RUA DO LAVRADIO
RIO DE JANEIRO
BEM VINDO
GRUPO
SCENARIUM

GRUPO SCENARIUM

Grupo Scenarium, founded by partners Plínio Fróes and Nelson Torzecki, consists of four enterprises located in large, colonial-era houses in the heart of Old Rio's Downtown Historical Center: the Rua do Lavradio Cultural Quarter. In the past, the street that connects Lapa to Praça Tiradentes was the first residential area in the city and included, among its regulars, personalities like Carmen Miranda, Madame Satã, the journalist João do Rio, and the writers Lima Barreto and Machado de Assis. In order to preserve the historical significance of the locale, Grupo Scenarium invests in the conservation and restoration of the houses, in accordance with the norms of the Corredor Cultural do Centro do Rio de Janeiro (Cultural Corridor of Downtown Rio de Janeiro).

The passion for relics and antiquities, collected over some decades by the founders of the group, was the great motivation behind the creation of Rio Scenarium, Cachaçaria Mangue Seco, the Santo Scenarium Restaurant, and Galeria Scenarium. The large houses are decorated with a rich collection of art, furniture, and antique objects that are not for sale, but are open for the public to observe and study. Every year, around one million visitors pass through the Grupo Scenarium houses.

RIO SCENARIUM Pavilhão da Cultura

MANGUE SECO

SANTO SCENARIUM

GALERIA SCENARIUM

RIO SCENARIUM
HOW IT ALL BEGAN:

The visionary from Minas Gerais, Plínio Quintão Fróes, grandson of an aristocrat from the coffee era, arrived in Rio de Janeiro in 1989 and fell in love with the history of the place at a time in which there weren't many attractions beyond the beautiful architecture of the large, colonial-era houses. It took nearly 30 years for him to transform himself from a small antiques collector into one of the most admired entrepreneurs in downtown Old Rio; yet he maintained his original focus: revive history, whether through antique objects, documents, or through other initiatives. Beyond being one of the founders of the Feira Rio Antigo (Old Rio Street Fair), which began to bring life to the region in the1990s, Plínio bestowed upon the city, and specifically Lapa, the inauguration of a nightclub that would become an icon of the revitalization of Rua do Lavradio (Lavradio Street): Rio Scenarium – Pavilhão da Cultura , a unique venue which blends an antiques exposition with a bar, restaurant, and musical program. Rio Scenarium operates out of a large, 19th-century home, and displays a collection of more than ten-thousand pieces of furniture and other antique objects, including a centennial barber chair . On the ground floor, among the countless treasures, the collection of colorful, porcelain serving trays from the beginning of the 20th century, mostly produced in Germany and Czechoslovakia, as well as a collection of Art Nouveau vases and columns, examples of authentic French Barbotine stonework, all stand out. On the ground floor customers can also appreciate oil paintings, from artists such as Eduardo and Gilda Guinle, as well as charcoal nudes by renowned European artists.

The collections of antique clocks, crystal chandeliers, Venetian mirrors, and the antique homeopathic pharmacy from the 1930s stand out as part of the second floor decor, which gives access to the house's Salão Anexo . On the third floor, one may find the Espaço Ariano Suassuna, dedicated to one of the greatest Brazilian playwrights, and inaugurated by him in October 2001. Collections presented in showcases fixed on the walls, in homage to Suassuna's work, tell the history of the Brazilian man: the native (feather headdresses, jaguar hides, necklaces, and arrows), the black man (iron shackles and collars, whips, and other objects of

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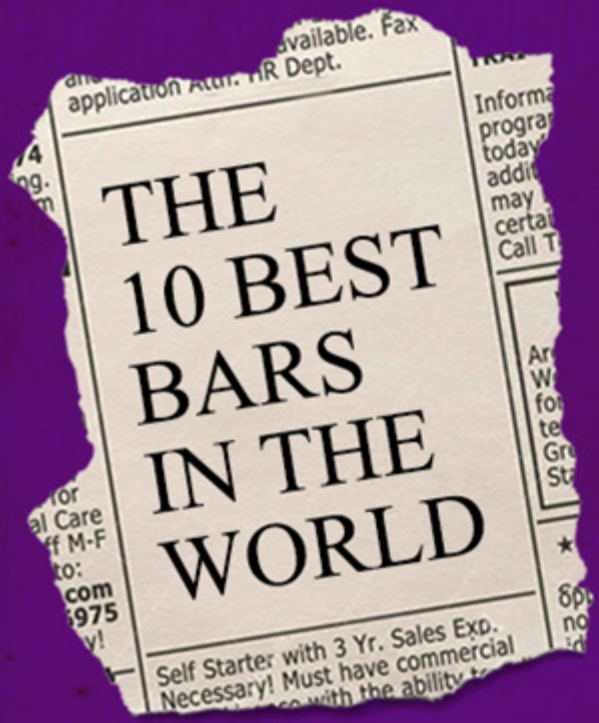


CURIOSITIES:

Rio Scenarium – Pavilhão da Cultura opened its doors in 1999 as an antique shop specializing in set location for film and television. At this time, the house already held a vast collection of furniture and other objects, but only in 2001 did it transform into a Brazilian music venue, reestablishing its old tradition: in the past, the locale was home to a famous dance spot called the Humaitá Dance Club, administered by an association of ex-Navy officers. On the wall, there was a large painting commemorating the singer, Emilinha Borba, who used to be a regular patron of the spot.

In 2006, the London journal, The Guardian, considered the most important journal in Great Britain and elected National Newspaper of the Year in the British Press Awards 2006, included Rio Scenarium on its list of the 10 best bars in the world, together with Chez Georges in France, and OJ´s in Antigua.

In 2008, the house was the scene of the "I am Legend" film release. On the Rio Scenarium dance floor, actor Will Smith learned a few dance moves with Carlinhos de Jesus, and even displayed some of his pole dancing skills.

On weekdays and Sundays, Rio Scenarium is often utilized as a set for commercials, soap operas, documentaries for television and cinema, as well as fashion shoots for national and international magazines and journals.

RIO SCENARIUM
Pavilhão da Cultura

Rua do Lavradio, 20, Centro Antigo.
Telefone: (21) **3147-9000.**
Cartões de créditos e débitos: todos.
www.rioscenarium.com.br

UPDATES:

For the Olympics, the house prepared the opening of a new, 150m2 space in order to receive the expected boost in visitor numbers. There will be access from the second floor, where there once was the collection of the antique homeopathic pharmacy, which now occupies a distinguished space among the new environment's decoration.
The Rio Scenarium entrance hall has also been completely renovated and is even larger and more charming, while offering more comfort and convenience for anyone who arrives at the house.
The coatroom has gained its own space, located on the second floor. Beyond this, the locale's restaurant is participating in the Circuito Triathlon Gastronômico with the dish Pirarucu Ornamental (Filet of Pirarucu grilled in pink peppercorn olive oil, Brazilian ratatouille, and arracacha purée).

SANTO SCENARIUM

The bar and restaurant, Santo Scenarium, functions in a two-story, colonial-era house, completely restored, on Rua do Lavradio, 36.

In the past, the locale was home to the illustrious actor João Caetano (1808-1863), and, at the end of the 18th century, also functioned as a police station. In 1884, the building "bore witness" to the murder of the abolitionist journalist Apulcro de Castro, writer for the journal, "Corsário," which was critical of the empire. According to Euclídes da Cunha, Apulcro was lynched and stabbed in the back by a group of soldiers who were not intimidated by the fact that they were but a few meters from the police station. In remembrance of this time, the house maintains sections of the original railings in the corridor that leads to the lounge.

Today, the religiously themed decoration garners attention with its oratories and other relics, such as the 2.5-meter wooden angel hanging from the ceiling – a replica of the work by Aleijadinho.

On the menu, Brazilian gastronomy oriented toward the contemporary executive lunch delights the palate, serving more than 250 people every day for lunch. The special menus, Segunda+Light (Light Mondays), Terças Internacionais (International Tuesdays) and the Festival of Risotos have made a success out of Monday through Wednesday lunchtimes.

UPDATES:

For the Olympics, the house will function every day (from August 5th to the 22nd), on a special schedule, opening at11:30am and closing at night when the last client leaves. Beyond this, the house is participating in the "Circuito Thriathlon Gastronômico" with the special dish 'Salada Artística' (green salad with strips of chicken, heart of palm, tomato, cashews, slivers of parmesan and an orange vinaigrette)

SANTO SCENARIUM

Rua do Lavradio - 36, Centro Antigo
Tel: (21)3147-9007
Hours: Open at 11:30am
Capacity: 60 people. Since 2007.
www.santoscenarium.com.br.

MANGUE SECO

Cachaçaria Mangue Seco is a mandatory stop for anyone who frequents Rua do Lavradio. The house inaugurated a new environment and now occupies two completely restored, large 19th century houses, doubling the physical space and seating capacity. Along with a restaurant, the locale includes a "cachaçaria" complete with more than 100 kinds of the Brazilian alcohol from all over the country.

Brazilian food, particularly fish and other seafood, is the great highlight of Mangue Seco gastronomy. One of the specialties is the seafood "caldeirada," or stew, served with rice, "pirão" (seafood broth thickened with manioc flour), and coconut oil "farofa," or roasted manioc flour. Another suggestion, which also serves two people, is the "bobó de camarão," a heavy prawn dish served with rice and coconut oil "farofa." For dessert, one of the delicacies is the banana flambé with a house cachaça, served with vanilla ice cream.

To heat up the Rio de Janeiro night from autumn to winter, the house celebrates the traditional "Festival de Caldos," or soup festival, of Cachaçaria Mangue Seco. On the menu are four soup options - "caldo verde," a soup made from bitter greens, "caldo de camarão," a prawn stew, "caldo de siri," a crabmeat stew, and "caldo de canjiquinha com costelinha," a creamy corn soup with pork - in two sizes. On Tuesday and Wednesday nights the main attraction is the "Birinight," which shakes up the Mangue Seco happy hour with a guitar and voice show and a double shot caipirinha, starting at 7:00pm. Once a month, the house hosts the meeting of the Clube Carioca da Cachaça, a group of producers and aficionados of the drink internationally recognized as typically Brazilian.

UPDATES:

Cachaçaria Mangue Seco acquired the neighboring house and renovated it so that the two environments were fully integrated, allowing for the expansion of the restaurant's physical space and doubling the seating capacity of the house. Mangue Seco will be open every day during the Olympics (from the 5th to the 22nd of August), starting at 11:30am. Beyond this, the restaurant will participate in the "Circuito Triathlon Gatronômico" with the dish 'Frango Sincronizado' (grilled chicken breast filet, served with saffron-infused rice and salted vegetables)

MANGUE SECO

Address: Rua do Lavradio, 23, Centro Antigo. Tel: (21) 3852-1947.
From August 5 to 22 : open at 11:30am.
www.manguesecocachacaria.com.br.

GALERIA

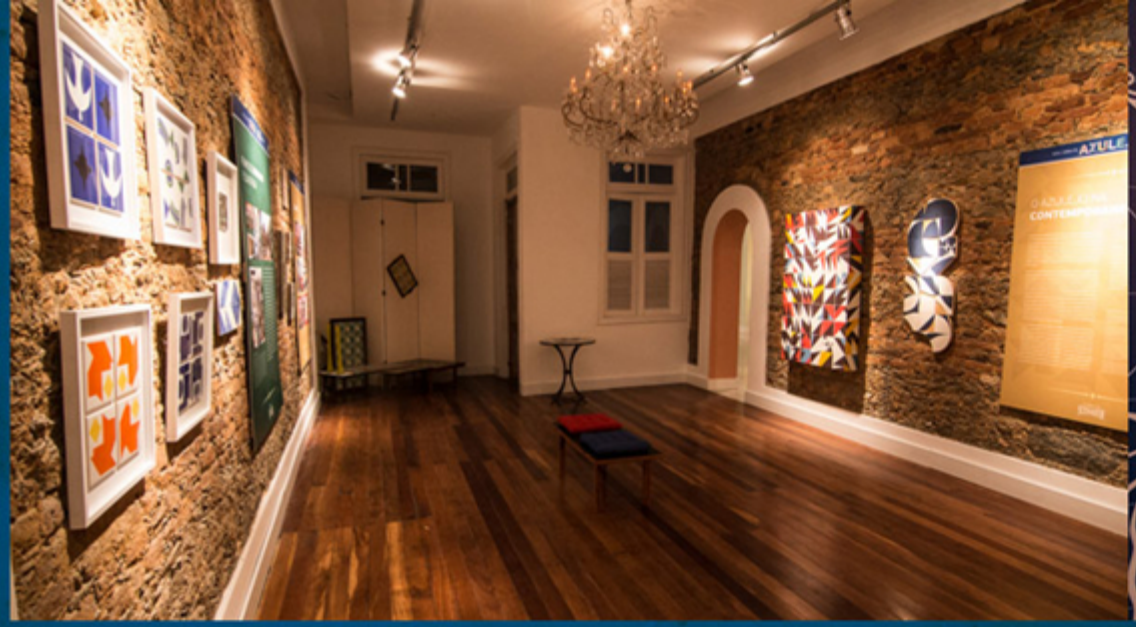
SCENARIUM

Galeria Scenarium, which occupies the large, colonial-era houses number 13 and 15 on Rua do Lavradio, both constructed in the 19th century and completely renovated and restored in accordance with the norms of the Corredor Cultural do Centro do Rio de Janeiro (Cultural Corridor of Rio de Janeiro), was inaugurated in 2013.

Built in 1874, the house that once belonged to the Viscount of Itaboray includes 1,500m² distributed over three floors. With diverse and ample halls, the structure was created as a space to receive events, courses, training seminars, and workshops. The house also contains a fully-equipped industrial kitchen, elevator, and modern bathrooms, accessible on all three floors. On the ground floor, it also offers an adequate environment for ecumenical ceremonies, weddings, expositions, and corporate events.

HOW IT ALL BEGAN:

After admiring the houses from afar for a time, Grupo Scenarium acquired the two buildings in 2007. In total, they include 1,700 square meters distributed across three floors. The restoration and renovation work began in 2011. The façade, decorated with beautiful Portuguese tiles, reveals the initial date of construction: 1874. It is one of the oldest buildings on Rua do Lavradio, with six windows per floor, covered in stonemasonry and enameled brick. “It should be considered one single building, with two distinct units, like identical twins - as they are exactly alike - with eccentric, cast iron railings adorning the small balconies of the impressive, three-story "sobrados" [buildings typical of the era]. Railings which, on the top floor, transform into a gentle wave-like pattern, something rarely seen in other buildings, making this a unique architectural example miraculously emerging from the street, a singular element, unparalleled, noteworthy, unforgettable." comments the architect Augusto Ivan de Freitas Pinheiro.
Along with functioning as a residency, in the 19th century, of a family which enjoyed the intimacy and consideration of the royal family, the house also held a coach factory, a dry cleaner's, the bakery Panificação Flores, and also a well-known thrift shop frequented by the famous singer, “Noite Ilustrada,” who there bought the beautiful suits which he used during his performances on the Rio de Janeiro night scene. But the most noble owner was the Viscount of Itaborahy, minister of the Brazilian Imperial Navy, founder of Banco do Brasil, and whose initials inscribe the top of the building: JJRT - Joaquim José Rodrigues Torres.



In 2014, the Scenarium Institute inaugurated the permanent exhibition "Azul Cobalto – Azulejos e Memórias" (Blue Cobalt - Tiles and Memories) in the locale. The exhibit brings to the public part of Grupo Scenarium partner Nelson Torzecki's collection, hunted down over more than 20 years and composed of around 100 structured panels, with pieces used in the 16th through the 20th centuries, some never before seen in public. The locale also gathers together a small part of the collection of antiquities and relics of the group's partners, and has already received various exhibitions from Brazilian artists such as Ziraldo, Miguel Paiva and Panmela Castro.

Galeria Scenarium was designed so that its multiple spaces could be completely mutable, giving possibility to the realization of diverse events, and is equipped with projectors and a computer. In order to fully attend the needs of the events, Grupo Scenarium offers its own services, as well as those of third-party vendors, in gastronomy, illumination, sound, ambiance, and security. Events held in the Galeria can also count on the support of all the other attractions and services available in the other Grupo Scenarium houses.

GALERIA
SCENARIUM

Scheduled visits only.
Rua do Lavradio, 15, Centro Antigo.
Contact: (21) 3147-9017
www.galeriascenarium.com.br