



THE WORLD CUP IN SOBRAL 2014

A PICTORIAL JOURNEY
BY RYAN HOOVER

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CONTENT

THE PROJECT	4
BRAZIL VS. CROATIA	14
BRAZIL VS. MEXICO	38
CAMEROON VS. BRAZIL	52
BRAZIL VS. CHILE	74
BRAZIL VS. COLUMBIA	99
BRAZIL VS. GERMANY	116
BRAZIL VS. NETHERLANDS	131
PHOTOGRAPHER	140

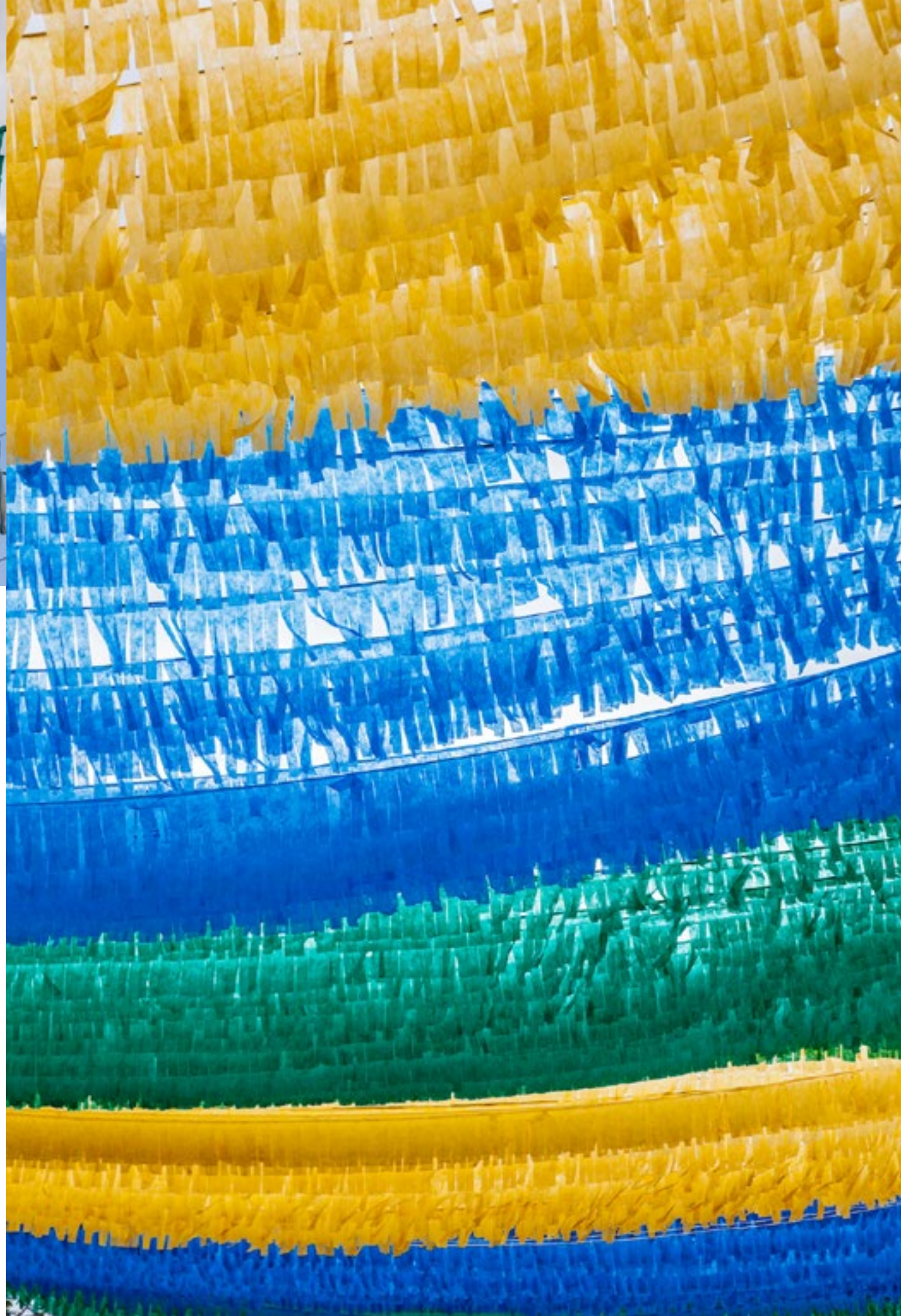


CHAPTER 1

THE PROJECT



Colorful streamers
create patriotic
canopies above the
streets of nearly every
neighborhood.



With the quadrennial World Cup by FIFA being hosted here in Brazil I felt it an opportune time to get out into my local community to see how Brazilians, more directly the people of Sobral, watched the games. I also wanted to know if these games held more importance than the ones before, since this was the host country.

The city streets were almost like a ghost town, but as you turned off the main boulevards and entered the neighborhoods, the town came to life. Families with their TVs positioned in their windows or on an outside table so everyone could gather around. Restaurants and bars full with friends all decked out in yellow and green. Children playing, musicians singing, people eating, drinking and laughing.



Arch of Triumph



Saint John's Theater



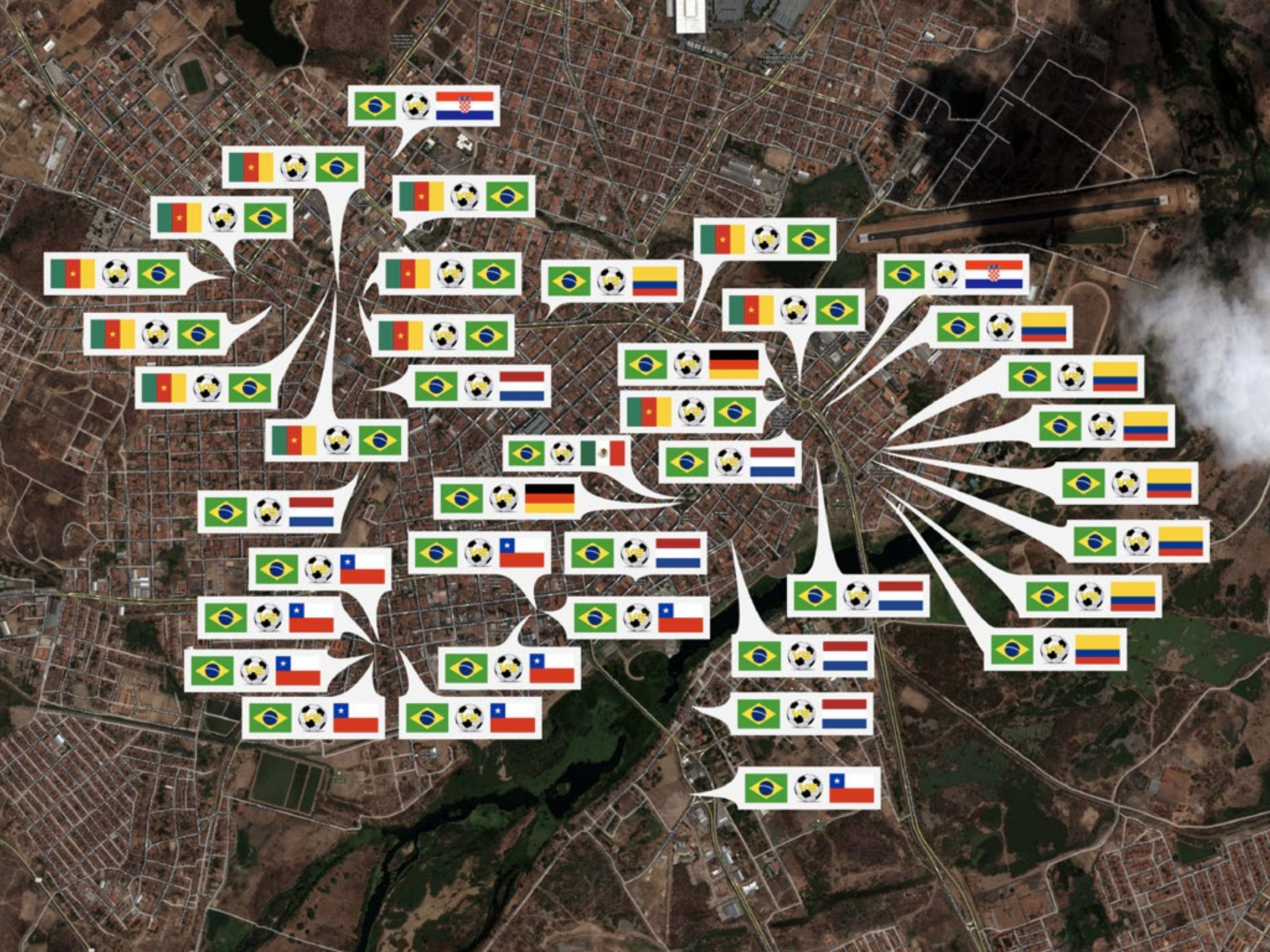
House of Culture



Coronel Frederico Gomes Street



Saint John's Square



During the 7 games Brazil played in their 3rd place finish, I visited 41 places, took 989 photos and met a lot of energetic and enthusiastic people. In the following chapters you will meet several of them and see how the people of Sobral experienced FIFA's World Cup 2014.



CHAPTER 2

BRAZIL VS. CROATIA









Jorge Augusto Brás Marinho - Sales Consultant

“Corruption in the country has not changed my love and passion for the team. I believe that the World Cup will bring a positive return to the country in the self esteem of the Brazilian, but I don't think it will bring any other benefit.

The 1994 World Cup with the presence and participation of Romario has great memories for me. I was in the city of Tauá, with a group of 40 people. Devouring meat and drinking beer all the time and we didn't sleep for two days.”











Afrânio Albuquerque Morira - Government Employee

“An analogy between Brazil and Brazilian Football is the warmth of the country. Brazil has just dodged the difficulties, and at times when we need unity, we set aside the evils and differences and gather in favor of patriotism.

To me the greatest player in history is undoubtedly Pele, because of his moves and memorable goals. And we should thank Pele because we are hosting the Cup.”















Patricia Agnes Zalazar - Dentist - Argentinian

“If I had to choose between Pele and Maradona, I would choose Messi!

Between Argentina and Brazil, I think that Brazil does less in terms of social responsibility through soccer than Argentina. Even though both are fanatical about football, Brazil is less responsible and interested in social causes.

If Brazil and Argentina played each other in a match I would be torn, as Brazil is not our biggest rival, but England who stole the Falkland Islands from us.

I do not think women watch soccer more for the physique of the players than for the sport itself, but because the sport arouses, inspires and stirs much emotion; consequently it inspires physical beauty and health.”







Francisco Assis de Castro - Retired

“The Cup being held here gives more opportunity to express our love for the team. This also offers the opportunity to forget about the problems that we experience as it is useless to suffer for them. Surely this is the Cup of all Cups because it is happening in many different regions of our country. We cannot forget that we have the king of football: Pele, but there are other memorable moments with Bebeto and Romario”



CHAPTER 3

BRAZIL VS. MEXICO













José Clodoveu de Arruda Neto - Mayor of Sobral

“The Brazilian team symbolizes one of the main characteristics of the Brazilian, which is football. You find out how the youth culture from in the North to the South of the country playing football. Brazil is described by the ball.”











Fernando Leal - Graphic Artist/Designer

“For us this World Cup was very good. We are not a samba band we are just a group of friends that meet to play just for hobby. But thank God we managed to have played some cool events in this world cup, it was a surprise. And that we were invited to this event in Saint John square is beyond what we expected (laughs)”

SAMBA DE VERAS: Thiago (sax), Ismael (tantan), Madson (tambourine),
Fernando Leal (banjo), Luis Filho (tambourine), Roney (reco reco), Wilson (surdo)



CHAPTER 4

CAMEROON VS. BRAZIL





Professor Paulo Passos – Coordinator of Journalism – Faculdades INTA

“The ball crosses the line, hits the net on the inside and the heart triggers. Glazed eyes, scream bursts vocal cords yellow-green tune semitones. All around the same blast. Football brings, is delivery, clings... However, the most important is not captured by the objective, pores open and emotion surfaces.

Simply a goal ...Go! “







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PROMOÇÃO GALEADA
SHELL 11 CARROS
E 1.000 CARTÕES
PRÉ-PAGOS SHELL

ADQUIRA
PNEUS

















Sousa Neto – Restaurant Manager “Paulista”

“My experience was wonderful, it was my first time working in an event like this and it was a very good experience. I enjoyed the games despite our team not becoming the champion, but that's life.”















CHAPTER 5 BRAZIL VS. CHILE













ALFREDO CAVALCANTE
ADVOCACIA
Dr. Alvaro Alfredo
OAB CE 24.160

BRASIL
Copa 2014

SEMPRE
JUNTOS
COM O
VOCE
PELA NOSSA
SELECÇÃO









Vanderlandia Cavalcante - Owner - Drinks Bar

“Despite the protests before the Cup, various merchants across the country had a good income. We played very well despite our unfortunate defeat. It was a great benefit to merchants especially Drinks Bar that is under new management. The games brought together many people, cheerleaders from across the city which resulted in a good income.”











Tatiana Maria Bezerra Santiago – Product Helper at Grendene Factory

“Being a woman that does not care much about football, it was beautiful, the whole country united by the team. The family gathered and afflicted, especially children. This Cup was unforgettable, despite losing, the joy of the Brazilians what counted most. Despite the difficulties and inequalities of our country, our union spoke louder. We had fun like kids, and regardless of the results, we are all one.”











Teresa de Melo Oliveira

“My family, thank God, all blessed by God ...
My Son, he is rude to me but I like everyone here
at home. My neighbors are all my friends ...

I have six grandchildren and I like and love
everyone of them. I am a hardworking person
and like everyone and no one has complained
about me, everyone likes me.”



SOCORRINHA
Cabeleireira
611-0377



CHAPTER 6

BRAZIL VS. COLUMBIA





014.8736 / 9220.2747 / 9800.5815
Galaia - Colômbia



267























Johnathan Quariguasi – Physical therapy Student

“The World Cup in Brazil in 2014 was an event of great impact in our country, from the economy to the union of families. It's always nice to have our whole family and friends together to celebrate a sporting event of international character.

This meeting shows the international and national society that the world cup as well as a sporting event is a cultural event that always adds a mix of traditions and cultures in our Brazilian way of being.

Unfortunately our joy was not a complete, but the result left by the event was that even with so many difficulties we can make the greatest event in the world, and to come again in 2018 to gather our family and cheer once again for our country!”







CHAPTER 7

BRAZIL VS. GERMANY

















Airton Silva – Maintenance Assistant at Faculdades INTA

“Well my experience was good and bad to weigh that Brazil lost the World Cup and the good side of this was with friends, to share moments and enjoy a good party to congratulate the beautiful game Brazil played.”













CHAPTER 8

BRAZIL VS. NETHERLANDS











Kerginaldo

“Here in our World Cup, I knew we would not win. It would be very difficult because we were losing too many games. Then we would not pass through this world cup because there were very good teams like Argentina and Germany. Brazil didn't have a team to beat them because we lost 7 to 1. I believed another team would win but not Brazil.”







PHOTOGRAPHER
RYAN HOOVER

PHOTO: WILLAMS KATIANE

Ryan is an American photographer who has lived in Sobral, Ceará for two and a half years. He has photographed many aspects of Sobral in his role as photographer for the Sobral News and Faculdades INTA.

This is Ryan's first book, though his work has been printed in countless business journals, magazines, newspapers and real estate magazines in both Brazil and the United States.

In his travels he has photographed people like:

Muhammad Ali

Boxing Legend

Katie Couric

Television personality

Phil Angelides

Treasurer of the State of
California

Tim Kaine

Governor of Virginia

Barbara Boxer

Senator from California

Harvey Levin

Television producer and lawyer

Jill Biden

Wife of Vice President of the
United States

Michelle Obama

First Lady of the United States

George W. Bush

President of the United States

Tom Perriello

Congressman from Virginia

Içami Tiba

Brazilian author of works of education

Cid Ferreira Gomes

Governor of Ceará

Hérico Hesley

Jiu-Jitsu world champion

Melissa Otto

Australian singer/songwriter

Dilma Rousseff

The President of the Federative
Republic of Brazil



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