

Pulture

Culture comes from the Latin word colere, which means to cultivate. It can be understood as a whole set of knowledge, arts, beliefs, laws, morals, customs, habits and skills acquired by humankind not only in family, but also as part of a society.

Each country has its own culture, which is influenced by its history. Brazil, as a former Portuguese colony, has in its architecture, cuisine and religion much of the Portuguese who arrived here, which mixed with the culture of the indigenous peoples who lived in this land for thousands of years and, later, with the Africans who were brought in the first half of the 16th century.

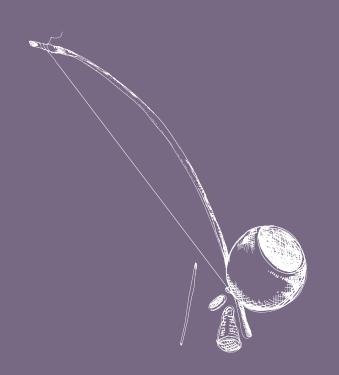
The migratory movements originating from historic global conflicts allowed a cultural enrichment even more significant with the coming of European and Asian immigrants. Each people with its characteristic, finding in Brazil a new place to live and cultivate its culture of origin.

All this historical influence makes Brazil a culturally rich, diverse country, striking and expressive, that enchants visitors by letting them feel the culture such as Brazilians do, and with the Brazilian people. There are many different tours and types of entertainment for families and people of all ages, who travel in groups or alone, whatever the reason for the trip.

In Brazil, you can visit cities with World Heritage Sites recognized by UNESCO and very different among themselves; enjoy a delicious feijoada, a dish influenced by the African culture, while dancing to a samba group; feel the energy of guaraná and tucupi to the sound of a toada, which stirs the crowds and gives life to major tales about the legends of the forest; witness expressions of faith and devotion of different religions living harmoniously in the same place; live the joy of Carnival from North to South of Brazil – which is the largest popular manifestation in Brazil.

These are some of the many opportunities the tourist has and that make their trip unforgettable.

To live the Brazilian culture up close is an enriching experience for every visitor, because they feel part of it and become great tellers of their own history, even beginning to understand the meaning of a word deeply rooted in the Brazilian soul – saudade.





Historic Cities

Minas Gerais

Ouro Preto was the capital of the State of Minas Gerais in Brazil's gold cycle, in the 17th century. It was the first Brazilian city recognized as a World Heritage Site for its preserved colonial architecture and urban layout, just like Congonhas – an open-air museum showing the Baroque and Rococo styles of its churches, and valuable pieces of religious art by exceptional Baroque sculptor Aleijadinho.



Brasília

Federal District

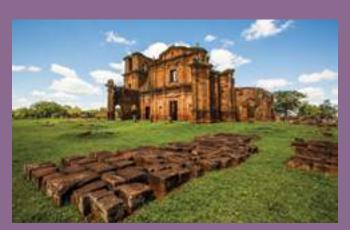
Brasília, capital of Brazil and World Heritage Site, was opened in 1960 with urban plan of Lúcio Costa and Oscar Niemeyer's architectural project, integrating art and nature in a bold synthesis. It is located in the cerrado region, one of the richest biomes on the planet with a great diversity of fauna and flora. It is a region with spectacular natural attractions such as plateaus, springs, rivers, waterfalls, caves and lagoons.



Historic Center of Salvador

Bahia

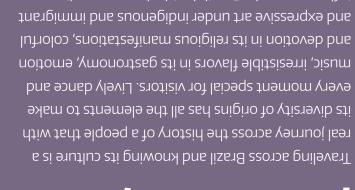
Recognized as a World Heritage Site, it is formed by churches and secular mansions in colorful streets and alleys. It has an intense cultural activity, the result of miscegenation and religious syncretism of a joyful people and music. The new and exquisite restaurants live in harmony with the renowned acarajé trays of the Bahian street cooks. Its Carnival is one of the most expressive Brazilian parties.



São Miguel das Missões

Rio Grande do Sul

Located in the extreme south of Brazil, it gathers the archaeological remnants of the Jesuit missions of the 17th century, an important historic event in Latin America. Its ruins show the community records and the conflicts of interest between Spain, Portugal, the Jesuits and the Guarani Indians. It is recognized as a World Heritage Site by UNESCO, and may be visited throughout the year.



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Surprise yourself with the power of Brazilian culture.

influences, make Brazil the ideal country to live



diversity in every detail.



Olinda World Heritage Site

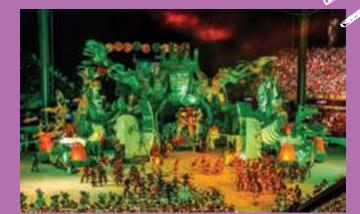
Pernambuco

Olinda has one of the most important historicalcultural collections in the country, with old houses, baroque churches, and museums that tell the history of the State of Pernambuco since the days of the sugar cane plantations in the colonial economy. It is a cultural and gastronomic hub, with a rich and exotic cuisine, based on the region's natural products: roots, fish, seafood and tropical fruits.



Serra da Capivara National **Park,** Piauí

Located on the border between the Northeastern hinterland and the Amazon rainforest, it gathers in its caves and dens of more than 700 archaeological sites the largest collection of cave drawings in the world, with about 30 thousand catalogued paintings and prints, which depict everyday life and ceremonial scenes. This cultural tradition lasted for about 12 thousand years.



Parintins Folklore Festival

Amazonas

The Parintins Folklore Festival takes place in the last weekend of June, on an island on the banks of the Amazon River. The show, held in the Bumbódromo, explores indigenous legends and rituals of the region, by means of allegories and stagings of the fight between the supporters of the red ox, "Boi Garantido", and the blue ox, "Boi Caprichoso". Spending the night in boats and homestays makes the experience richer.



World Heritage Site

Rio de Janeiro

Rio de Janeiro is the Brazilian city with the largest number of buildings and historic monuments under government trust, in addition to being Brazil's most famous postcard and World Heritage Site. As it was formerly the capital of Brazil, it occupies a central position in Brazil's economic and political history. It recounts the country's trajectory from the colonial period to the present day, including the Empire, forming a rich and beautiful cultural collection.



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Cultural Tourism

São Paulo

São Paulo is known as the cultural capital of Latin America, with a rich architecture, museums, galleries varied artistic currents, as well as folk art fairs and workshops open to the public. Stage of frequent national and international exhibitions, it has many cinemas, theaters, concerts, and a wide gastronomic diversity like few metropolises in the world.



Goiás Historic Center

Nestled at the feet of Serra Dourada, in a valley surrounded by hills and cut by several rivers, the city of Goiás Velho is a World Heritage Site. With steep streets and stone sidewalks, it has many historic buildings from the 18th century. More than 90% of its architecture is Baroque-colonial. The city also houses Cora Coralina's Home – the famous Brazilian poet – and many popular festivities such as the Fire Procession on Holy Wednesdays.



São Luís Historic Center

Maranhão

Considered a World Heritage Site, São Luis was founded by the French and holds a rich 18th century architectural ensemble, with more than 1100 buildings under the government trust. Among stone streets, squares, alleys and stairways there are tiled mansions, observatories, portals, balconies, churches, fountains traditions with African, Portuguese and indigenous roots.



Saint John's Feast in Campina **Grande,** Paraíba

The Saint John's Feast in Campina Grande is a major festivity of the region and lasts the whole month of June, attracting 60 thousand tourists per day. It is an unforgettable event, with 30 years of tradition, marked by the joy of concerts and square dances, and the striking flavors of its varied gastronomy. The Arraial do Sítio São João, with a life-size reproduction of a rural village of the 19th and 20th centuries, is fun for the whole family.





