



"THINK RIO: a guide to the Carioca soul" is a complete, fun and insightful look into the modern culture of Rio de Janeiro.

Developed by a team of writers and researchers from Rio de Janeiro, the US and Europe, this book addresses many facets of Carioca thinking in a simple and compelling style, presenting local customs to be easily understood by people of all nations and backgrounds.

Socializing, carnival, réveillon, beach life, dining manners, business etiquette, favela tours behavior and many more topics are interpreted and explained through the eyes of local residents, with an international view.

Day-to-day customs, folklore, hundreds of proverbs and Carioca expressions come together to create a guide to understanding the soul of one of the most beautiful, complex and fascinating cities in the world.

Furthermore, dozens of QR-codes throughout the book allow access to on-line content, where links to other publications and academic papers can be found, for further reading and research.

The QR-codes make the content of the book easy to share using any smartphone.

THINK RIO is based on the work of the ILOVERIO.COM portal, an ambitious project making accurate and qualified information about Rio de Janeiro easily available globally, along with thousands of exclusive photographs.

This book is an instant classic and a must-have for all who love Rio and Brazil!.

WWW.THINKRIO.COM



About the Author & the Team

According to Riccardo Giovanni, creator of the I LOVE RIO project and chief editor of THINK RIO, "Eu amo Rio," meaning "I love Rio," is an important local expression and a key part of Rio's culture, therefore the phrase "I Love Rio" was chosen as the name and symbol of the project and translated in dozens of languages, divulging a message of Brazilian pride for Rio de Janeiro.

Written by a team of writers and researches from Rio and abroad, THINK RIO is an extension of I LOVE RIO.

With thousands of pages of content and photographs, the I Love Rio portal garnered the endorsement of over 40 Brazilian institutions at the Municipal, State and Federal levels, while remaining an independent platform.

On July 26th 2016, the portal was launched via an unprecedented ceremony, when the I Love Rio symbol was projected on the iconic monument of Christ the Redeemer.

"This was an historical honor that captured global media attention, and officially added the portal to the touristic and cultural landscapes of Rio," adds Giovanni.

"This city is truly beautiful, with incredible scenery," explains Giovanni, "but the real beauty is discovered when people can understand, even just a little, local customs."

The editor emphasizes that "properly and completely defining any culture or social structure is almost impossible: in our descriptions we provide generalizations meant to give a glimpse into certain aspects of the local way of life. We do this with the deepest respect and appreciation for the welcoming and charming nature of the people of Rio de Janeiro."

Giovanni reckons that "Cariocas, as the inhabitants of Rio are called, are people who I believe have discovered a magic philosophy for life, where cultural integration, family, friends, love, music, good humor and optimism become a solution to the many problems of our times. THINK RIO helps everyone understand the city, but it is also a chance for spreading globally some aspects of a precious culture."

"Tourists arriving in Rio already know about Copacabana and Ipanema Beach, but almost none of them know how to behave on the sands of this city. There are plenty of guides about Rio, but a book like ours was still missing," comments Giovanni.

"Rio is a city that never left me one day without friends, or one night without music. If the world were a bit more Carioca, perhaps we would live in a better world," concludes Giovanni.





Think Rio: Livro apresenta o “carioca way of life”
Think Rio: book presents the “carioca way of life”



THINK RIO apresenta
a cultura e o estilo de vida
verdadeiramente carioca



ALÔ, RIO DE JANEIRO

Guia apresenta cultura
carioca ao cenário
internacional
Guide presents
Carioca culture
internationally



GUIA DÁ "RETRATO
FIEL DO JEITO
CARIOCA" A
ESTRANGEIROS
GUIDE GIVES
ACCURATE PORTRAIT
OF CARIOCA STYLE TO
FOREIGNERS

THINK RIO
é o primeiro guia que
explica de forma prática
os costumes cariocas em
diferentes situações
e desvenda mitos sobre
o folclore e o vocabulário
da cidade.



COMUNICA TUDO

Lançado nos EUA guia para estrangeiros sobre a cultura e o estilo carioca
Launched in the US a guide for foreigners about Rio's culture and style



SINDICATO
HOTELEIRO RJ

Beyond Samba and Carnival –
"THINK RIO": a one-of-a-kind
guide to the lifestyle and culture
of Rio de Janeiro.



CINQUECOLONNEMAGAZINE



Arriva la guida per capire lo spirito di Rio de Janeiro

Published the guide to understand the spirit of Rio de Janeiro



Rio de Janeiro presenta la nuova guida Think Rio
Rio de Janeiro presents the new guide Think Rio



Rio pela primeira vez! Italiano faz guia para gringo entender como se virar na cidade
Rio for the first time! Italian creates a guide for foreigners on how to integrate in the city



1 081 expressões cariocas ganharam definições em inglês
1 081 expressions from Rio de Janeiro win English definitions

www.oglobo.com.br/ancelmo

ANCELMO GOIS

ANA CLÁUDIA GUIMARÃES,
DANIEL BRUNET E TIAGO ROGERO



FOLHA DE S.PAULO



Rádio MEC

Portal I Love Rio vira livro
I Love Rio Website becomes a book

O GLOBO



ASSOCIAÇÃO DE HOTÉIS
DO ESTADO DO RIO DE JANEIRO



**GOVERNO DO
Rio de Janeiro**

THINK RIO é um verdadeiro guia para estrangeiros sobre a cultura e o estilo de vida carioca

THINK RIO is a true guide for foreigners about Rio's culture

SOLIDÁRIO
Portal de notícias

Lu Lacerda

ANA GEREMIAS



HELOISA TOLIPAN

GUIA APRESENTA A CULTURA CARIOCA COMO UM IMPORTANTE CARTÃO POSTAL DA CIDADE
GUIDE PRESENTS CARIOCA CULTURE AS AN IMPORTANT CITY POSTCARD



ÉPOCA

JORNAL de Turismo
O PRIMEIRO JORNAL DE TURISMO DO BRASIL

NOTÍCIAS ALAGOAS



Rádio Nacional do Rio de Janeiro



SeTur
Secretaria de Estado de Turismo

I Love Rio apresenta o livro "Think Rio: um guia para a alma Carioca – um olhar completo, divertido e intuitivo sobre a cultura moderna do Rio de Janeiro"

I Love Rio presents the book "Think Rio: a guide to the Carioca soul – a light, intuitive and complete look at the modern culture of Rio de Janeiro"



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AGÊNCIA O GLOBO

ESTADÃO conteúdo

N D D
NOTÍCIAS DO DIA

Criador do portal I Love Rio lança livro sobre a cidade e seus costumes
Creator of the I Love Rio portal launches book about the city and its culture