



**ASSIGNMENT FIRST**  
**OF**  
**EVENT PLANNING AND MANAGEMENT (HMT-804)**  
**REPORT**  
**ON**  
**RIO CARNIVAL (BARZILIAN CARNIVAL FESTITVAL)**

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## 1. INTRODUCTION:

Brazilian Carnival is the festival which is celebrated in Brazil with immense pleasure and fun by the local and overseas visitors. Throughout the time of Brazilian Carnival days each and every single people is dressed up entirely differently and stoop up in the middle of roads and streets until nights. This festival is mostly celebrated before forty days before Eastern.

Carnival in Rio de Janeiro is an annual festival held before Lent and is considered to be the largest festival in the world with two million people a day on the streets. The first Carnival festival in Rio took place in 1723.

The typical Rio carnival exhibition is full of festivals, floats, and decorations from the many samba schools in Rio (approximately more than 200, divided into five leagues / categories). The samba school is built in partnership with local neighbours who want to go to the festival together, with some kind of background, location and common ground.

This festival is a mixture of African, Portuguese and indigenous culture. Portuguese settlers brought with them the theme of it being a festival of food. Over the years, its original Catholic beginnings has evolved from a conservative and controlled event into a flamboyant celebration we see today due to the influence of African cultures that included music, rhythm and dance.

The carnival has fast become a global event watched by millions of people across the world. Sponsored by big companies and showcasing Brazil's most famous faces, this event is important to Brazilians as the Holi festival of colour is to India. Months of preparations are spent making the costumes, choreographing the samba dances and music troupes, and making the advertisements that would attract tourists to visit the country. They all contribute to making Rio carnival the busiest event in the Brazilian calendar.





## 2. HISTORY OF RIO CARNIVAL:

Liani Devito, a Brazilian samba dancer, teacher and member of the Paraiso School of Samba in London mentions that the Rio carnival parade is a very organised affair. Anything out of place is noted. “If they don’t finish within the allocated time, they lose points.”

Categorised into three groups, the Children’s parade is for the youths who will one day make it into the elite samba schools. Next is the Access group, then followed by the Special group. Schools that win during the two-day Access group parade make it into the Special group to parade at the Sambadrome the following year. This does not mean that the Special group is safe. Whichever school comes last gets downgraded to parade in the Access group the next year.

Each of the schools– with thousands of participants categorised into groups of dancers, musicians, singers and floats, have to complete the entire parade under 85 minutes. An athletic feat of sorts, each school gives it their all to up the other. They are judged for their energy, timing, costumes, music and crowd control.

Samba schools became a fixture and a cultural symbol of Brazil since the 1920s. Previously, immigrants and ex slaves from the state of Bahia brought the ritualistic tradition of Candomblé and a Bahian dance now recognised as samba. Tia Ciata who was a well-known Candomblé priestess at the end of the 19th century, invited dancers and samba musicians into her home where live music was played. The ritualistic dance performances during those sessions introduced the main foundations of samba such as handclaps and beating of the drums play an important role in the bateria today.

Five samba schools were established by 1930. These schools include Deixa Falar (now Estácio de Sá), Mangueira and Portela (previously Vai Como Pode until 1935). The latter school is one of the biggest winners of the top-tier Rio parades with a total of 22 titles. Trying to outdo the other with extravagant performances, the parade of the samba schools became competitive. By 1932, there were 19 schools taking part in the contest. Realising the potential for commercial success, in 1933, *Globo* became the main sponsors of the event.



Fig: Inside Sambadrom

Presently, there are over 200 samba schools operating in the city of Rio. Only a few of them– the ones in the top-tier, make it to the Sambadrome parade to perform in front of an audience of

90,000 people and are assessed by judges who give out points for the quality of the performances.

### 3. CARNIVAL'S ECONOMY:

“For us, the carnival is not a 4-day event nor a business: it is a lifestyle,” says Adolfo. The carnival generates thousands of temporary and permanent jobs before it formally starts, hiring in the process hundreds of local artisans, musicians, costume makers and choreographers. Just in 2018, over 2,400 musicians and 852 dancing groups were part of the events.

Four days during the first trimester of the year, Barranquilla hosted massive street parades, music festivals and parties which, in 2018 alone, meant they acquired 95% of hotel accommodation. This generated approximately US\$18.24 million while benefiting sectors as diverse as food, retail and tourism, according to Professor Rodrigo Miranda, coordinator of entrepreneurship and innovation at MacondoLab, a center for business growth of Colombia's Bolivar University.

In 2019, The Carnival of Rio de Janeiro, often called “the greatest show on Earth” received 7 million visitors. As the largest and best-known carnival worldwide, the city of Rio de Janeiro received US\$875 million in tourism revenues, a 26% increase from 2018.

However, Carnival is not only an important feature of the country's culture but also a major stimulus for the Brazilian economy. During past Carnival seasons, the tourism sector generated annually more than seven billion Brazilian reais in revenue and approximately 25 thousand temporary jobs. However, the COVID-19 pandemic wreaked havoc in this event as well.

#### Revenue of the tourism and services sector during Carnival in Brazil from 2012 to 2020 (In billion Brazilian reais)



#### **4. HIGHLIGHTS OF THE EVENT:**

- **SAMBA PARADE IN RIO CARNIVAL:**

It seems the whole of Rio exists only for the Samba parade. This is obvious if you happen to attend the Carnival in days leading to the first day of Lent. The establishments allow their workers to participate in the revelry and owners close down shop early.

All the people can be found dancing in the streets as they follow around the street bands that march through narrow paths and wide boulevards while enjoining spectators to join in.

The Sambadrome, named after famed anthropologist Darcy Ribeiro, is the epicentre of the whole Samba parade.

The Samba school parades were held in Praça Onze, also known as “Big Africa”, the birthplace of the Carioca Carnival parade as it is known today. Future Estácio de Sá, together with Portela and Estação Primeira de Mangueira paraded for the first time in the city in 1929. In 1930, seven schools were already active in the city. With the works of Avenida Presidente Vargas, the parade moved there, and from 1942 to 1945 the parade was held in São Januário. From 1952 temporary stands for the public were annually assembled, and in 1961 paid tickets made their debut to take advantage of the rising international and national interest and the increasing tourist arrivals. In 1974, due to the works of the subway, the parade was held on Avenida Presidente Antônio Carlos, from where it was also broadcast for the first time in color television. In 1978, the parade was transferred to the Marquês de Sapucaí Avenue, where it remains up to this day. In 1983, the then governor Leonel Brizola, commissioned the architect Oscar Niemeyer the project of a permanent local stadium for the parades in that same area, because until then the bleachers had continued to be temporary, and only assembled and disassembled for the event.

King Momo, accompanied by her queen, opens Carnival on Friday, which will be the first day of parades. It starts with the Gold or Access Group parading on Friday and Saturday and then continues on Sunday and Monday with the Special Group Parade.

The young performers of the Children’s Parade will do their show on Tuesday. You are practically looking at the future of samba since the top schools typically choose from among these children to represent them in the future competitions once they are grown up.

The events unofficially end on Fat Tuesday, the day before Ash Wednesday; unofficially, because some of the partying continues until the next weekend.

On Ash Wednesday, the winner of the Special Group is announced and the performers come back to the Sambadrome on Saturday to parade again at The Winner's Parade. At this farewell performance, the pressure is off, so dancers and band get to have some fun.



- **PICTURES OF SAMBA PARADE:**





- **RIO CARNIVAL'S COSTUMES:**

The most significant element of the Rio Carnival is without doubt the elaborate costumes that are painstakingly handmade. The carnival is all about dressing up, and it doesn't matter how under-dressed or overdressed you are. Total nudity is not allowed at the Carnival (although nearly naked Samba dancers are on display during the parades), and one needs to be thankful for that, or else the lavish costumes worn by some of the best samba dancers in the world would be non-existent.

The costumes are one of the key elements of the parades. They are designed to reflect the theme of the school and their elaborate beauty amazes and delights the audience.

If you want to parade with the Samba Schools at the main Sambadrome, Your costume is your ticket to the parade. You can buy your costumes among the available options on our website, choosing by samba school, parading date, price and type. Remember that Carnival Costumes for Rio parades are made to order.

Costumes – enjoying the true spirit of Carnival.

Some famous types for costumes are:

- ❖ **Ground Wing Costumes:**

To live all the emotion and excitement what you need is a costume with which you can sing and dance to the rhythms of the samba like a true native right down the Sambadrome. To parade as part of an 'ala' or wing, your samba school will provide you with a ground carnival costume. Each wing portrays a different part of the theme and wear costumes specific to their role.





❖ **Float Carnival Costumes:**

Plenty of planning and design goes into the production of floats for the Carnival. The floats being one of the biggest attractions at the parade, the costumes too are intricately designed. Participants are required to learn the samba song too. Only visitors who are serious about parading in the float are considered by the samba schools since they are concerned about losing points if participants fail to turn up for the parade.



❖ **Costumes for everyone:**

You don't need to be part of a samba school in order to enjoy the privilege of wearing a carnival costume. You can be just as content being a spectator and join the thousands of cariocas who enjoy the carnival to the fullest with elaborate costumes of their own. Feel free to wear your costume at one of the many street parties that take place during the Carnival. Throughout the festival locals and tourists will turn all sorts of items and accessories into funny or elegant costumes.



- **FREE AMAZING RIO CARNIVAL BALLS:**

Although some events are very exclusive, there are certainly a number of free Rio Carnival balls all over the city. The Rio Carnival can be appropriately viewed as one big circus.

You have the costume, the performers, the dazzling costumes and the elaborate presentations. All that is missing are the lions and elephants, and maybe you could probably see them at the Rio de Janeiro Zoo, too. But the Carnival is certainly no freak show because everywhere you look you can spot beautiful people. The event, however, is not merely for observing.



Neighbourhood street bands organize parties for free during the Carnival.

The south zone or locally known as Zona Sul are the place to be when it comes to these street parties. The south zone, by the way, includes Copacabana and Ipanema which boast of world-class beaches. Among the most popular events are those hosted by Banda de Ipanema, Volta Alice and Simpatiae Quase Amor.

- **BEST STREET PARTIES:**

The Best Street Parties are organized by street groups called ‘blocos.’ It’s virtually impossible to turn a corner without bumping into another Best Street Parties. Here you will find a large crowd milling and dancing to the tune of samba.

A Best Street Parties begins as a small group of people congregate on a predetermined location. The crowd then marches through the streets and gather more and more people along the way.

The most sought-after Best Street Parties are those organized by Simpatia é Quase, which is wholesome enough that you won’t be afraid to take along your kids. For the more risqué crowd, there’s the Blocos and Bandas de Ipanema neighborhood which still remains the preferred bands for gays. The beauty of these bands is that they compose their own songs and choreograph their own movements; that means no two parties are the same.





## 5. SUCCESS OF CARNIVAL:

As times evolve, carnivals – as any other tradition – need to keep up the pace, not only to secure their existence, but to find more ways to benefit the communities they serve and engage greater audiences. “The carnivals of the future should cease to focus solely on the number of visitors they receive,” states by Matteo Grazzi, senior specialist at the IDB’s Competitiveness, Technology and Innovation Division. “In order to turn them into engines of development of their cities, local governments must strengthen specific typologies of tourism.”

While there are many opportunities to integrate carnivals and the creative industries ecosystem, efforts to do so are still incipient. For that reason, in 2018, the IDB hosted the event “Convene to Innovate: Co-Creating the Carnival of the Future” in Barranquilla, Colombia. In it, representatives of the national and local government joined members of the private sector, academics and carnival-related actors in identifying the challenges of the city’s main celebration and exploring solutions. Their findings can also benefit other carnivals of the region.

### **The success of Rio Carnival can be determined by giving answer to following question:** **Q. HOW CARNIVALS STRENGTHEN COMMUNITIES?**

ANS: Understanding carnivals requires going beyond their economic significance, and taking into account their social role.

“The carnival is not just revelry and music. It is a tool for social impact and cultural promotion,” says Adolfo. “We work with children and youth to pass on our values and cultural manifestations, teaching them to appreciate our roots and autochthonous rhythms.”

Inclusiveness and diversity are at the core of carnivals. From their very origins, they emerged as celebrations for all: the rich and the poor; women and men; the religious and the non-believers. Today, carnivals make all attendees equal, blurring racial, social and gender barriers. Although they represent traditions and heritage, they are characterized by their



ability to evolve with the times, expanding to encompass groups that were historically marginalized.

## **6. INTERESTING FACTS ABOUT CARNIVAL:**

- The very first Carnival was based on Portuguese tradition and dates all the way back to 1723 when working class crowds threw lime-scented water on each other.
- Carnival celebrations actually mark the beginning of Lent, beginning on Ash Wednesday, where Christians focus on fasting, prayer and simple living.
- Mythical King Momo presides over the celebration, and the city's mayor even gives him the keys to the city for the week.
- The Rio Carnival is often called "the world's biggest party," and it's classified in the Guinness Book of World Records as the world's largest Carnival.
- The total income from the Rio Carnival is in excess of \$40 million annually in ticket sales, T.V. rights, CD sales, advertising, sponsorships and costumes.
- Ten million liters of beer are consumed in Salvador each year— imagine what the number must be in Rio!
- Although there are parades throughout the city, the main parade is held in the Sambadrome.
- There are around 600 themed block parties in Rio during Carnival week
- The dozen or so largest samba schools combined spend nearly \$5 million on their shows.
- The majority of Brazilians have never been inside the Sambadrome for the big Carnival celebration. Instead, many watch it on television or leave the city for quieter beach and country retreats.

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