

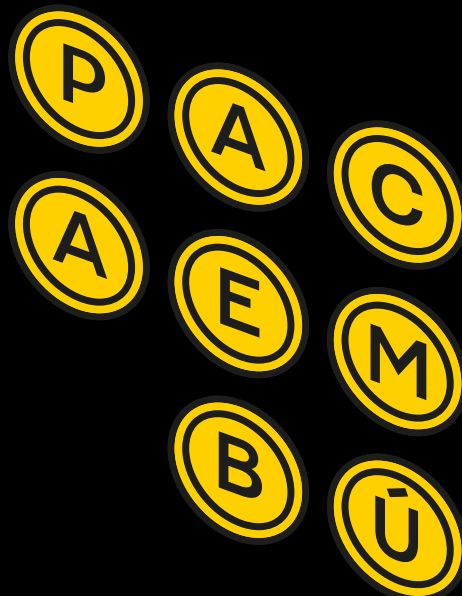
greetings from sunny São Paulo

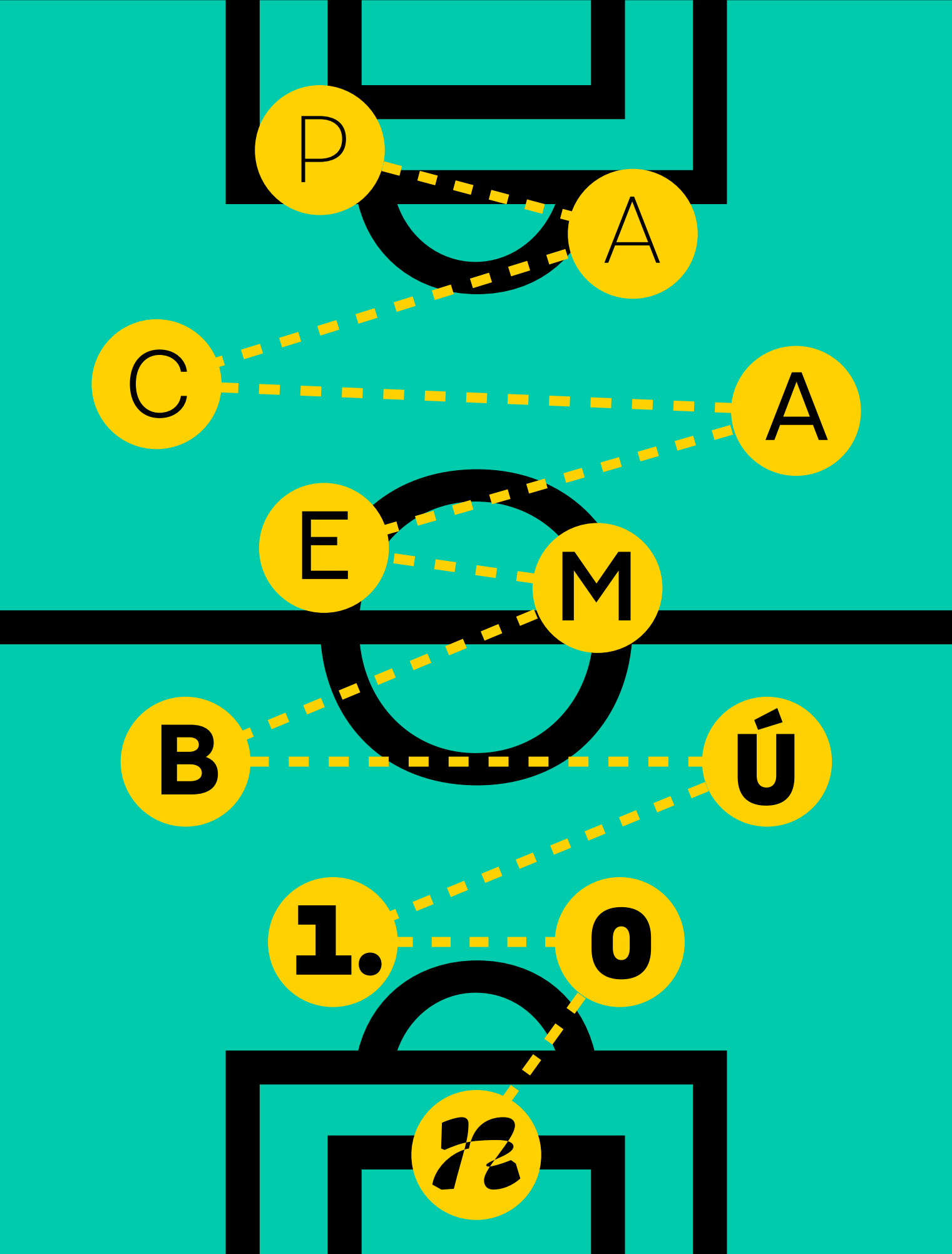


HEFEN



Naipe





Pacaembu THIN

Pacaembu LIGHT

Pacaembu MEDIUM

Pacaembu REGULAR

Pacaembu BOLD

Pacaembu BLACK

Pacaembu ULTRA



SELEÇÃO 1970 🏆

📖 57 Preguiçosos

1940 ART DECO 🖊️

👊 DR. SÓCRATES

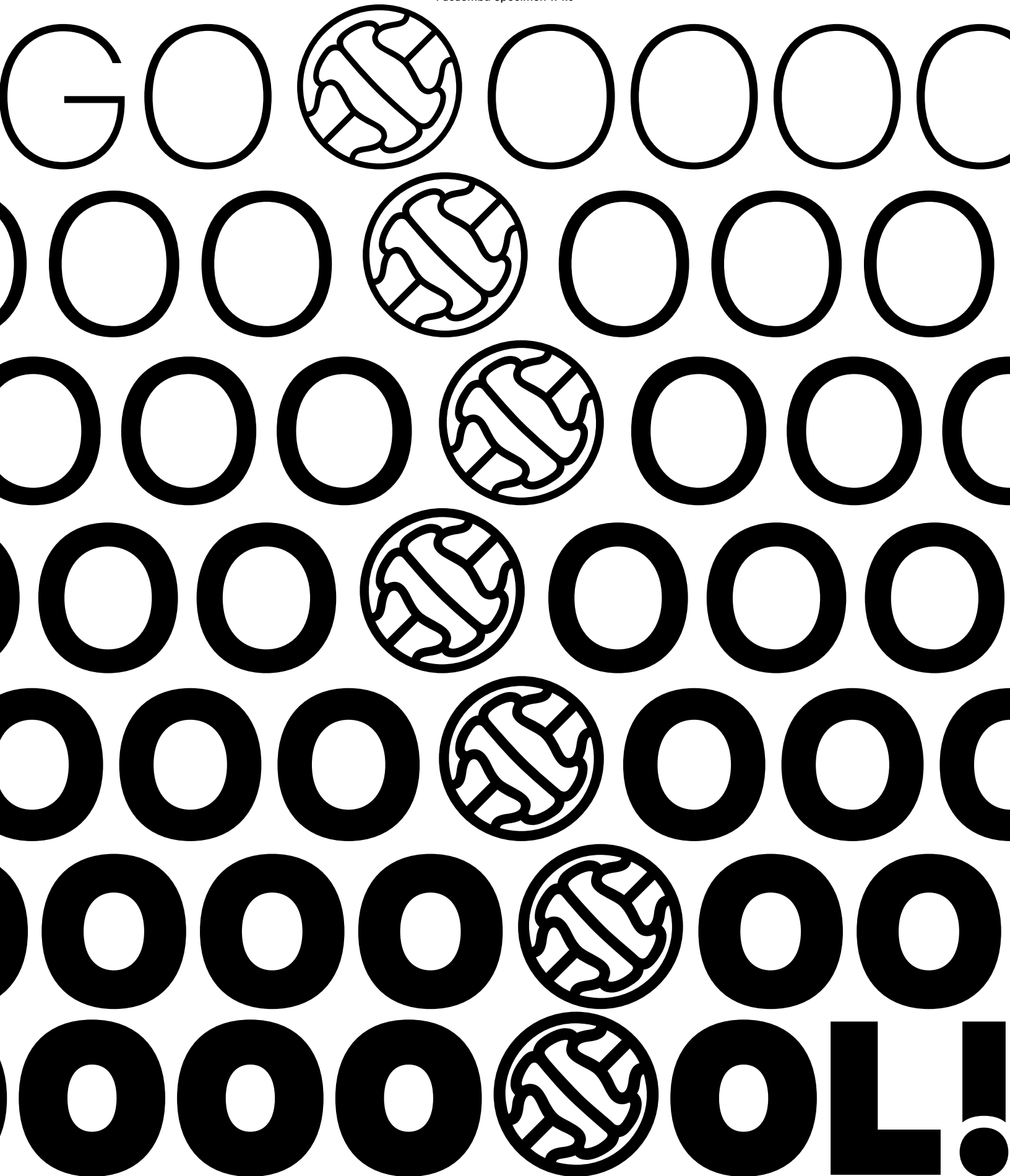
SPHINX OF BLACK

abcdefghijklmn

QUARTZ JUDGE 🥊

👊 opqrstuvwxyz 🤘

32 MY VOW 68





SELEÇÃO BRASILEIRA 1982

C. Telê Santana 

11 Éder 09 Serginho Chulapa

15 Falcão 10 Zico  08 Sócrates

06 Júnior 05 Cerezzo 02 Leandro

03 Oscar 04 Luizinho

01 Waldir Peres 

Barcelona, 5 July 1982, 19:15 CET. In the bowels of the Estadi de Sarrià, men are sobbing uncontrollably while some are just vacantly staring, too numb to comprehend what has just happened.

In the stands above, men, women and children are sobbing uncontrollably too, their stares just as vacant, too numb to comprehend what has just happened.

All around the world people are helpless to hold back their anguish, many struggling to focus. The only sanctuary from this melancholic pandemic is the

Mediterranean country of Italy.

The reason for this global outpouring of grief? Brazil had just been knocked out of the 1982 World Cup at the hands of the Azzurri. But this was no ordinary Brazil team; this was a side that captured the hearts and minds of football fans all across the world.

They were the greatest side of their generation, a team that forms an unholy trinity with the Mighty Magyars of 1954 and Johan Cruyff's Total Football side of 1974 as the three best sides never to win the World Cup.

Maracanã → Maracanã

22/38 vitórias \rightarrow $\frac{22}{38}$ vitórias

¿Tiro libre? → ¿Tiro libre?

7.140m2 → 7.140m²

M. PJANIĆ → M. PJANIĆ

$$\text{C}_8\text{H}_{10}\text{N}_4\text{O}_2 \rightarrow \text{C}_8\text{H}_{10}\text{N}_4\text{O}_2$$

Romário 11 → Romário 11

(O@H-O) 7:1 → (O@H-O) 7:1

Camisa 10 → Camisa 10

↑↗→↘↓↙←↖↗↕ R↑↓LXB←A→

-><- → **→←**

A horizontal row of 18 hand gesture icons. From left to right, they include: a hand with the index finger pointing up; a hand with the index finger pointing down; a hand with the index finger pointing left; a hand with the index finger pointing right; a hand with the index finger pointing up and the thumb pointing left; a hand with the index finger pointing up and the thumb pointing right; a hand with the index finger pointing up and the thumb pointing down; a hand with the index finger pointing up and the thumb pointing left; a hand with the index finger pointing up and the thumb pointing right; a hand with the index finger pointing up and the thumb pointing down; a hand with the index finger pointing up and the thumb pointing left; a hand with the index finger pointing up and the thumb pointing right; a hand with the index finger pointing up and the thumb pointing down; a hand with the index finger pointing up and the thumb pointing left; a hand with the index finger pointing up and the thumb pointing right; a hand with the index finger pointing up and the thumb pointing down; a hand with the index finger pointing up and the thumb pointing left; a hand with the index finger pointing up and the thumb pointing right.

ART-DECO

WORLD CUP

From Europe to the Tropics

Words by **Álvaro Franca** • Rio de Janeiro • 2½ minutes read • **SHARE** ↗

PACAEMBU STADIUM WAS DESIGNED at the **Technical Office of Ramos de Azevedo Severo & Villares**, in a long process that started as early as 1933¹.

During construction, a lot of great lettering pieces in metal and stone were embedded on the walls to serve as signage. **These often-small but never-dull letterforms had a distinct personality:** Much less flashy than the stadium's famous front lettering, but just as filled with Art-Deco goodness.

New PhD research from **José Roberto D'Elboux**² at **São Paulo University** has traced the Art-Deco influence found in the original designs to specific trade-schools in São Paulo, where European draughtsmen taught the lettering style to most of the city's engineers³, including many of the ones employed at Ramos

de Azevedo Severo & Villares who went on to design Pacaembu Stadium.

These art-deco letters, like football itself, were brought to Brazil by Europeans and out there in the tropics found a totally unique personality.

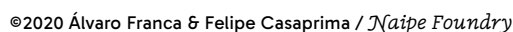
Just like its stadium namesake, our **Pacaembu typeface is a celebration of Brazilian Football**, its unique flavours, moves, sights and colors which have been delighting fans all over the world for generations.

¹ **D'ELBOUX, José Roberto** *Letras & Letreiros: manifestações do Art Déco nos projetos arquitetônicos paulistanos (1925-1955)* • São Paulo: Universidade de São Paulo (USP), 2018 p. 22

² Dr. D'Elboux is a gentleman and a scholar, as well as Brazil's foremost expert in Paulista Art-Deco

³ **D'ELBOUX, José Roberto** *idem* p. 134

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©2020 Álvaro Franca & Felipe Casaprima / *Naípe Foundry*

ESTÁDIO **Pacaembu**

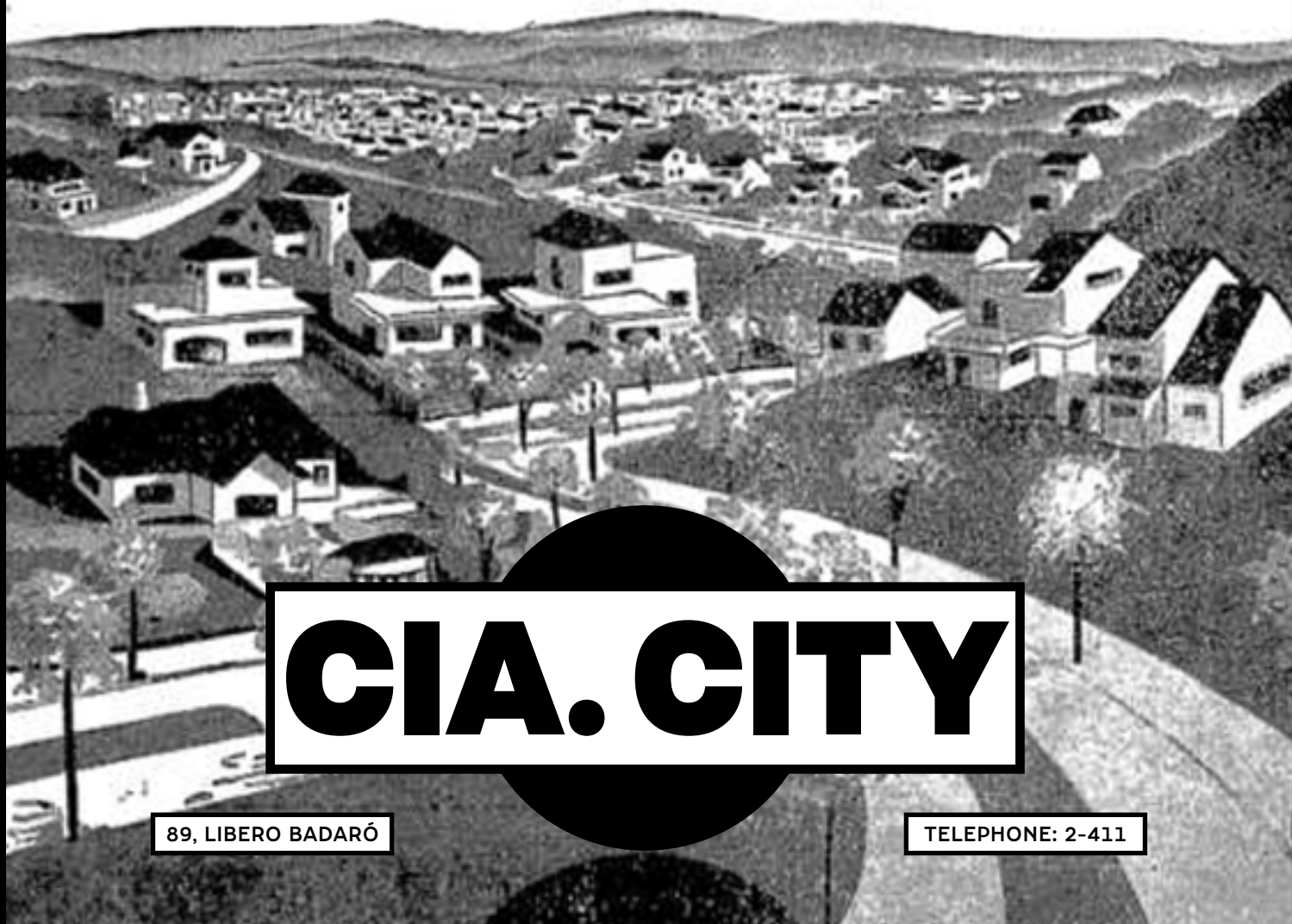
EST. 27.04.1940

Pacaembu paã.nga.he.nb.bu

👉 Tupinologist **Eduardo de Almeida Navarro** says “Pacaembu” comes from the Old-Tupi, a native-brazilian language, meaning “creek of the pacas” a combination of paka (paca) and yemby (creek). 🙌 Incidentally, **Paca** is a small spotted rodent (*Cuniculus paca*) indigenous to Brazil, common where the stadium was built.

Escritório 🏆 Técnico
**Ramos de Azevedo
Severo & Villares**

CONSTRUA
O SEU LAR NO
Pacaembu
A NOVA
MARAVILHA URBANA



CIA. CITY

89, LIBERO BADARÓ

TELEPHONE: 2-411

Inscrição n. 14. feita em 23 de Maio de 1938, no registro de Immoveis da
2a. Circumscrição da Capital. (Dec.-Lei n. 58, de 10-12-37).

24 PT THIN

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Sócrates, was a Brazilian footballer who played as an attacking midfielder. His medical degree and his political awareness, combined with the style and quality of his play, earned him the now famous nickname of "Doctor Socrates".

Easily recognizable for his beard and headband, Sócrates became the "symbol of cool for a whole generation of football supporters". He is considered to be one of the greatest midfielders ever to play the game. In 1983, he was named South American Footballer of the Year. In 2004, he was named by Pelé in the FIFA 100 list of the world's greatest living players.

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The historic signs weren't going anywhere, so they wanted a font to match their quirkyness, integrate with them and perform well as a wayfinding tool.

Over time, Álvaro made a few visits to the site, a ton of photos and came up with a first draft.

Years later the wayfinding was scrapped so we decided to start over from scratch.

In the lower-case, we went for a contemporary treatment with over simplified forms and rigid geometry to match the elegant Art-Deco caps. The result is a font between 1940 and 2020.

10 PT ULTRA

Sócrates, was a Brazilian footballer who played as an attacking midfielder. His medical degree and his political awareness, combined with style and quality of his play, earned him the nickname "Doctor Socrates".

Easily recognizable for his beard and headband, Sócrates became the "symbol of cool for a whole generation of football supporters". He is considered to be one of the greatest midfielders ever to play the game. In 1983, he was named South American Footballer of the Year. In 2004, he was named by Pelé in the FIFA 100 list of the world's greatest living players.

Socrates played for Brazil for seven years, scoring 22 goals and

representing the nation in two World Cups. He captained the team in the 1982 FIFA World Cup; playing in midfield alongside Zico, Falcão and Éder, considered one of the greatest Brazilian national teams ever. He also appeared in the 1979 and 1983 Copa América. At club level, Sócrates started playing at Botafogo-SP, then moved to Corinthians in 1978. He moved to Italy to play for Fiorentina, returning to his native Brazil in 1985 to end his career.

During his time at Corinthians, he co-founded the Corinthians Democracy movement for direct voting, right in the aftermath of a bloody military dictatorship that lasted for 20 years.



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