**Football Museum exhibition**

**honors Pelé’s 80th birthday**

*Exhibition curated by set designer Gringo Cardia intends to introduce the King of Football to children and youngsters. The Museum reopens on 10/15.*

It was in front of a packed stadium in New York that Edson Arantes do Nascimento ended his career as a soccer player, in 1979. Three times World Champion with the Brazilian team and two times with Santos, scorer of 1282 goals and creator of hundreds of unforgettable plays, the greatest athlete of the 20th century quickly became a pop icon and helped building the image of Brazil around the whole world. To introduce this icon to generations who did not see him play, **the Football Museum reopens on 10/15 (Thursday)** with the exhibition **Pelé 80 – The King of Football**, curated by set designer **Gringo Cardia**. Tickets will be sold exclusively online (more details below).

The exhibition is sponsored by **Itaú Unibanco**, by means of the Federal Culture Incentive Law, and shall take place at the head-office of the Football Museum, under the bleachers of Pacaembu Stadium, in São Paulo. The Museum is an institution of the State Department of Culture and Creative Economy of the Government of the State of São Paulo.

**Pelé 80 – The King of Football** is a fun exhibition that brings the image of the King to an universal and contemporaneous look: right at the entrance of the museum, a massive sculpture of Pelé invites the crowd to take selfies and pictures before continuing to the screening of the movie created by Gringo Cardia specifically for the exhibition.

Pelé’s entire journey is told by means of montage and animation of 444 historic images, since the early years of Pelé in Três Corações, countryside of Minas Gerais, until gaining worldwide fame in the World Cup 1958, including 18 years playing for Santos Futebol Clube, the final enshrinement in the World Cup 1970, and the last match playing for Cosmos, in New York.

Several installations were designed to attract the younger audience: at **Young Pelé**, an actor plays the future King of Football and talks to other kids about his childhood. Among the screens, a bootblack box symbolizes the years of poverty Pelé faced as s kid, before he stood out as a soccer player, when he was only 10 years old. In **Kevinho and the King**, a performance by Kevinho, who the young audience loves, tells the story of Pelé to a funk rhythm.

Then, the visitors are invited to play the **Pelé Forever Quiz Game**. The game virtually hosted by Marcelo Adnet challenges the audience to answer questions about the King’s career, based on excerpts from the movie “Pelé Forever” by Aníbal Massaini. Other games include **Guessing Game** and **Word Game**, which also present facts and stories about Pelé using images and questions.

All interactive contents of the exhibition are activated from the visitor’s cell phone, in order t avoid contact with buttons and screens. Before starting the experience, each visitor checks in an interaction platform, using a QR Code, and then controls the games on the screen of their own cell phone. Those without phones count on assistance of Museum supervisors and educators.

In the **Great Plays** installation, the audience can select among 10 of the most famous goals scored by Pelé to watch in table football format, in order to show his outstanding tactical vision. The **Brazil loves King Pelé** installation, the audience can watch interviews with 35 celebrities that are fans of the player, such as cartoonist Maurício de Souza, musicians Chico Buarque, Samuel Rosa, and Zeca Baleiro, football coach Tite, football player Marta and ex-player Dadá Maravilha, journalists Pedro Bial and Caco Barcellos, among others.

Finally, the **The Four National Teams of Pelé** honors the national teams with which he wrote history, together with dozens of other stars. In the tunnel that accesses the pitch, a sound installation tells the story of the relation between Pelé and the Pacaembu Stadium - born in the 1940s, both turn 80 together in 2020.

**Online cultural program –** The Football Museum also prepared an extensive online cultural program to deepen and expand aspects of the exhibition for the audience. Subjects such as racism in sport, technical aspects of Pelé and hist international career are discussed on the museum’s social media. The agenda shall be disclosed on the Museum’s website and social media.

**PARTNERS**Beside the Itaú Unibanco sponsorship, the partners of the **Pelé 80 – The King of Football** include: Pelé Foundation, Getty Images, Estadão Conteúdo, Agência O Globo, Prefeitura de Santos, Museu Pelé, Santos Futebol Clube, and the Allegra Pacaembu concessionaire.

In addition, the social responsibility partners of Football Museum include Lojas Torra, EMS Farmacêutica, Banco Safra, Pinheiro Neto Advogados, Verde Asset, Grupo Luminae Energia, and Andra Materiais Elétricos. The media partners are Rádio CBN, Revista Piauí, UOL, Revista Cult, Dinamize, and Guia da Semana.

The Football Museum counts on the support of the Federal Sports and Culture Incentive Laws, ProAC/ICMS, and PRO-MAC.

**COVID-19**

The Football Museum is completely adapted to operate safely while the coronavirus pandemic lasts. The capacity of the Museum has been reduced and access is only granted by means of advance acquisition of tickets with with scheduled time, even for those entitled to free admission. The use of masks is mandatory and there are totems with alcohol gel in several points along the way. All interactive equipment was adapted to operate with commands sent from the visitor’s cell phone, in order to avoid touching buttons and screens. To learn more, access: <http://museudofutebol.org.br/covid-19/>

**SERVICE
Pelé 80 – The King of Football**

As of October 15, 2020

Tickets: [https://bileto.sympla.com.br/event/10038/](https://bileto.sympla.com.br/event/10038/d/89438)

Pacaembu Stadium - Praça Charles Miller, s/n, São Paulo

From Thursday to Sunday, from 1:00 PM to 7:00 PM

Exclusive access by means of advance purchase of tickets with scheduled time, by means of Sympla – more information at [www.museudofutebol.org.br](http://www.museudofutebol.org.br).

Tickets: R$ 20.00 Full price| R$ 10.00 Half price

**MORE INFORMATION FOR THE PRESS**

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