

# MEETING ADVOC LATIN AMERICA

From 24<sup>th</sup> to 26<sup>th</sup> november 2016

FORTALEZA, BRAZIL







## Fortaleza

Fortaleza is noted for its sunshine, beaches, human warmth and animated night life

Tourists who visit Fortaleza will experience the climate and ambience of the tropics. Heat, sun, sea, plentiful fruits, vibrant colors and cheerful people will flavor the moments of those who arrive in Ceará's capital to see its beautiful scenery first hand.

Although it is a large urban center that some 2.5 million people call home, the city preserves its essentially seaside lifestyle. Along the beachfront everything happens. This makes Fortaleza a city that is easy to decipher, facilitating preparation to enjoy its attractions.

Along Avenida Beira Mar, the picture-postcard avenue that connects the city's center-most beaches (Iracema, Meireles and Mucuripe), there is something happening day and night, to experience in many ways. This can include strolls along the seashore or boat outings, followed by cuisine that features all forms of seafood, from lobsters to fish, as well as examining the varied handicrafts for sale in shops and stalls. The region also concentrates the best hotel structure in the city and is only 10 km from Castelão Stadium.

The strong sea breezes that blow along the coastline make the setting, besides cooler, ideal for water sports such as sailing, windsurfing and kitesurfing. And the flat terrain is outstanding for those who like to walk, jog, cycle, skateboard, rollerskate or even play basketball, volleyball or football (soccer) at one of the courts along Avenida Beira Mar.

In turn, Futuro Beach is a perfect place both to sunbathe in comfort and to enjoy the nightlife. When the sun sets, its giant open-sided huts become the stage for humorous spectacles and music shows.

Fortaleza is also the starting point to visit the famous nearby beaches such as Canoa Quebrada, Cumbuco and Jericoacoara.







## Attractions

### What to do

In Fortaleza, filé is the name of the local lacework. It's a specific type where the creator uses needle and thread to fill a net (like a small fishing net) with colorful designs. Mention should also be made of bilro lacework, a type of embroidery without needle, renascença, of Italian origin, and the curious labirinto, a lacework of Arabian origin, in which the artisan creates geometric designs on cloth.

The various types of lacework, the small fishing sailboats called jangadas and the humor shows carry the stories of a northeastern capital city that invites visitors to learn about its past in modern cultural complexes like Dragão do Mar ("Dragon of the Sea") and José de Alencar Theater. In the open air, people of all ages will find fun at Futuro Beach, day and night, as well as at the huge waterpark called Beach Park, at the neighboring Aquiraz Beach.

Those who like to hear and dance to forró start to fill their schedule in Fortaleza on Monday, at Bar do Pirata, along Iracema Beach. But there are other musical genres played live as well, at Mucuripe Club and the bars along Avenida Beira-Mar.





## Castelão Stadium

Opened at the start of 2013, Governador Plácido Castelo Stadium, better known as Castelão Stadium (or Arena), was one of the venues of the 2014 FIFA World Cup. The stadium occupies an area of 162 thousand m<sup>2</sup>, and its field measuring 105 m x 68 m is surrounded by just over 63,000 seats.

With a final cost of R\$ 519 million, it was the first of the new stadiums built for the Cup to be officially delivered (in December 2012), although at the start some seats were not installed and the press booths were improvised. So, it had to be reopened in January after the finishing touches were concluded.

The seats are light green in color, not by accident: it is the predominant color of the Ceará state flag. Among technological innovations, Castelão Stadium has 332 light reflectors for night games and two LED scoreboards, one at each end of the field.

### Service

Address: Rua Alberto Craveiro, 2901, bairro Castelão  
Tel: +55 85 3295-1927  
[www.arenacastelao.com](http://www.arenacastelao.com)



## Beach Park

One of Ceará's main tourist attractions is located in the town of Aquiraz, 28 km from the capital. Set aside a whole day to enjoy all there is, because the beach where the park is located is perfect for bathing and has bars and huts for sunset refreshments. Beach Park has a giant structure: an artificial river, wave pools, dozens of waterslides, tubes and other equipment for children, as well as adults who want to jump and play like children.

One of the most popular attractions is the Ramubrinká waterslides, which start from platforms 15 m and 25 m tall. Visitors can go down with or without float tubes, splashing into a refreshing pool at the bottom. It is common to repeat this ride five, six or more times, with only the effort to climb the stairs dictating the limit. Nearby are showers and bucket baths for everyone in the colorful Acqua Show structure. At regular intervals, kids and adults are asked to look upward at a large orange bucket decorated with dark sunglasses, which spills 1,800 liters of water on all those below.

### Service

Address: Rua Porto das Dunas, 2734  
Tel: (85) 4012-3000.

Open from 11:00 AM to 5:00 PM. In the high season months, such as December, January and July, it is open daily. In other months, it closes on Wednesdays or Wednesdays and Thursdays. [www.beachpark.com.br](http://www.beachpark.com.br)



## Ceará Handicrafts Center (CeArt)

Prepare your wallets and credit cards: the CeArt brand means delightful handmade articles of leather, ceramics and wood, as well as fine lacework such as labirinto, renascence and filé. A visit to the main store yields a colorful outing through the history of Ceará, with its furniture, musical instruments and decorative objects, many of them with woven straw. It is also possible to find indigenous handicrafts.

The articles give local artists a chance to express themselves. At special times of the year, such as June festivals or Christmas, highly creative new products are displayed, such as characters from nativity scenes molded of colored sand or cassava starch.

### Service

Address: Av. Santos Dumont, 1589, Aldeota

Tel: (85) 3101-1637.

Open Monday through Friday, 8:00 AM to 6:00 PM.



## Tapioca Pastry Centre

The Association of Tapioca Pastry Makers has outfitted a structure with 26 small shops, with brick walls and plastic tables and chairs, but the decoration varies (there even was a life-size Michael Jackson doll to attract customers), and each has total freedom regarding the fillings offered for the tasty tapioca crepes. Sun-dried beef and cheese are the most popular salty fillings, along with mixtures of eggs, bacon and seafood purées.

The sweet pastries can be filled with traditional ingredients, like coconut and caramelized milk, or incremented with strawberries, guava jam, powdered chocolate, etc. Some vendors also serve regional dishes, such as couscous and goat meat. The Tapioca Pastry Center is located in a district far from downtown Fortaleza, Messejana, on the main route to the neighbor city of Aquiraz. Those who are returning from Beach Park often stop for a bite to eat after expending so much energy. The crepes are large and bulging with filling: almost a meal for the price of a snack. Those leaving nearby nightclubs will also find strong coffee or even a light breakfast, since the place opens at the crack of dawn.

### Service

Address: Av. Washington Soares, 10.215

Tel: (85) 3274-7565, bairro de Messejana.

Open daily from 5:00 AM to midnight.





## Dragão do Mar Art and Cultural Center

Facing Iracema Beach, in the environs of the Metálica Bridge (also known as the Ponte dos Ingleses, or “Bridge of the English”, really a long pier), the cultural center was opened in 1998 to promote diversified activities, including cinema, visual arts, speeches, theater presentations and music shows. It also has a public library and a planetarium, offering sessions on Thursday through Sunday.

At the Ceará Culture Memorial, an ethnographic space, visitors can learn of the daily routine of the vaqueiros (cowboys) and sertanejos (hardscrabble farmers) through images and objects. Also, there are frequent displays of handcrafted toys. The Museum of Contemporary Art of Ceará presents its permanent collection and temporary expositions in 13 air conditioned rooms, with guided visits and activities for adults and children.

The name “Dragão do Mar” pays homage to a man of great courage, the jangada fisherman Francisco José do Nascimento, who in 1881 defied the powers that be and refused to transport slaves offloaded from ships in the port, becoming a symbol of the abolition movement.

### Service

Address: Rua Dragão do Mar, 81  
Tel: (85) 3488-8600 | [www.dragaodomar.org.br](http://www.dragaodomar.org.br)  
Open from Tuesday through Friday, from 9:00 AM to 6:30 PM, and Saturday and Sunday from 2:00 PM to 8:30 PM. Each space has its own hours.



## Museum of Ceará

The first public museum in the state, opened in 1933, it has a collection divided into modules of historical and anthropological items. It safeguards thousands of items related to indigenous peoples and religious worship, paintings, coins, weapons, furniture and historical documents, especially on the local abolition of slavery in 1884 (predating the national law by 14 years). The collection of cordel literature (booklets, pamphlets and digests) is one of the largest in the country, with nearly 950 exemplars published starting in 1940.

One of the authors contemplated in the exhibits of books and objects is the popular poet Patativa do Assaré, who died in 2002. Also on display are personal belongings of Padre Cícero Romão Batista, founder of the city of Juazeiro do Norte, and the cangaceiro (outlaw) Lampião. Two theme rooms are dedicated to Friar Tito and the educator Paulo Freire, born in Recife (Pernambuco).

### Service

Address: Rua São Paulo, 51, downtown  
Tel: (85) 3101-2610 | [www.secult.ce.gov.br](http://www.secult.ce.gov.br)  
Open from Tuesday through Saturday, 9:00 AM to 5:00 PM.

## Iracema Beach

The urban beach closest to the central region of Fortaleza is well served by bars and nightclubs. Those who come here can easily walk to the Dragão do Mar Cultural Center for example, and its agreeable surroundings of restaurants with outdoor tables. The district also has plentiful hotels, inns and two hostels.

A traditional activity at the end of the afternoon is to enjoy the sunset from the Ponte dos Ingleses (“Bridge of the English”), often in the company of surfers. The structure (really a pier) is one of the symbols of the city. Built in 1923, it has become a meeting place and background for photos of visitors from all places, on its white stilts forming rhombuses, which allow the breeze to pass and meet the clear surrounding waters. The structure was recently refurbished, with new wood flooring, light fixtures and an area for kiosks.

Tabajaras Street, along Iracema Beach, is also worthy of a visit, due to the picturesque old houses and the Bar do Pirata, famous destination for forró shows on Mondays.



## Futuro Beach

On sunny days and weekends, when it is filled with residents and tourists, Futuro Beach is one of the most beautiful scenes in Fortaleza. It is the beach most recommended for bathing, and is famous for its large thatched-roof huts at the foot of the beach, which contain bars, restaurants, show venues, pools, waterslides, recreation for kids and relaxation for adults, such as massages, saunas and other therapies. Besides these attractions, it has all the basic comforts, such as public restrooms and freshwater showers.

Although access to all the huts is highly democratic, those lined up along Avenida Zézé Diogo mainly serve a different public. Surrounded by coconut palms, Itapariká receives families and kids leaving the water park and convenience store. Vila Galé, more in the middle, is less noisy and serves as a meeting point for foreigners, because of the nearby luxury hotel of the same name.

Guarderia Brasil, opened in 2012, attracts a young crowd who drink sparkling wine, and the Crocobeach hut, the most popular, even has a cybercafé and travel agency. It serves a buffet lunch and is filled with spectators at night attracted by its shows: on Thursdays, the sumptuous caranguejadas (crab platters) gain the company of comedy shows.

With so much to offer in the way of fun and services, Futuro Beach deserves a visit of two or more days.





## Meireles Beach

In the heart of the city, between Iracema and Mucuripe beaches, Meireles Beach is famous for its Handicrafts Fair (open daily), with hundreds of huts and stalls. It also has a long sidewalk ideal for strolling by residents and tourists alike, especially in the early morning and at dusk. Visitors at any hour of the day can take advantage of the shade trees in the gardens tailored for flirting and resting.

The sidewalk along Avenida Beira-Mar is also prodigious for its adjacent sports courts. Also it is near large hotels, various shopping malls and good restaurants in the Aldeota district.

However, the beach suffers from pollution from the excesses of urban life, so it is one to walk along and gaze at the horizon, not to bathe at.

## Mucuripe Beach

Located in a calm inlet that serves as a starting point for boat outings, it has one of the most beautiful landscapes, with jangadas and other vessels anchored near the Yacht Club and Port Wharves. "The sails of Mucuripe/ I'm going out to fish / I'll leave my blues / in the deep blue sea / today is for love / without fear of looking back / without intention to marry". It's easy to imagine Elis Regina singing the lyrics of Fagner and Belchior when the jangadas sail by on their way to the fish and lobster market.

In the heart of Mucuripe Beach, the Seafood Fair has become a gastronomic center and living museum of all the ocean has to offer. One of the main attractions of the neighborhood is a huge sculpture of Iracema, installed there in 1965, showing the Tabajara Indian maiden in the company of her lover, the Portuguese colonizer Martim and the dog Jati. At the end of the novel by José de Alencar, Iracema sobs over the departure of Martim and the couple's child, Moacir. Damaged by vandals, the sculpture of iron and cement by the artist Corbiniano Lins was restored in 2012.

Mucuripe is the urban beach nearest to Futuro Beach, 3 km away, an ideal place for sea bathing in Fortaleza.







## BEACH

## Morro Branco Beach

With its red and jagged cliffs forming natural labyrinths, Morro Branco beaches in Beberibe, Ceara, have served as the backdrop for some television productions. The soap opera "Tropicaliente" and "Final Feliz", the series "Sansão e Dalila", the film "O Noviço Rebelde" and the program "No Limite" are on the tip of the tongue of the tour guides who are proud to talk about the fame achieved by cinematic paradise.

Morro Branco has a rare and impressive beauty which is further enhanced on sunny days. The strong and durable light of the vicinity of the equator underscores the contrast between the green of the sea and the red of the cliffs, from where sands of different colors. They serve as material for producing the artisans various decorative objects in bottles.

With so many colors, the Morro Branco name does not seem to make sense at first. But a white dune and high, from where you have one of the most beautiful views of the setting sun on the beach justifies baptism.

In Morro Branco, the main attraction, the maze of cliffs, is accessible by foot. The entrance from the village centrinho, is signaled. The walk through the colorful walls is short and can be done without a guide, but it is worth hiring a local monitor to hear some stories of the area and see it form the colors of watercolor with the collected sand where you can not imagine. The maze is out at sea, in the stalls selling souvenirs.

For an overview of all these beauties with a hint of adventure, buggy ride is a good choice. In addition to passing the Praia das Fontes, the buggy drivers take tourists for mobile sand dunes, freshwater ponds, to the Lagoon Uruaú, a true oasis where tourists stop to relax and drink a coconut water on the landscape amid the dunes.