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Sp Coca-Cola Bottle Tour

by Amanda Pires



Coca-Cola celebrates 100 years of its iconic bottle design. Waiver operated the temporary admission of nearly 17 tons of cargo by air for “The Coca-Cola Bottle Art Tour: Inspiring Pop Culture for 100 years”.



Sp Coca-Cola Bottle Tour

by Amanda Pires

The world's largest manufacturer of soft drinks designated Waiver to manage the logistics of the event.

The exhibition took place at the Villa-Lobos Park in São Paul from June 4 to 7 and almost 12,000 visitors showed up.

The exhibition, which will visit more than 15 countries, will showcase pieces featuring the Coca-Cola bottle plus works of icons like Andy Warhol, Norman Rockwell and Clive Barker.



Curiosity:

World War II had introduced the world to Coca-Cola.

Today the drink concocted in Atlanta is available in every country in the world except, officially, Cuba and North Korea.

In 1985, Coke went galactic: it was made available on board the Space Shuttle Challenger. And, yet, although it is sold in all sorts and sizes of bottles and dispensers today, the defining image of the world's most famous fizzy drink is the curvaceous Coca-Cola bottle matched to the company's flamboyant 19th Century scripted logo. Millions of people say Coke tastes best from a bottle, and whether this is scientifically provable or not, these millions know what they like: the look of the bottle and the way it fits so neatly into the hand.

According to Raymond Loewy, the renowned French-born US industrial designer who died in 1986, "The Coke bottle is a masterpiece of scientific, functional planning. In simpler terms, I would describe the bottle as well thought out, logical, sparing of material and pleasant to look at. The most perfect 'fluid wrapper' of the day and one of the classics in packaging history." Loewy liked to say the "goal of design is to sell"

and "the loveliest curve I know is the sales curve": the Coca-Cola bottle boasts lovely curves and is a globally recognized design that sells like... Coca-Cola.



Sh Violetta

by Lucy Carvalho



Violetta is an Argentine soap opera filmed in Buenos Aires, Argentina and developed by Disney Channel Latin America and Europe, Middle East and Africa (EMEA) and production company Pol-ka, shown from 2012 to February 2015.

Due to the success in Latin America and in many European countries, Violetta was featured in "Nickelodeon Kids' Choice Awards" last year. Martina Stoessel and the international cast of the soap opera "Violetta" sang successes such as "En Mi Mundo" (main theme) in its farewell tour. They will perform shows in São Paulo (Citibank Hall) on June 27 and 28 and in Rio de Janeiro on June 30.

Waiver carried out the temporary admission of 1,770kg of equipment from Argentina to Santiago, Chile.

sh Festival
Samsung Blues 2015

The Samsung Blues Festival will be held in Sao Paulo and Rio de Janeiro from June 17 to 21 with concerts of the international artists Ben Harper, George Benson, Jimmie Vaughan, Charlie Musselwhite and Quinn Sullivan. Waiver was in charge of Ben Harper's and George Benson's temporary admissions.



sh Ben Harper
 by *Lucy Carvalho*

On June 19, Ben Harper performed at HSBC Brazil in Sao Paulo and at Vivo Rio in Rio de Janeiro on June 21. American singer-songwriter and multi-instrumentalist crowded both houses and brought in his blending of the sounds of blues, soul, reggae, rock, and folk.



Waiver took care of the temporary admission of 630kg in musical instruments and stage equipment.

sh George Benson
 by *Lucy Carvalho*



The American guitarist George Benson gave his first steps in music at the age of 7. He immediately drew the attention of two jazz masters who decided sponsor the boy: Wes Montgomery and John Hammond.

However, it was in Rhythm and Blues and in Soul that the artist found his style, revolutionized the way of playing the guitar and created solos, becoming an international phenomenon.



In a five-decade career, 10 Grammy Awards and millions of fans around the world, Benson still has a very solid career in the music industry and reinvents himself every new project.

Waiver executed the temporary admission of 726kg of equipment and costumes for the shows that took place in São Paulo on June 17 and 18 at HSBC Arena.

Sh Thaïs Opera - IBGC SP

by Lucy Carvalho



Thaïs is an opera in three acts by Jules Massenet to a French libretto by Louis Gallet based on the novel Thaïs by Anatole France.

It was first performed at the Opéra Garnier in Paris on 16 March 1894 starring the American soprano Sibyl Sanderson, for whom Massenet had written the title role. Thaïs takes place in Egypt during Byzantine rule, where a Cenobite monk, Athanaël, attempts to convert Thaïs, an Alexandrian courtesan and devotee of Venus, to Christianity.

Its famous Méditation is played between the scenes of Act II, is an oft-performed concert music piece.

After Manon and Werther, Thaïs is one of Massenet's most performed operas, but it is not part of the standard operatic repertoire. The role of Thaïs, similar to another Massenet heroine also written for Sybil Sanderson, Esclarmonde, is notoriously difficult to sing and is reserved for only the most gifted of performers. Soprano Nino Machaidze is in the main role, who has performed on stages as the Salzburg Festival and the German Opera Berlin and here will share the scene with baritone Lado Ataneli, which interprets Athanaël. Will also be in production, which will be led by baritone Alain Guignal, André Heyboer, tenors Jean-François Borrás and Roberto de Biasio, soprano Carla Cottini and mezzo soprano Ana Lucia Benedetti, among others.

The Brazilian Institute of Cultural Management, which manages the Municipal Theater, imported from Regio Theater in Turin, Italy, 9 containers of scenic design, costumes and objects to present the Opera in July. Waiver was responsible for customs clearance at the Port of Rio de Janeiro and the cargo transport to the theater.

Sh A nossa Tristeza é uma Imensa Alegria

by Lucy Carvalho



Sombras - "A Nossa Tristeza é Uma Imensa Alegria" (Shadows - Our Sadness Is A Huge Joy), brings together the singers Raquel Tavares, José Manuel Barreto, the pianist Mário Laginha and cast, to honor the Lusitanian culture through fado, music and speech.

The play can be defined as a great tribute to Portugal and, consequently, to the Portuguese. Directed by Ricardo Pais - one of the most important country directors in activity - the play premiered in 2010 and was performed in several seasons in Lusitanian lands, before going around the world and being applauded in places like the Théâtre de La Ville (France) and the Chekhov Festival (Russia). Between July 3 and 5, the play will be presented in Rio de Janeiro for the first time, in three special sessions at Cidade das Artes (City of Arts). On stage, the mythic and unconscious History of the Portuguese people will be presented through texts, dance performances, videos and fado.



Waiver imported 1 container of 40' for the production of the show which arrived in June in the Port of Rio de Janeiro.