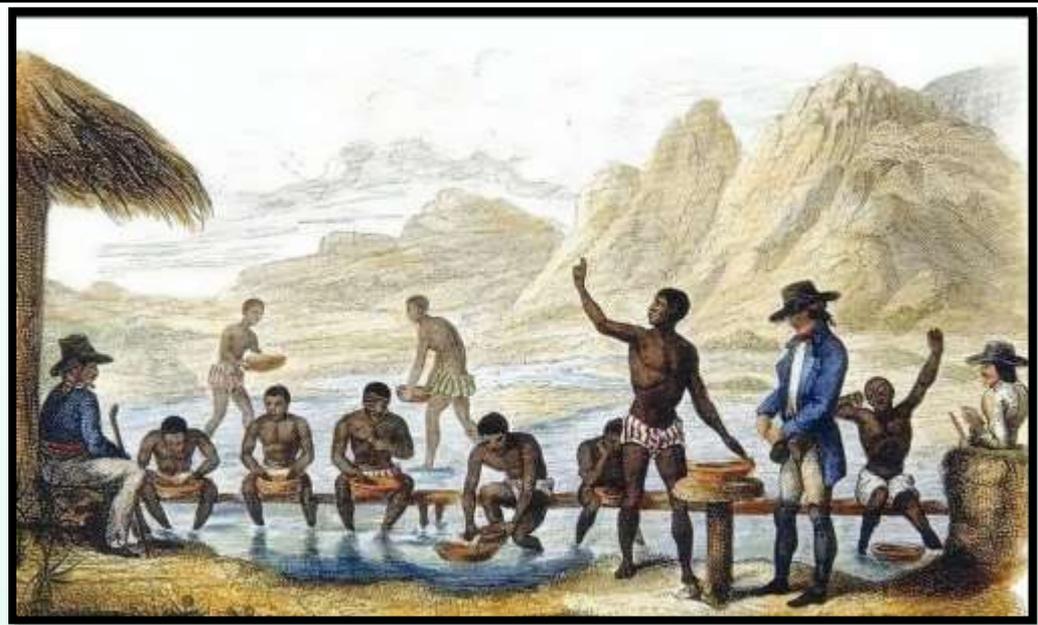
- In 1808, Portuguese Royal Court transferred to Rio to escape Napoleon
- King João VI raised Brazil to a kingdom until 1822, Brazilian Independence
- Rare instance of capital of a colonizing country officially shifted to a colony
- Rio served as capital of independent monarchy & Empire of Brazil until 1889, and then capital of Brazil until 1960 when transferred to Brasília

**Modern Rio:
#2 in Brazil &
#30 in world**



- Headquarters to oil, mining, and telecommunications companies, including Petrobras, Vale and Grupo Globo
- Home of many universities and institutes, and #2 center of research and development
- One of most visited cities in S. Hemisphere
- Known for natural settings, Carnival, samba, bossa nova, and beaches such as Copacabana

Gold discovery and colonial



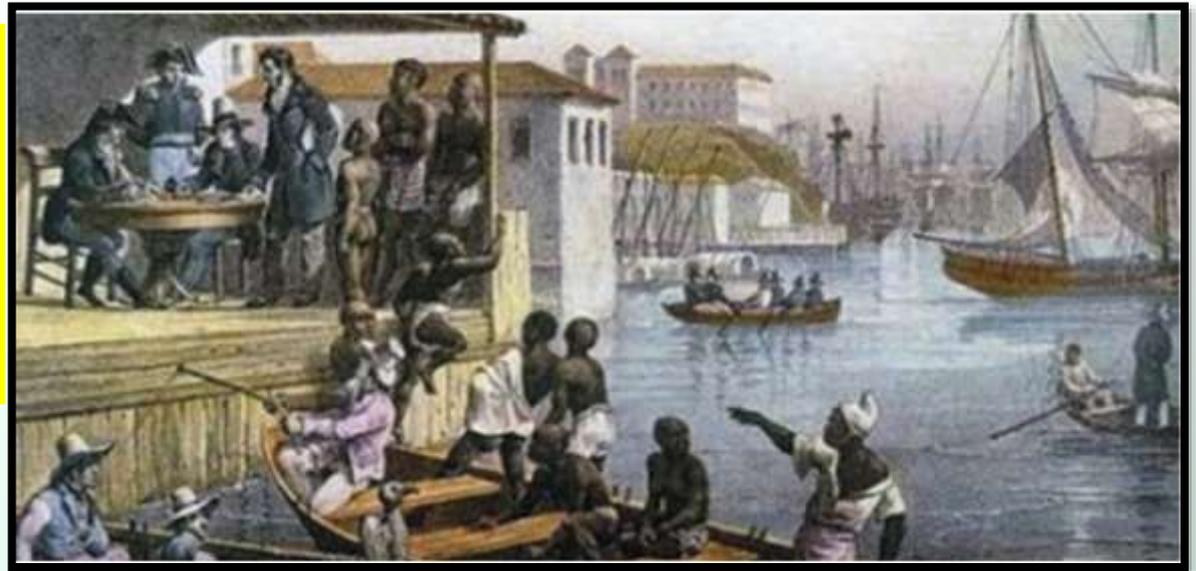
- In late 1600s during Sugar Era, Bandeirantes discovered gold and diamonds in neighboring Minas Gerais
- Rio became port for exporting gold, precious stones, besides the sugar, replacing Salvador in northeast
- In 1763, colonial administration moved from Salvador to Rio

Rio - only European capital outside Europe



- In 1808, Royalty fled Napoleon's invasion of Portugal to Rio
- Established institutions: Military Academy, Royal Schools, National Library, Botanical Garden, and first printed newspaper in Brazil
- After Royal Family returned to Lisbon in 1821 and independence in 1822, Rio remained capital until moved to Brasilia in 1960

Rio: city of slaves & political center



- From colonial period until independent decades, Rio's Valongo Wharf was largest slave port in America
- Unearthed in 2011 and now World Heritage Site
- Rio also center of abolitionist and republican movements in last half of 19th century

Favorite Brazil 2022 World Cup defeat



“If our country has a face, that face is the Brazilian national soccer team”

- Brazil is crazy about soccer – most World Cup wins
- Soccer even gets entangled in partisan politics
- 2022 World Cup favorite but lost to Croatia
- Now reckoning with 24-year World Cup drought
- 1950 defeat by Uruguay – “greatest tragedy in contemporary Brazilian history”
- *Will this loss be equally tragic on Brazil’s future?*



Rio modernized; poor pushed out to favelas

- During First Republic (1889-1930), Rio modernized
- Demolished areas of descendants of slaves, who resorted to hills – the favelas
- Electrification & avenues for automobiles
- Compulsory vaccination caused rioting
- Luxury Copacabana Palace Hotel helped Rio to gain reputation still today as beach party town
- Maracanã stadium, once world's largest

Rio is a multiracial and majority Catholic city

National Library of Brazil in Rio - founded 1822, largest in Latin America and 7th largest in world



- Multiracial city of 6.7 million - 51% white people, 37% Pardo (multiracial), 12% Black
- After 1822 independence, immigrants from Portugal cultural influence still seen
- In 1920, Portuguese ancestry 46%, but now half black or partially black
- 51% Catholic 51% but 23% Protestant minority
- Disparity between rich and poor
- 1.5 mil. of poor in favelas (slums)



Rio "The Marvelous City"

- Legend that Rio was made by God himself
- Incredible setting - faces a beautiful bay, granite covered in lush forest, coastline with Copacabana & Ipanema beaches
- Iconic scene is Christ the Redeemer statue
- And people socializing, listening to sultry Samba rhythms and sensual Bossa Nova
- Everything culminates during Carnaval - the Greatest Show on Earth

Rio's famous landmarks



Christ the Redeemer on Corcovado and Sugarloaf Mountain and Botafogo Bay (background)



Barra da Tijuca



Museum of Tomorrow



Maracanã Stadium



Rio-Niterói Bridge



Downtown Rio, with the Metropolitan Cathedral (center) and Carioca Aqueduct (right)

Christ the Redeemer



- Christ the Redeemer - Art Deco statue of Jesus Christ in Rio constructed 1922-31
- 98 ft high with arms stretching 92 ft
- At peak of 2,300 ft Corcovado mountain in Tijuca National Park overlooking Rio
- Cultural icon of both Rio and Brazil
- A New Seven Wonder of World



“I changed;
Brazil changed”



- Lula’s long and evolving political career
 - Defeated for President thrice – 1989, 1994, 1998
 - Served as President twice (2003-10)
 - Jailed for corruption but annulled and ran again
 - Newly elected President, defeated Bolsonaro in 2022
- Evolved from leftist union leader to President
- Most popular Brazilian politician
- Big switch from rightest Bolsonaro to leftist Lula
- Expected to put Brazil back on world stage and normalcy-curb deforestation & prioritize anti-poverty

Economic doctrine

Government spending % GDP				
	1900	1950	2000	2020
Argentina	8	11	28	42
Brazil	16	9	35	43
France	11	24	52	62
US	3	13	34	46

- State 43% of GDP – “France of Tropics”
- Brazil plays a strong directive role in economy
- Indicative planning, state-directed investment, & uses taxes & subsidies to incentivize businesses
- Historically, a widespread dislike of capitalism
- State owns many companies – especially giant Petrobras, but since 1990s privatized several

Rio Carnaval - Feb 17-21



- World's largest colorful widely & wildly celebrated
- Spectacular costume parades and merriment
- Like Mardi Gras, originated from pagan spring festivals during the Middle Ages
- "Carnaval" from *carne vale* - "goodbye meat"
- Parties in honor of King Momo of Carnaval to compensate for deprivation ahead of lent

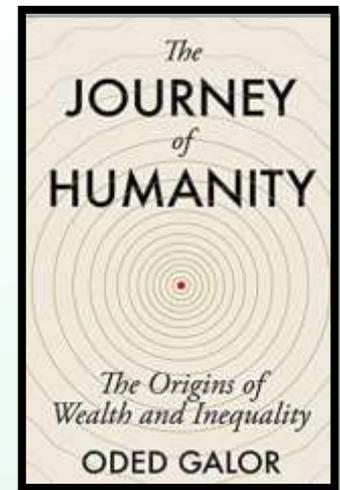
Legacy of slavery casts a long shadow



- Still defines itself on basis of skin color
- Those who achieve success become whiter
- Received 40% of all slaves brought from Africa to Americas- some 3.8 million
- Now 60% are Blacks and browns – most populated African country except of Nigeria
- Brazilian soul is multicolored
- Cultural diversity – an important aspect of Brazil

Source: Schwarcz & Starling, *Brazil: A Biography*, 2018

Long-lasting legacy of immigrants & slavery



- Immigrants' culture & earnings persist generations
- Deep Roots theory - a nation's present per capita GDP strongly correlated with world in 1500
- For example, GDP/capita in US
 - 4th generation immigrants converge only 60%
 - Correlate with historical earnings by ancestry in their home country

“God is Brazilian” - Brazilian Bovarism



- Blessed temperate climate (“land of eternal spring”) and absence of natural catastrophes
- “A country on lookout for “daily miracle”
- “Bovarism” (from Madame Bovary) waiting for unexpected events which will transform reality
- E.g., joined BRIC’s - considered on par with Russia, India, and China
- Believes is entitled to join UN Security Council

Carmen Miranda - "The Brazilian Bombshell"



- Portuguese-born Brazilian singer, dancer, Broadway actress & film star (1909-1955)
- Voted third-most-popular personality in US and performed for President Franklin D. Roosevelt
- By 1945, highest-paid woman in US
- Popularized Brazilian music, increased awareness of Brazil as a hybrid, harmonious & happy culture
- Even influenced US policy toward Brazil
- Carmen Miranda Museum incorporated in Rio's new Museum of Image and Sound (MIS)



Late greatest hero - Pele'



- Pele' (1940–2022) - World Player of Century
- Nicknamed "The King"
- Credited for the phrase "The Beautiful Game"
- Once world's best-paid athlete
- After retiring in 1977, a worldwide ambassador for football and actor
- Hailed as a national hero football and for outspoken support of the poor

Rio: "Marvelous City" Summary & Conclusions



- Brazil's "heart" - former capital and 2nd city
- Famed for Carnival and natural beauty
- One of most visited city in Americas
- Springboard for much of Brazil's history

Timeline of Rio de Janeiro - Brazil's 2nd largest City

1500, April - Brazil claimed for Portugal by Pedro Álvares Cabral

1501 Jan 1 - Coelho & Vespucci named Rio de Janeiro because found on January 1, 1502

1555 - First Europeans, French colony settled the bay

1565 - Portuguese returned and removed French and founded Rio

1808 - City becomes capital of Kingdom of Portugal

1815 - Becomes capital of United Kingdom of Portugal, Brazil and Algarves

1822 - City becomes capital of independent Brazil

1904 - Vaccine Revolt

1922 July: Coup attempt

1931 - Christ the Redeemer statue built

1950 - Maracanã (stadium) opens as world's largest

1960 - Brazilian capital moved from Rio to Brasília

1968 - March of One Hundred Thousand against military dictatorship

1980 - For 1st 430 years Brazil's largest city until eclipsed by Sao Paulo

1992 - UN Earth Summit held

2012 - UN Conference on Sustainable Development held

2014 - FIFA World Cup football contest held

2016 - Olympic Games and Paralympic Games held

2018: GDP \$94 bil, \$14,000 per capita, 2nd in Brazil

2022: Population of 8.5 Mil. - 2nd in Brazil