



FOOTBALL MUSEUM FOR ALL

© Ronaldo Franco



MUSEU DO FUTEBOL

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Coordination Assistant of the Educational Center - Marcelo Continelli

Supervisors of the Educational Center - Ademir Soares, Daniel Magnanelli de Araujo and Tatiane de Oliveira Mendes

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Conception and elaboration - Angélica dos Santos Angelo, Jamil Hussein Jaber Neto and Marcelo Continelli

Review and collaboration - Daniela Alfonsi and Renata Beltrão

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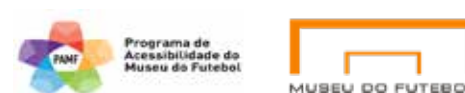
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IDBRASIL CULTURA, EDUCAÇÃO E ESPORTE

FOOTBALL MUSEUM FOR ALL

Museu do Futebol para Todos
Volume V

Núcleo Educativo do Museu do Futebol
2020



WELCOME!

The objective of this booklet is to offer foreign people a better experience at the Football Museum!

The material contains an educational script with some themes and curiosities to show why football is part of the culture and history of Brazilian people.

In addition to this material, we offer:

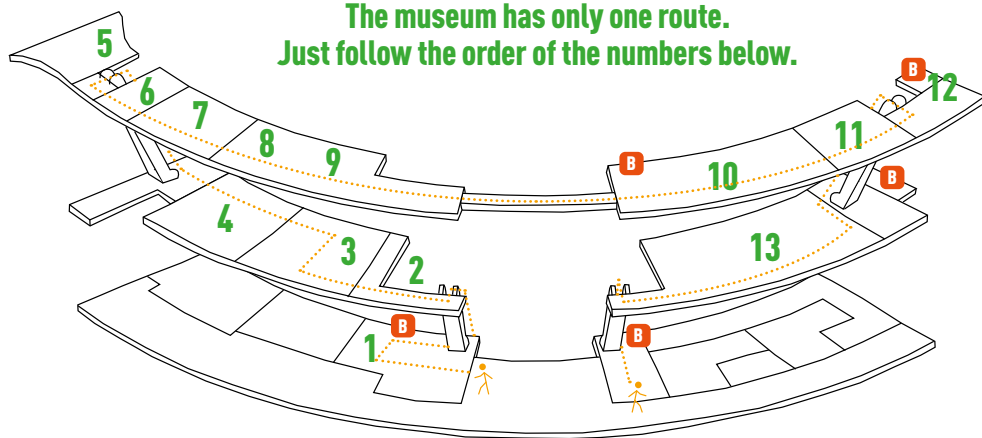
- Introductory texts in English and Spanish in all rooms, as well as videos with subtitles.
- Bilingual team identified with buttons.
- Audio guide in English and Spanish: [download here.](#)

This material is yours! It is possible to take it home or return it at the end of the visit. Look for employees in blue or red waistcoats.

Good visit!



The museum has only one route.
Just follow the order of the numbers below.



B Bathrooms



WHERE WE ARE:

let us take a look at the Stadium model.

Open in 1940, during a dictatorial regime known as Estado Novo – in english, New State – (1937-1945), the Pacaembu Municipal Stadium Complex was born to enhance physical and sports activities in the education of citizens. It allowed the introduction of new modalities and reinforced the educational potential of sports.



©1



©2

DID YOU KNOW?

Estado Novo was a government aligned with the Nazifascist ideas in vogue in Europe in the 1930s and 1940s. An example of this was the inspiration for the architecture of the Pacaembu Stadium at the Olympic Stadium in Berlin (1936). In Art-Deco style, the facade uses straight and symmetrical lines, without ornaments and with rigorous proportions. The Stadium is located on a valley floor, taking advantage of the topography of the terrain, which makes it unique in the country. It is São Paulo city's heritage, attracting many tourists.

GREAT AREA

Now, observe the images displayed on the walls.
Have you ever seen or had objects like these?
These photos were taken from collections of Brazilian collectors who were passionate about the sport.
What makes people collect objects?

The passion of Brazilian people for football, and the devotion of the fans to the sport is represented, in the Museum, by these objects. We keep objects because they refer us to very significant experiences. Think of a game ticket, for example: what feelings, facts, lines, smells does a small piece of paper bring us? And speaking of the game, we selected here a special one: Pelé's thousandth goal, in 1969.



How about you?
What do you keep that could also be in a museum?

DID YOU KNOW?

Button football is a game created in Brazil in 1919. Inspired by football field, its players were originally made with clothing buttons. Currently, they are rounded pieces of plastic that, with the help of a pick, are moved on a table based on the design of a football field. In 1988 it was made official as a sport and since then there have been local and international championships.



2 KICKING THE BALL



Is playing ball the same of playing football?

Worldwide, playing ball is often one of the only leisure options in childhood. Great Brazilian players started playing having fun with a ball on the foot through many improvised fields spread from north to south of the country. Football can be played by anyone, anywhere, which makes it so popular in many countries. It is a democratic and accessible sport. Its simple rules and space for improvisation allow the game to always be adapted to happen, regardless of the terrain or the players. Here in this room, football is not just for the ace, it belongs to each Brazilian!

To continue reading, look for a spot of light in the next room.



3 BAROQUE ANGELS

Hear the sound of this room! Have you heard anything like that? In what context?

"Hear this sound! Have you heard anything like that? Drumming is part of the ritual that transports us to the sacred. It is found in Afro-Brazilian religions, in samba, in capoeira and, of course, in football. The sound of the drums comes from the stands and propels players on the field. Here, great players represent the "football-art": a term used to express the beauty

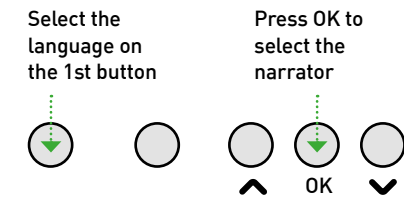


of the Brazilian game, which enchanted the world for its improvisation and aesthetics. Look for the idols floating here: Pelé, Tostão, Garrincha, Carlos Alberto Torres and Rivellino. Did you find them all? Now, let's see them in action, in the next room!

GOALS

Do you want to get to know "football-art"? So here are 3 video suggestions for you to watch.

Follow the instructions below or find someone on our team.



Select the language on the 1st button

Press OK to select the narrator



OK



With the arrow, select the narration of these three nominated journalists:
Fernando Calazans
Armando Nogueira
Marcelo Tas

To proceed, head to the revolving door at the end of the room and go up the escalators for an experience of...



CELEBRATION Get in the rhythm yourself too!

Along with the players, the Brazilian fans also play an important role in the stadiums. In this room, there are the passionate fans of 29 of the biggest clubs in Brazil who express passion with screams, chants, flags, cursing, provocations and drumming!



ORIGINS

We arrived at the room that tells the origins of football in Brazil.

In Brazil, soccer was not born as a popular sport. It was practiced only by elite groups that were able to study in Europe, at the end of the 19th century. From there, they brought this new sport to aristocratic colleges and clubs, in which most of the population did not participate.

At that time, the cities of Rio de Janeiro and São Paulo received many immigrants from European and Asian countries, as well as millions of black Africans and descendants who were enslaved here until 1888. In the context of urbanization of the two metropolises, the practice of physical activities represented a way of belonging to a group and integrating into society.



Those interested, watching the game of the hills, appropriated this sport and, little by little, started playing in the factories and streets of the suburbs, using football to express themselves. Until they formed their own teams and got the right to play in the most established clubs, such as Vasco da Gama, from Rio de Janeiro, state champion in 1923 with a black majority team.

Women's football, however, did not follow the same path. Against the upward movement of men's football, which became more professional in the early 1930s, women were denied the free practice of sport. In 1941 a federal law prohibited women from playing a variety of sports, including football.



During the prohibition period, women resisted and circumvented the law: performances in circuses and games disguised as charitable events escaped police surveillance. So many decades of prohibition have resulted in numerous barriers to athletes, such as a lack of investment and visibility.

©1 Acervo John Robert Mills
©2, 3 Acervo C.R. Vasco da Gama
©4 Ayelson Pinto | Coleção Piolin | Acervo Centro de Memória do Circo - SMS - PMS

DID YOU KNOW?

Before football, the most popular sports were rowing in Rio de Janeiro and cycling in São Paulo. Even with the restriction of rowing practice to aristocratic clubs, their competitions attracted many people.





HEROES

“Who invented Brazil?” The room provokes us to reflect on where the idea of what it means to be Brazilian comes from.

24 Brazilian personalities were selected for contributing to the formation of an idea of national identity between the 1920s and 1940s. Maestro Heitor Villa-Lobos, singer and actress Carmem Miranda, painter Tarsila do Amaral, architect Oscar Niemeyer, among others, make up the so-called Heroes and, along with them, two distinguished soccer players: Domingos da Guia and Leônidas da Silva. By placing them on equal terms with these other important figures of Brazilian culture, the room reaffirms football as part of the project to build the identity of Brazil that was in force in the 20th century.

RITE OF PASSAGE

World War II suspended the Men's Soccer World Cup for 12 years. The championship returns to South America in 1950, hosted in Brazil for the first time. The Brazilian fans, already with the spirit of “country of football”, filled the stadiums and inspired the Seleção* to perform a great campaign. He reached the last game needing only a draw to be champion in the points count. The Brazilian fans were already in a party mood, but...

* The term “Seleção” is used to refer to the Brazilian men's soccer team

To feel the emotion of that game on your skin, go through the curtains.



WORLD CUPS

“From death alone, we are immensely born...”

The verse of Vinícius de Moraes' Christmas Poem is appropriate to signify the path of the National Team after the defeat in 1950.



Known as “Maracanazo”, the defeat led to a more professional job in football that resulted in an era of great victories. For decades, the World Cup has been the stage of football-art: Brazilian stars have exhibited football with class, elegance, and refined skill on fields around the world. The world titles brought enchantment and excitement to a legion of fans, including the press and public opinion, feelings that were not lost on the following defeats.

Brazil is the only country to date to participate in all Cups, winning 5 (1958, 1962, 1970, 1994 and 2002). And it was the first to win 3 times, in 1970. The victory enshrined one of the most representative symbols of the country: the yellow shirt. In any



part of the world, it is synonymous with Brazil. See the showcase with our most precious item in the collection, **the shirt that Pelé wore in the 1970 World Cup final**. With his head he scored the

first goal of the match against Italy.

In the 1970s, while in Brazil there was a military dictatorial regime that suppressed rights and curtailed individual freedom, in Mexico, the Selection showed a revolutionary football in creativity and open to genius, bringing a moment of joy in times of civil oppression. The team consisted of the greatest players in the history of Brazilian football, with a wide technical repertoire. The biggest one, without a doubt, was Pele. Look for the 1970s and enjoy a compilation of plays and goals from Brazil in this World Cup.

DID YOU KNOW?

The World Cup is a tournament that delights the five continents. Every four years the world stops in front of the TV or in the stadiums that celebrate the best of men's football. This room is made to celebrate that event that is so present in our affective memory. Stop and think: what were you doing at the last World Cup?

“The knowledge of Brazil is intertwined with soccer.” JOSÉ LINS DO REGO, WRITER

NUMBERS AND CURIOSITIES

Now that you know more about the Brazilian's intimate relationship with football, we have selected these boards for you:

DEU ZEBRA!

A Brazilian colloquial expression used when your favorite team is defeated during a soccer match. The zebra is not included in the 25-animal set part of the popular Brazilian bet game, Jogo do Bicho (the Animal Game, in English). Coach Gentil Cardoso used the expression when his team unexpectedly defeated Vasco da Gama, the favorite, in 1964, thus, an unexpected result.



What really matters is a **ball and a boy. A boy and a ball.** And you can make a ball out of a coconut, orange, or an egg – I've seen someone do kick-ups with an egg. CHICO BUARQUE DE HOLANDA, WRITER AND COMPOSER

FOOTBALL DANCE

Here, the videos invite you to contemplate football in action: dribbling, defenses, goals, women's football and plays captured on cinema cameras!



11

BRAZILIAN FOOTBALL REFERENCE CENTER (CRFB)

Take a break to visit the Reference Center. It is here that we research and record different expressions of football in Brazil, working to preserve the memory of this sport. The Library and Media Library has the largest public collection on football in the country, where you will find books and magazines also in a foreign language, such as Sports Illustrated and El Gráfico.



12

BODY GAME

Descending the escalators, you will reach the last attractions of the Museum. Time to remember the visit, be inspired by the great Brazilian players and challenge our virtual goalkeeper in a penalty kick. Have fun!



13



SURROUNDINGS

Explore the Museum's surroundings! We will tell you a little about the history of the neighborhood and what you can do here.

Pacaembu neighborhood was divided by Cia City, of English origin, from 1920. The urbanization of the region followed the concept of "neighborhood-garden", in which the residences are distributed along narrow and winding streets, decorated by trees and green areas, which take advantage of the topography of the land. This urban style is listed by the city's historical heritage. It was only after the construction of the Stadium that the neighborhood, with houses of high standard, grew and became one of the most coveted residential areas in the city.

DID YOU KNOW?

The native Brazilians who inhabited these lands baptized them Pacaembu, a word from the Tupi-Guarani linguistic family that has at least two better-known translations: "pacas' creek" (arroyo das pacas, in Tupi language) and "flooded lands". The region where the stadium was built is located in the middle of the Ribeirão Pacaembu Valley. Full of springs, the main rivers are now channeled. Below Charles Miller Square there is an immense structure created to contain the region's floods.

Here are more tips to enjoy São Paulo!
The transport options consider your departure from the Football Museum. We hope you have a great stay here!



Avenida Paulista: one of the main avenues and also a cultural corridor in the city. Its many business buildings are the result of the economic expansion of the 1960s and 1970s. On Sundays, it is closed to cars and hosts numerous musical attractions, dancing and free physical activities.

Touristic Points: MASP (1), SESC (2), IMS (3), Japan House (4)

What else to do? Trianon Park (5) and National Park (6)

How to get there?

Bus: 917M Metro Ana Rosa
 Metro: Line 2 Green - Trianon Masp Station

Barra Funda: Crossed by the Tietê River, the traditional neighborhood of São Paulo used to house factories and workers' homes. It is the birthplace of São Paulo samba.

Touristic Points: Latin America Memorial (7) and Allianz Parque (8)

What else to do? Parque da Água Branca (9)

How to get there?

Bus: 6232-10 Metro Barra Funda or 208M/10 Metro Santana

Historic Center: Region where the city was founded in 1554. It concentrates most of the public bodies of São Paulo, such as the city hall and the stock exchange.

Touristic Points: Municipal Theater (10), Pinacoteca (11), Sala São Paulo (12), Memorial da Resistência (13), Portuguese Language Museum (14), Pateo do Collegio (15), Catedral da Sé (16) and Municipal Market (17).

What else to do? Rua 25 de Março (in English: March 25th Street) (18) and Farol Santander (19).

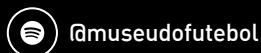
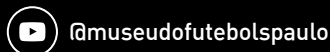
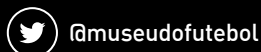
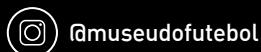
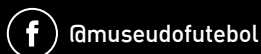
How to get there?

Bus: 408A-10 Machado de Assis

DOES THE FOOTBALL MUSEUM END HERE?

Since its inauguration, the Football Museum has researched and recorded references to different ways of practicing and supporting football. It is the way we know more about this sport that is our heritage.

Therefore, we invite you to discover
other expressions of football.



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MUSEU DO FUTEBOL

SEÇÃO

CONCEPÇÃO

REALIZAÇÃO



SECRETARIA ESPECIAL DA
CULTURA

MINISTÉRIO DA
CIDADANIA

