

## Preface

This Document is part of the intercultural cooperation between UFPR Universidade Federal Paraná, Departamento de Design (Curitiba, Brazil) and KISD Köln International School of Design (Cologne, Germany).

The cooperation is formed by 36 students and four professors from both university, the Germans startetd with their visit to Curitiba from November 2nd to 21st, the Brazilians want to come to Germany in January 2005.

The german and brazilian students formed two groups, one of them started to work on an intercultural magazine and an photo exhibition.

The aim for the magazine is to collect and present informations for long-term visitors who have to live and to work in another country. This view differs immensely from a tourist's view, because there has to be an emphasis for example on renting a flat, buying a car, finding a school and so on. The focus shall be the „normal living“. The magazine will have a number of articles, a lot of pictures and a collection of topics with informations. The magazine will be in three languages (english, portuguese and german) and will be very helpfull for companies which have to send their employees to Paraná or Curitiba. It will give this interesting city a platform for a better knowledge and understanding.

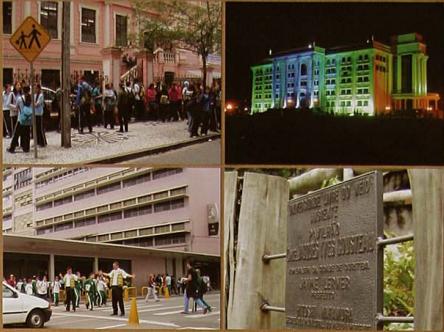
In the photo exhibition we want to show differences and similarities between both cultures and both cities, we started in Brazil and will finish the work in Februaray 2005 in Cologne, when the brazilian had their journey to Germany.

The following pages show the first intermediate presentation of some of the topics which shall be part of the magazine and the photo exhibition.

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education  
educação



**Education**

In Curitiba, as in the whole of Brazil, children and pupils between 4 and 16 wear school uniforms. Totally different from the uniforms known from British schools, these very casual uniforms consist of a pair of training trousers in the school's colour and a t-shirt or pullover imprinted with the school's logo. The pupils are often also provided with uniform bags showing the school's logo.

The whole school system is divided into public and private schools and universities. Although there are many pupils in the public schools, schools reaching from "1º grau" to "2º grau" are much more common than private schools in Germany. In contrast to this, there are more private universities than public ones. Most pupils formerly having visited a public school have often to pay fees for the required grades for a public university, and thus must pay to participate in a course called "cursinho" preparing them for the university tests.

The two pictures shown at the top depict the difference between public and private schools. While at the top the pupils fees, the private school is able to supply safety and security guards to guide the pupils across the street, the pupils of the public school are merely protected by a sign.

The picture at the bottom left shows the private university "Unisul" and also states the different financial situation of public and private schools.

Something quite special, but also typical for Curitiba and its mentality is the "Universidade Livre do Meio Ambiente", shown at the bottom right. This is a monthly changing place of partly free lectures, seminars and courses; this university is open to anyone interested in ecological matters. Object is to sensibilise people for ecological topics.

entertainment  
entretenimento



**Entertainment**

As, unlike Rio de Janeiro, Curitiba does not have any beach culture, it focuses on other forms of entertainment, especially also in respect of the environment. Due to the mixture of different cultures in Curitiba, this city has developed a vast array of a variety of offers ranging from the Ecological Marathon to the big festivals each cultural group celebrates.

Located in the historical place Largo da Ordem in the oldest part of Curitiba, there are lots of cultural events and markets. Between the bars, galleries and special markets, and around Rua São Francisco, you will find the "Museu Paranaense" and the "Theatro Cultura". People interested in Curitiban nightlife must not forget to Avenue Hotel, a lively street with lots of bars and clubs situated in one of the richer parts of Curitiba.

With its vast amount of beautiful parks and playgrounds, Curitiba also offers lots of entertainment opportunities. At the weekends, special activities like cloven hooves, various games and theatre plays take place. The way parks, playgrounds and their surroundings are taken care of in Curitiba is not only very good for Brazil, but also important for the well-being of the people living in Curitiba and its visitors.

body language  
expressão corporal



To talk with your body is always a good way to communicate if your language skills are not sufficient yet. But be careful, there are false friends!

**Crossing middle and forefinger**  
In Germany it means that you lying. In contrast to that it is a way to wish luck to someone. Another way to express good luck is to place your thumb between your index and middlefinger while making a fist. This is also known as the "figa".

**Counting**  
If you count with your fingers, in Germany you start with the thumbs; in Brasil with the forefingers. While the Germans can order 5 beers with one hand, the Brazilians just get 4. Cause the thumb takes up a very special position....

**Thumb up**  
In case you lost your thumbs, how so ever, better go to Germany. In Brazil to communicate without a thumbs would be an impossible thing. The thumb-up-sign means ok, cool - "tudo bem". It is used by everyone, everywhere, anytime.

**Cafecinho**  
Holding your thumb and index finger in front of you, about 4cm apart signals an invitation to a little coffee.

**I wish I were**  
If someone loses an eyelash you take it and you blow it away while wishing something. In Brazil you need a second person, they press their forefingers together, than both have a wish and when they relieve their fingers from each other, the one on whose finger the eyelash sticks can now make their wish by blowing away the eyelash.

**Did you know that ... ??**  
It is all about gossip and rumour in Brasil. You pull the two index fingers together to indicate "close friendship" between two people.

**Miminh - tuj or rub**  
If something tastes especially delicious Brazilians tug at their earlobe. In Germany, playing with the earlobe is more a gesture of embarrassment. To say something is tasty they rather rub their belly in circles.

brazilians like to cuddle  
brasileiros gostam de carinho

If you like being kissed and hugged Curitiba is the right place for you. Touching, showing warmth and giving warmth is an important part of the Brazilian nature. Nobody can longly resist the openminded and charming character of the Brazilians, even if at first it might be令人惊讶的. It is known that Germans think that some stranger penetrates into their private space. The 'diameter' of the German private space is at least the double of the Brazilian one.

The interaction and social behavior between people, not only between the genders is more lively. Stressless. As well as the facial expression and gesture are more vivacious and lively. Touching arms, shoulders, backs, necks and heads. Brazilians equate touching with general friendliness and concern, while Germans interpret it as a sign of pushiness and if need be even as sexual interest.

For greeting Brazilians give one kiss on the cheek, whereas Germans prefer two kisses, one left one right. Besides Germans do it rarely and just with very good friends.

The collage consists of 12 small photographs arranged in a grid. The images depict various scenes of social interaction and physical touch in public settings, such as people hugging, kissing on the cheek, holding hands, and embracing. The subjects are diverse in age and gender, and the interactions are generally friendly and intimate.

## municipal market mercado municipal



### Mercado Municipal - impressions

When you enter Mercado Municipal you are blinded. Fruits you never have seen before. You can smell many different aromas of fruits, vegetables, meat and fish. Especially the mango is a very special fruit. The fruits and vegetables are lovely presented by the salesmen. You can feel that they really do handle their goods with love.

Mercado Municipal is a very clean and tidy place, the fruits and vegetables are very fresh and ripe. The salesmen are very nice. You will notice the difference between a usual supermarket and the Mercado. If you have a question about something just ask one of the salesmen about it. He will tell you everything about it he knows. And this is quite a lot. For sure.

Upstairs you can take a rest, have something to eat or drink a coffee. You will have a nice overview over the market halls and you can consider the people reading, talking and searching.



## history história

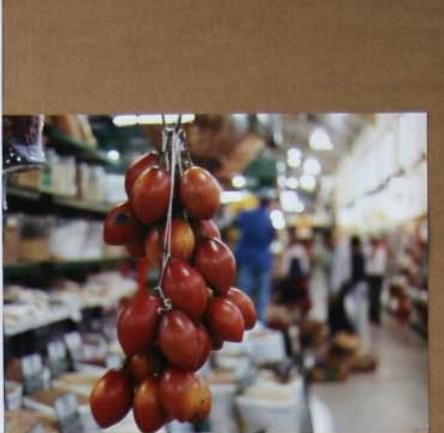


### Mercado Municipal - History

- 19<sup>th</sup> cent. first proposal for the construction of a public market
- 1853 repair of the "casinhas" (little houses)
- 1873 Largo do Cadeiro (almhouse Square) was chosen. Open to the public on October 11, 1874. Name changed to Largo do Mercado (Market Square)
- 1886 first reforms in which the pavement was repaired, according to the project designed by the engineer Joaquim Lacerda
- 1890 the square was named Praça Municipal (Municipal Square)
- 1913 Moving from Praça Municipal to Largo da Nequinha (Nequinha's Square)
- 1942 Praça Apucarana (Apucarana's Plaza): construction of a wide commercialization center, near the railway station
- 1955 municipal law which creates Mercado Municipal (Municipal Market)
- 1956 construction started in May, finished in July 1958
- 1998 first great reform (electrical installations, painting of the outside of the building, new lighting)
- 2002 second reform (the entire building was reformed; the stalls were substituted for new ones, as well as the floor, the water pipes and the sewage system; modern restaurants were built, as well as a room for cultural exhibits, both of local and national artists)
- 2003 installation of a panel of local artist Tony Lazanotto



municipal market  
mercado municipal



impressions  
impressões



field studies  
pesquisa de campo

Curitiba, november 17<sup>th</sup>, 2004.

We fell of the bed. We met at 6:00 am. Our mission: Go to the Municipal Market, discover its history and get to know a little bit about the day by day life there. After a short walk around town, we made a work plan to obtain "to enter" the life of the people who are there every day, until six in the morning, to sell their products; all finger painted.

We wanted to arrive there as early as possible to see the Market empty and thus to follow its innermost logic. We wanted to understand what things happen, as it flows day-by-day. As we arrived around 6:40 and it was strange to see the empty stands, salers, but still started to prepare their stands, and there was a kind of mystery in the air.

The stands located in the central part of the market, where you can get fruits and vegetables, were still covered. We decide to take a breakfast in a pastry shop, which is located in the Square of Figueira, in front of the market.

There from above we could observe some salermen, preparing for another day of work. Part of our plan was to talk with the people and to understand their daily routine. So we left and walked down the corridors, which were still little put into motion. Inspired for the smells and colors, we started to talk.

We could have written some heard stories, taught recipes, the given advice, after all, they often say that the market is a place where one only to chat or to count money, but this time we will have to be brief. A small special moment, when we were walking, we could obtain to catch on the atmosphere of this curious place. All the people we talked to had been very kind. The place that we approached was accurately on the afternoon. The great majority of people go to market search for special merchandises, and fresh food, but that's not all. They know that they can buy there a place to sleep. They also believe that, that they get to know more on what they are buying, and where that one carambola or the other comes from, because they come from. They share experiences, exchange recipes and probably come back, more times. The salermen care so much about it, because after they have worked all night, they need to sleep. They are accustomed with that environment and they even call this place their home. The place where they sleep is like a hostel for them, they lost their real life in the marketplace following lots of generations.

uniforms  
uniformes



health  
saude



Since ancient times human beings find in nature medicine for almost every kind of diseases. Plants can offer sedatives, depuratives, anti-inflammatory...

Each time more and more chemists research on plant's active substances for new medicines, that can be industrially produced.

Meanwhile the knowledge of medicine plants is passed from generation to generation. Raw material for teas, syrups, miraculus "macerados" can be found in the backyard of a common house. Camomile, erva-cidreira and hortella are calming teas on stress and cold-relaxing elements for stomach problems. Babosa also is used against verms. Babosa is very efficient for burns and wounds on skin.

At last, remedies don't have to come inside small boxes to make effect.

home stories  
histórias caseiras



<b>HOMESTORY</b>	
Name _____	Occupation _____
Age _____	Length of time in Canada _____
Family status _____	Number of children _____
Family size _____	Number of dogs _____
Family nationality _____	
Any place you have lived in Canada _____	
Any place you have lived outside Canada _____	
Any place you expect to live in the future _____	
Education _____	
Profession _____	Teaching _____
Are you doing different jobs _____	
Do you have different occupations in various parts of Canada? _____	
Do you have different occupations in various parts of the world? _____	
Income _____	
Bank _____	Amount in bank _____
Savings or money _____	
Number of rooms _____	
Comfort in the house _____	
Furniture which you own _____	
Furniture which you would like to buy _____	
What do you do in your free time _____	
What do you do in your spare time _____	
Special interests which affect you _____	
Special interests which affect your family _____	
Entertainment money _____	
Area _____	
What do you do in your free time _____	
How are you related to other districts in Canada? _____	
What would you consider as a good place to live in Canada? _____	
Work place for you _____	
How do you feel in it? _____	
What do you like about Canada _____	
What do you not like about Canada _____	

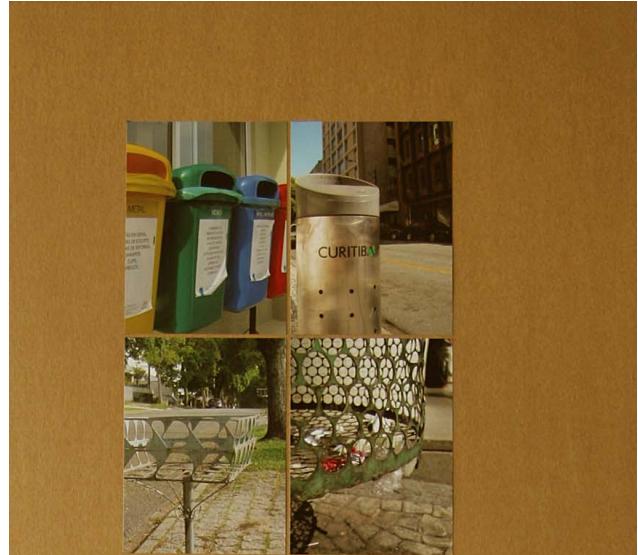


home stories  
histórias caseiras





waste  
lixo



#### Waste

Curitiba shows that cities that generate over one million tons of solid waste annually do not necessarily require expensive mechanical garbage separation facilities.

Waste collection has been considered a key element in the improved quality of life. Curitibanos now recycle two-thirds of their garbage in a program that costs no more than the average family. The city is cleaner, its people have more jobs, families have dependable income, and the poor receive food and transportation benefits.

The "Garbage that is not Garbage" and "Garbage Purchase" programs involve curbside pick-up and disposal of recyclables made by households and, in turn, residents can exchange their collected garbage for food or transit tickets by low-income residents. The "All Clean" program temporarily hires retired or unemployed persons who concentrate on areas where litter has accumulated.

Trash is separated into only two categories, organic and inorganic, picked up in two different types of trucks. Poor residents in areas unreachable by truck bring their waste to neighborhood collection points and exchange it for bus tickets or eggs, and milk bought from organic farmers. It is separated at a plant built at the insistence of women who are handicapped, recent immigrants and alcoholics. Recovered materials are sold to local industries. Styrofoam is shredded and used for stuffing for quilts.

Since 1989 starting, the recyclable-waste program has separated 110,000 tons – enough to fill 11,200 twenty-story buildings. Inorganic waste (plastic, glass, paper, aluminum) totals 13% of garbage collected.

Curitiba's selective garbage collection system now extends to twenty-four surrounding municipalities.

