

PRESS RELEASE

Lula, the Son of Brazil

A film by Fábio Barreto

Production: LC Barreto, Filmes do Equador and Intervídeo Digital

Co-production: Globo Filmes

Associated producers: Teleimage, Locall and Espaço Z

Distribution: Downtown Filmes & Europa Filmes

LUCY E LUIZ CARLOS BARRETO, INTERVIDEO, DOWNTOWN FILMES, EUROPA FILMES E GLOBO FILMES apresentam

VOCÊ SABE QUEM É ESSE HOMEM... MAS NÃO CONHECE A SUA HISTÓRIA...



Lula

O FILHO DO BRASIL

UM FILME DE FÁBIO BARRETO



GLÓRIA PIRES CLEO PIRES JULIANA BARONI APRESENTANDO RUI RICARDO DIAZ COMO LULA
ATORES CONVIDADOS MILHEM CORTAZ LUCÉLIA SANTOS ANTONIO PITANGA CELSO FRATESCHI

com CLAYTON MARIANO EDUARDO ACIABE FELIPE PALANGA GUILHERME TORTOLIO MARCOS DESANA SÓSTENES VIDAL roteiro DANIEL TENDLER DENISE PARANÁ e FERNANDO BONASSI direção de arte LULA, O FILHO DO BRASIL de DENISE PARANÁ
direção de fotografia GUSTAVO HADBA edição LETICIA GIFFONI música ANTONIO PINTO e JAQUES MORELENBAUM produção de arte CLOVIS BUENO figurino CRISTINA CAMARGO som CRISTIANO MACIEL direção de arte ALESSANDRO LAROCCA maquiagem ARMANDO TORRES JR.
casting ANS CASTING preparação de atores SÉRGIO PENNA direção de arte MARCELO SANTIAGO produção Paula Barreto e Romulo Marinho Jr. direção Fábio Barreto

LULA, THE SON OF BRAZIL

The story of a common man, his family and the extraordinary capacity to overcome difficulties

Directed by Fábio Barreto (*O Quatrilho*), based on the homonym book of Denise Paran , *Lula, The Son of Brazil* brings to the screen the trajectory of Luiz In cio Lula da Silva, from his birth, in 1945, until 1980, when he was a famous union leader. The date also marks the death of someone deeply influential in his life and in his way of thinking: His mother, Dona Lindu (Eur dice Ferreira de Mello), who successfully raised eight children alone with the motto "In this family no one will be a thief or a prostitute".

Filmed in two states (Pernambuco and S o Paulo), seven cities and 70 locations, between January 20th and March 18th of 2009. *Lula, The Son of Brazil* travels the main points of the human trajectory of Lula, from the arid homeland in Pernambuco, where he was born, to the periphery of Santos, where he was raised, through the factories and the unions of ABC paulista. He experienced intense personal transformation with the loss of his first wife and son, and professional from the exciting speech at the fully packed stadium in Vila Euclides, performed without any sound system were 80 thousand workers repeated his words so that everyone could hear them.

In the cast of 130 actors Rui Ricardo Diaz stands out in his film debut, playing Lula age 18 to 35 years; Gl ria Pires (Dona Lindu), Cleo Pires (Lourdes, first wife of Lula), Juliana Baroni (Marisa Leticia). Milhem Cortaz (Aristides, as the abusive father). The footage also has 3,000 extras.

Lula, The Son of Brazil photography by Gustavo Hadba, art direction by Cl vis Bueno, costumes by Cristina Camargo, screenplay of Daniel Tandler, Denise Paran  and Fernando Bonassi, music by Ant nio Pinto and Jaques Morelenbaum.

"*We have not made a film about a politician or the president, but about a common man, his family and the extraordinary ability to overcome difficulties,*" defines the producer Luiz Carlos Barreto, creator of the project.

Produced by L.C. Barreto / Equador Films and Interv deo Digital, production of Paula Barreto and executive production of R mulo Marinho Jr, *Lula, The Son of Brazil* was made without any municipal, state or federal funding. Among the sponsors are SENAI, Camargo Corr a, GDF Suez, EBX, OAS, Ambev, Odebrecht, Volkswagen, Souza Cruz, Hyundai, Grupo JBS-Friboi, Estre Ambiental and Grendene.

SYNOPSIS

1945, in the wilderness of Pernambuco. Dona Lindu gives birth to her seventh son, Luiz Inácio da Silva soon receiving the nickname of "Lula". This was less than a month after her husband Aristides left her to try out the life at São Paulo with a younger woman. Alone, Dona Lindu, a simple woman of strong moral values, faces the difficulties without complaining.

During the drought of 1952, the worst in the northeast of Brazil, the family receives a letter of Aristides, calling his wife and children to live at his side in São Paulo. Dona Lindu sells all that she has and leaves with the children, not knowing that it was a fake letter: tired of the beatings of his father, Jaime forged a letter calling on the family. In fact, Aristides wanted to stay away from the first wife and their seven children.

The trip in the 'pau-de-arara' (truck for transporting migrants) from the backland (Sertão) to Santos last 13 days and 13 nights. During the long journey, Lula witnessed situations of extreme poverty and cruelty, and also the integrity and compassion of his mother.

Santos was the first stop for the family. Aristides was living with another woman and working as a docker. Dona Lindu and their children lived in poor conditions, exacerbated by the increasing violence of their father who started to drink more and more. Dona Lindu insisted that the children studied, while the father forbade this 'luxury': "Son of the poor have to work and not study" he said. Little Lula went to school, sold fruit on the street and confronted his father. One day Dona Lindu took a bold initiative: left her husband and went to São Paulo in search of a better life for their children.

In 1963, Lula gave great happiness to his mother by, graduating from professional class of SENAI. Like any young man at his age, he went to movies, dances, and started dating Lourdes, his best friend's Lambari's sister.

A new change took the Silva family to the ABC Paulista. Lula worked as a lathe mechanical for the automotive industry. The marriage with Lourdes and a modest little house seemed to strike a happy ending for the young migrant. The mother grew old and saw her children fulfill their motto - none of them left the track: Vavá, Ziza, and Lula have become skilled workers, Zé Cuia a driver, Jaime continued to work as a docker/stevedore. Marinete, Maria and Sebastiana married. The happiness of Lula, however, suffered a tragic blow: with a lack of medical care, he lost his wife, nine months pregnant, and son.

With the support of his mother, Lula took some time to recover. Then he became increasingly involved with union militancy, which at first rejected. Another surprise from destiny struck when, a taxi driver tells of his daughter in law, Marisa Leticia, a young widow with a child. Shortly after, at the union, Lula met Marisa Leticia, who became his second wife, with whom he has four children.

In the 70s, the path of Lula underwent deep transformations personal and professional. As a union leader he emerged as a refreshing political force. Dona Lindu was right when she said to the boy, "This one is going to be a someone. He will have a profession."

"*Lula, The Son of Brazil*" tells the saga of the Silva family, a saga like many other Silva families of Brazil.

SHORT SYNOPSIS

The personal and professional trajectory of Lula, since his birth in 1945, in the interior of Pernambuco, until 1980, when he was the greatest Union leader of the country. A story marked by difficulties, losses and a remarkable ability to overcome.

FÁBIO BARRETO – Director

Before arriving at the direction of a feature film, Fábio Barreto accumulated vast experience in various capacities of film activity, including assistance for the production of “*Dona Flor e seus dois maridos*” (1976), assistant director on “*Amor Bandido*” (1978) and production of “*O Beijo no Asfalto*” (1980), films directed by his brother Bruno.

In 1982 he directed his first feature film, *Índia, a Filha do Sol*, also starring newcomer in film Glória Pires, based on the novel by Bernard Ellis. His next films were *O Rei do Rio* (inspired from the play of Dias Gomes), *Luzia Homem* (based on the novel by Domingos Olímpio, starring Claudia Ohana). In 1995, he launched *O Quatrilho*, a landmark of resumption of Brazilian cinema of the 90’s which won an Oscar nomination for best foreign film. Based on the novel by José Clemente Pozzenato, the film depicted the beginning of Italian colonization in southern Brazil. It reunited the director and actress Glória Pires alongside Patricia Pillar, Alexandre Paternost and Bruno Campos.

Then Fabio made *Bela Donna* adapted from the novel *Riacho Doce* by Jose Lins de Rego held in Ceará, He returned to the Rio Grande for their next two films - *A Paixão de Jacobina* and *Nossa Senhora do Caravaggio*. He also signed a co-direction with Marcelo Santiago on the documentary *Grupo Corpo 30 years - a Brazilian family*.

Professor of interpretation, Fabio also directs for TV. Among his latest works is the production of *Sonhos e Desejos*, with the directorial debut of Marcelo Santiago and *O Homem que Desafiou o Diabo*, directed by Moacyr Góes. For TV, he directed the series *Desperate Housewives* (Brazilian version).

Filmography:

Índia, a Filha do Sol (1982)

O Rei do Rio (1984)

Luzia Homem (1987)

O Quatrilho (1995)

Bela Donna (1998)

A Paixão de Jacobina (2002)

Nossa Senhora de Caravaggio (2007)

DENISE PARANÁ – Co-writer, author of the book *Lula, The Son of Brazil*

Denise Paraná was born in São Paulo. She is a journalist, author, Doctor of Humanities from the University of São Paulo and post-doctorate as Visiting Scholar at the University of Cambridge, England.

"Lula, The Son of Brazil" was published in several countries and was well received by critics around the world being quoted in newspapers as The New York Times, Le Monde, L'Humanite, Le Figaro, La Repubblica, The Guardian, El País , among others, and broadcasters such as BBC, NBC and Al Jaazira.

Excerpts from some book review

Much of what is known about the early life of Lula comes from the work of oral history done in the 90's by Denise Paraná. (The New York Times)

The life of Luiz Inácio Lula da Silva is from the day of his birth, a vivid portrayal of the fortunes and miseries of Brazil. Denise Paraná, author of the only authorized biography of Lula, describes the history of this man. (El País)

*To understand the president, **Lula, The Son of Brazil**, is an indispensable reading. (O Estado de São Paulo)*

To understand what kind of clay Lula is made of Denise Paraná held long interviews, detailed, punctuated with strong emotion. (Revista IstoÉ)

***Lula, The Son of Brazil** is read as a good novel. The honesty of the author and the shamelessness of the character are the great strengths of this biography. (Revista Época)*

***Lula, The Son of Brazil**, are two hundred pages of exciting outburst collected by Denise Paraná a book of indispensable reading. (Jornal do Brasil)*

Denise Paraná (...) produced 528 smart pages, with fluent language, punctuated by the drama that uses historical studies, economic, anthropological and psychoanalysis to solve a puzzle that intrigue the soul of Brazil. (Correio Brasiliense)

The book by Denise Paraná is a wonderful job. No one has produced a portrait of Lula so revealing (...) A memorable testimony. (Elio Gaspari, Folha de São Paulo)

***Lula, The Son of Brazil**, is a masterful portrait of political history, personal and family of the president. A monumental book. (Revista Veja)*

LUIZ CARLOS BARRETO – Producer

Born in Sobral, Ceará, in 1928, Luiz Carlos Barreto is one of the biggest names in Brazilian cinema. Since the 60's, before dedicating his self to cinema, he signed to works of art - *Vidas Secas* (Nelson Pereira dos Santos) and *Terra em Transe* (Glauber Rocha). Restless formulator of new policies for the national cinema, he enabled more than 80 films, feature films and documentaries alike, including a number of hallmarks in national cinematography, through his production firm L.C.Barreto, established in 1962 composed of his wife Lucy, his children Paula, Fábio and Bruno and now also his grandchildren Helena and Julia.

Among the many classics of his production catalog, the following stand out: *Dona Flor e Seus Dois Maridos*, by Bruno Barreto (record box office in the country with 12 million viewers); *Bye-bye Brasil*, by Carlos Diegues; *Memórias do Cárcere*, by Nelson Pereira dos Santos, and two that ran for Oscars as Best Foreign Language Film: *O Quatrilho*, by Fábio Barreto, and *O Que é Isso, Companheiro?*, by Bruno Barreto.

The Idea to take *Lula, the Son of Brazil* to the screens came in 2002, when he read the book by Denise Paraná and got excited with the story of “a common man, with his family and the extraordinary capacity to overcome difficulties.”

PAULA BARRETO – Producer

A Graduate in Audiovisual Communication joined in 1983 in the production area of LC Barreto & Filmes do Equador where she developed a diverse background. She was an assistant to the costume designer in *O Menino do Rio*, by Antonio Calmon, an assembly assistant in *Aventuras do Paraíba*, by Marco Altber and, a production assistant in *O Rei do Rio*, by Fábio Barreto. On the administrative side, she turned to matters of domestic and foreign markets, with emphasis on contacts with international distributors in the United States and Europe.

In 1990, she took leave from the company to tend to her family and returned in 1997. Since then, she took over the management of the companies and the financial control of several projects, including *Aventura do Zico*, directed by Antonio Carlos da Fontoura and *Bossa Nova*, directed by Bruno Barreto.

In late 2001, she produced *A Paixão de Jacobina*, by Fabio Barreto, followed by *O Caminho das Nuvens* (Vicente Amorim), launched in 2003, and *O Casamento de Romeu E Julieta* (Bruno Barreto/2005), her first solo production. Then came *Caixa Dois*, (Bruno Barreto / 2007) *O Homem que Desafiou o Diabo* (directed by Moacyr Góes/2008) and *Polaróides Urbanas*, which marked the directorial debut of Miguel Falabella in 2008.

FILMOGRAPHY

L.C. BARRETO FILM PRODUCTIONS

FILMES DO EQUADOR

1961 - *ASSALTO AO TREM PAGADOR*, directed by Roberto Farias.

1963 - *VIDAS SECAS*, directed by Nelson Pereira dos Santos. Awarded at the International Festival du Film, Cannes - 1964. Winner of Office Catholique, Jeunesse and D'Arts et Essais Prizes.

1964 - *O PADRE E A MOÇA*, directed by Joaquim Pedro de Andrade. Selected to represent Brazil at Berlin Festival - 1966

1965 - *GARRINCHA, ALEGRIA DO POVO*, directed by Joaquim Pedro de Andrade. Award winning film at the Sports Film Festival in Cortina D'Ampezzo.

1966 - *A HORA E A VEZ DE AUGUSTO MATRAGA*, directed by Roberto Santos. Selected to represent Brazil at the Festival International du Film, Cannes - 1966.

1966 - *A GRANDE CIDADE*, directed by Carlos Diegues. Selected to represent Brazil at the Venice Film Festival – 1967

1966 - *TODA DONZELA TEM UM PAI QUE É UMA FERA*, co-production, directed by Roberto Farias.

1967 - *TERRA EM TRANSE*, co-production, directed by Glauber Rocha. Awarded by the International Festival du Film, Cannes - 1967. Winner also of the Awards Luiz Buñel and the International Federation of Film Critics.

1967 - *PERPÉTUO CONTRA O ESQUADRÃO DA MORTE*, co-production, directed by Miguel Borges.

1968 - *CAPITU*, co-production, directed by Paulo Cesar Saraceni.

1968 - *VIDA PROVISÓRIA*, co-production, directed by Maurício Gomes Leite. Selected to represent Brazil at the Locarno Film Festival - 1969.

1969 - *BANDEIRA BRANCA DE OXALÁ*, co-production with the French director Louis Malle, directed by Pierre Kast (Eastmancolor).

1969 - *BRASIL ANO 2000*, co-production, directed by Walter Lima Junior. Winner of the Silver Bear Prize at Berlin Film Festival - 1969

1969 - *OS HERDEIROS*, co-production, directed by Carlos Diegues. Selected to represent Brazil at the Venice Film Festival - 1969 (Eastmancolor).

1969 - AZYLLO MUITO LOUCO, co-production, adapted from the story "O Alienista" by Machado de Assis. Directed by Nelson Pereira dos Santos. He won the prize Luiz Buñel at the International Festival du Film, Cannes - 1970.

1969 - O MESTRE DO TEMPO, co-production with the French producer Claude Lelouch, directed by Jean Daniel Pollet (Eastmancolor).

1970 - OS SENHORES DA TERRA, co-production, directed by Paulo Thiago. He won the First Prize of International Critics of Karlovy-Vary (Eastmancolor).

1970 - UM CRIOULO MUITO DOIDO, directed by Carlos Alberto Prates.

1970 - COMO ERA GOSTOSO O MEU FRANCÊS, directed by Nelson Pereira dos Santos. Selected to represent Brazil at the Berlin Film Festival - 1971 (Eastmancolor).

1970 - O REI DOS MILAGRES, directed by Joel Barcelos. He won the Quality Award from the National Institute of Cinema (Eastmancolor).

1972 - OS SÓIS NA ILHA DE PÁSCOA, co-production with the French company Alexandre Films. Directed by Pierre Kast. Quality Award from the National Institute of Cinema (Eastmancolor).

1972 - TATI, A GAROTA, directed by Bruno Barreto. Selected to represent Brazil at the Moscow International Film Festival - 1973. Quality Award from the National Institute of Cinema (Eastmancolor).

1974 - ISTO É PELÉ, co-production, directed by Luiz Carlos Barreto (Eastmancolor).

1974 - A ESTRELA SOBE, co-production, directed by Bruno Barreto. Selected to represent Brazil at the Moscow International Film Festival - 1975. He won the Prix Moliere (Air France) for Best Director (Bruno Barreto) and Best Actress (Betty Faria). Also won first place at the Festival of Guarujá.

1974 - GUERRA CONJUGAL, directed by Joaquim Pedro de Andrade.

1975 - O BARÃO OTELO NO BARATO DOS BILHÕES, directed by Miguel Borges. Selected to represent Brazil at the Film Festival of Tehran. He won the Quality Award from the National Institute of Cinema (Eastmancolor).

1975 - LIÇÃO DE AMOR, directed by Eduardo Escorel. Selected to represent Brazil at the Film Festival in Tehran (Eastmancolor).

1977 - O CRIME DO ZÉ BIGORNA, directed by Anselmo Duarte.

1978 - DONA FLOR E SEUS DOIS MARIDOS, directed by Bruno Barreto. Quality Award from the National Institute of Cinema. First Prize in Taormina -1978. National record in Brazil: 12 million viewers.

1980 - *BYE, BYE BRAZIL*, directed by Carlos Diegues. Selected to represent Brazil at the International Festival du Film, Cannes - 1980.

1981 - *AMOR BANDIDO*, directed by Bruno Barreto. Participated at Filmex - Los Angeles.

1982 - *PROVA DE FOGO*, directed by Marco Altberg. Selected to represent Brazil at the Festival of Biarritz.

1982 - *NUNCA FOMOS TÃO FELIZES*, co-production, directed by Murilo Salles.

1983 - *MENINO DO RIO*, dirigido por Antonio Calmon. Selected to represent Brazil at the International Festival Vevey -Swiss

1984 - *O BEIJO NO ASFALTO*, directed by Bruno Barreto. Selected to represent Brazil at the Montreal and Chicago Film Festivals.

1984 - *ÍNDIA, A FILHA DO SOL*, directed by Fabio Barreto. Selected to represent Brazil in the Quinzena dos Realizadores, Cannes; Cartagena Film Festival, Colombia, International Film Festival of New Dehli. Awarded a prize at the International Film Festival of Cuba, Havana

1984 - *MEMÓRIAS DO CÁRCERE*, directed by Nelson Pereira dos Santos. Best Photography. Prize from the International Federation of Critics, Cannes- 1984

1985 - *AVENTURAS DE UM PARAÍBA*, directed by Marco Altberg . Winner of the Popular vote at The Festival of Brasília

1985 - *INOCÊNCIA*, directed by Walter Lima Junior. Selected to the Brasília Film Festival directed by Walter Lima Junior. Selected to Brasília Festival.

1985 - *GAROTA DOURADA*, directed by Antonio Calmon

1986 - *ALÉM DA PAIXÃO*, directed by **Bruno Barreto**

1986 - *REI DO RIO*, directed by Fabio Barreto

1987 - *IGREJA DOS OPRIMIDOS*, by Jorge Bodansky.

1987 - *ELE, O BOTO*, directed by Walter Lima Junior.

1988 - *LUZIA HOMEM*, directed by Fábio Barreto

1988 - *ROMANCE DA EMPREGADA*, directed by Bruno Barreto.

1995 - *O QUATRILO*, directed by Fábio Barreto. Nominated for the Oscar of the best foreign film of 1996

1996 - *O QUE É ISSO, COMPANHEIRO?*, directed by Bruno Barreto. Co-produced with Sony Corporation/Columbia Pictures. Representing Brazil in the International Film Festival Of Berlin 1997. Nominated for the Best Foreign Film of 1997

.1997 - *BELA DONNA*, directed by Fábio Barreto, based on the book "Riacho Doce" José Lins do Rego, with Natasha Henstridge, Andrew McCarthy, Florinda Bolkan and Eduardo Moscovis.

1998 - *UMA AVENTURA DO ZICO* directed by Antônio Carlos da Fontoura. Fiction adventure that brings the player Zico in the lead role.

1999 – *DE CONVERSA EM CONVERSA*, series of six programs for TV (Canal Brasil and TVE) directed by Fábio Barreto. With Fernanda Montenegro, Carlos Heitor Cony and Artur Xexéo.

1999/2000 – *BOSSA NOVA*, directed by Bruno Barreto. With Amy Irving and Antonio Fagundes. Distributed internationally by Sony Pictures Classics and Columbia Tristar International. Participation hors concours at the closing gala at the International Film Festival of Berlin 2000.

2000 – *BRASIL 500 ANOS*, documentary film directed by Fábio Barreto and Marcelo Santiago about the celebrations over the 500 Years of Discovery of Brazil, in Porto Seguro, Bahia.

2000 – *2000 NORDESTES*, documentary film directed by Vicente Amorim and David França Mendes. Brazilian representative hors-concours at Amascultura Festival 2000 - Lisbon, Portugal. Recommended by UNESCO.

2001 – *A PAIXÃO DE JACOBINA*, directed by Fabio Barreto. With Letícia Spiller and Thiago Lacerda. Co-produced and distributed by Playarte and introduced in important international festivals such as Nova Deli and Miami.

2002 - *FLUMINENSE FOOTBALL CLUB – CENTENÁRIO DE UMA PAIXÃO*, documentary directed by Marcelo Santiago in honor of one hundred years of this traditional football club.

2003 - *EDUCAÇÃO ESCOLAR INDÍGENA*, documentary directed by Camilo Tavares on the Brazilian experiences in indigenous education focused on the roots of the community, where teachers are also Indians. Participant of Fipatel Festival, Biarritz (France) 2004.

2003 – *O CAMINHO DAS NUVENS*, directed by Vicente Amorim, with Cláudia Abreu and Wagner Moura. Co-produced and distributed by Buena Vista International and selected for the festivals in Toronto, San Sebastian and Rotterdam.

2004 – *O CASAMENTO DE ROMEU E JULIETA*, directed by Bruno Barreto, with Luana Piovani, Marco Ricca, Luiz Gustavo. Co-produced and distributed by Buena Vista International. Selected for the festivals of Montreal, Lima, Philadelphia, among others.

2006 – *GRUPO CORPO 30 ANOS – UMA FAMÍLIA BRASILEIRA*, documentary film, directed by Fábio Barreto and Marcelo Santiago, with the general direction of Lucy Barreto, about the famous Brazilian dance group.

2006 – *SONHOS E DESEJOS*, directed by Marcelo Santiago. With Felipe Camargo, Mel Lisboa and Sérgio Marone. Winner of Kikito awards for best actress and best Art Direction in Gramado. Selected for the festivals of San Sebastián, Viña Del Mar and Mar Del Plata.

2007 - *CAIXA DOIS*, directed by Bruno Barreto. With Giovanna Antonelli, Cássio Gabus Mendes, Zezé Polessa, Thiago Fragoso, Daniel Dantas and Fúlvio Stefanini.

2007 - *O HOMEM QUE DESAFIOU O DIABO*, directed by Moacyr Góes. With Marcos Palmeira, Lívia Falcão, Fernanda Paes Leme, Flávia Alessandra, Giselle Lima.

2008 – *POLARÓIDES URBANAS*, directed by Miguel Falabella. With Marília Pêra, Arlete Salles, Otávio Augusto, Juliana Baroni, Natália do Vale.

DISTRIBUTION – DOWNTOWN FILMES

DOWNTOWN FILMES is the only private distributor of films dedicated 100% to the cinema. The company started operations in January 2006, and has as chief executive Bruno Wainer. From 1997 to October 2009, Wainer distributed 50 national films, which together have sold more than 18.9 million tickets. Among these stand out “*Central do Brasil*”, “*Cidade de Deus*”, “*Olga*” and “*Os Normais*”.

Since foundation, the company has launched 21 national films, including two major commercial success, “*Meu Nome Não é Jonhny*” Brazilian box office champion in 2008 with over 2 million tickets sold and “*Divã*”, launched in April 2009, with more than 1.9 million tickets sold. Downtwon Filmes is also the film's distributor for “*Salve Geral*”, Brazilian Academy Award nominee, Oscar 2010.

DISTRIBUTION – EUROPA FILMS

Europa Films is a Brazilian company that operates in the distribution of films in theaters, home video and TV since 1990. Its directors are Wilson Feitosa and Matteo Levi.

Europa Films led to theaters, rental stores and stores productions that have been a unanimity among audiences and critics, such as “*The English Patient*” (winner of 9 Academy Award[®], including Best Picture), “*Traffic*” (winner of 4 Academy Award[®], including best director for Steven Soderbergh), “*The Pianist*” (3 OSCAR[®], Actor, Adapted Screenplay and Director), “*Million Dollar Baby*” by Clint Eastwood, winner of 4 Academy Award[®] (including Best Picture), “*Brokeback Mountain*”, Ang Lee (winner of 3 Academy Award[®]), “*The Lives of Others*” and “*Tsotsi*” (Academy Award[®] winning foreign film). In 2009 distributed in Brazil, the great winner of the OSCAR[®] “*Who Wants to Be a Millionaire*,” which had 10 nominations and won 8 statuettes: Best Picture, Director, Adapted Screenplay, Cinematography, Sound Mixing, Editing, Original Soundtrack and Original Song.

Since 1995, Europa Films invests in national cinema, through resources of Article 3rd from the Law Audio Visual, starting with the films “*Pequeno Dicionário Amoroso*” and “*Menino Maluquinho 2*”. The company participated in the production of dozens of other Brazilian films such as “*Olga*”, “*O Invasor*”, “*Tainá*”, “*Central do Brasil*”, “*Memórias Póstumas de Brás Cubas*”, “*Os Normais – O Filme*”, “*Casseta & Planeta - Seus Problemas Acabaram*”, “*A Grande Família – o Filme*” and “*Ó Pai, Ó*”. In 2010, the distributor launches “*Lula - Son of Brazil*”. Europa Films breaks record in the market for home-video in direct sales to rental of national films, over 65 thousand units of the films “*Os Normais – O Filme*” and “*Olga*”. It is the pioneer in this market in the resumption of national cinema, has launched “*Carlota Joaquina*”, “*O Quatrilho*” and “*Central do Brasil*” on VHS in the mid 90s.

With a wide repertoire of titles, such as the long-action and big-budget, “*We Were Soldiers*” and “*Brothers Grimm*”, the history of cinema on DVD, with the collections of “*Trapalhões*”, “*Atlântida*” and “*Herbert Richers*” from children's films of great success, as “*Deu a Louca na Chapeuzinho*” to new technologies, with the launch of titles in Blu-Ray, the outstanding performance in international festivals (Cannes, AFM, BERLIN), and working with international harmony, as in the worldwide simultaneous launch of the eco-documentary “*Home - Our Planet, Our House*”, Europa Films

ensures a special place among the independent dealers and continues year after year to provide the best service to its partners and consumers.

INTERVÍDEO DIGITAL

InterVideo Digital is one of the most important independent production companies in the country. Headed by the journalist Roberto D'Avila and economist Cláudio Pereira, the producer has more than 25 years of experience and is a pioneer in the implementation of programs and documentaries for TV. Some of them have won awards and viewed internationally as *Xingu*, directed by Washington Novaes. In the Movie industry, Intervideo attended in short productions and feature films, including the award-winning *O Velho* and *Latitude Zero* - both from the director Toni Venturi. He is currently doing a documentary on the life of President Tancredo Neves, directed by Silvio Tendler.

CO-PRODUCTION - GLOBO FILMES

Created in 1998 as a film department from TV Globo, Globo Filmes aims to produce work of quality and artistic value, enhance the national culture, strengthen the Brazilian audiovisual industry, attract new talents and increase the synergy between movies and television.

The producer is proud to be included in the top ten of most watched films, headed by the huge success of *Se Eu Fosse Você 2*, which accounted for more than 6 million viewers, followed by *2 Filhos de Francisco*, with more than 5 million viewers, *Carandiru*, *Seu Eu Fosse Você*, *Cidade de Deus* - which received four Oscar nominations in 2004, *Lisbela e o Prisioneiro*, *Cazuza – O tempo não para*, *Olga*, *Os Normais* and *Xuxa e os Duendes*. Together, they took more than 38 million people to theaters.

Concerned to develop projects that bring more and more the public to the Brazilian cinema, Globo Filmes, has produced a wide range of film genres: for children's such as *Xuxa* and *Renato Aragão*; adults of various species, such as *Os Normais 2*, *O Ano em que Meus Pais saíram de Férias*, *Meu Nome Não é Johnny* and *Primo Basílio*, and those aimed to the family as "*A Grande Família*", *O Auto da Compadecida* and *Caramuru*. The criterion for selection of projects is guided by the search for content with national quality and popular potentiality.

COSTA FILMS - Co-producer and distributor for Latin America

Founded in March 2006 by Eduardo Costantini, Costa Films is a company producing, financing and distributing quality films from world-class directors.

Because of our background is that we decided to first concentrate in features with certain Latin American elements involved. Our first co-production *Tropa de Elite* (directed by Jose Padilha) was awarded the Golden Bear at the 2008 Berlin Film Festival and became the highest 2007 grossing film in Brazil with more than 2.5 M admissions. *The Burning Plain* (2008 Venice Film Festival / Official Competition and won Marcello Mastroiani Award for Best Emerging Actress), first movie directed by Guillermo Arriaga (writer of *Amores Perros*, *21 grams* and *Babel*) and starring Charlize Theron was our second co-production.

We're now developing *Two/One*, the first feature film by Argentine born Juan Cabral, the creator of the Sony Bravia Campaign Trilogy and the popular Gorilla advert for Cadbury, which was the most awarded spot of 2008. Cabral joined Fallon London in 2003 and was also named one of the top 10 Directors Worldwide of 2008. And also working on the adaptation of *News of a Kidnapping*, a film based in the homonymous novel written by Latin-America's Nobel prize-winner Gabriel García Márquez.

In July 2007, Costa Films co-founded and became an active partner at The Auteurs.com, a unique online film library where cinéphiles around the world come together to watch, discuss, and read about the best of cinema. The Auteurs will be officially launched worldwide during the 2009 Cannes Film Festival.

In May 2006, Eduardo Costantini linked a deal with Harvey Weinstein/The Weinstein Company and created The Latin American Film Co, a production and distribution film fund to invest in Latin American movies.

Based in Buenos Aires, Costa Films has partners in New York, Los Angeles, Silicon Valley, Paris, London, São Paulo and Mexico D.F. for its different ventures.

Credits

Production LC Barreto
Filmes do Equador
Intervídeo Digital

Based on the book "*Lula, O Filho do Brasil*" by Denise Paraná

Co-Producers Globo Filmes
Associated Producers Locall
Teleimage
Espaço Z

Director Fábio Barreto
Producers Paula Barreto, Romulo Marinho Jr.
Executive Producer Rômulo Marinho Jr.
Script Daniel Tandler
Denise Paraná
Fernando Bonassi
Assistant Director Marcelo Santiago
Photography Gustavo Hadba
Art Director Clóvis Bueno
Costumes Cristina Camargo
Film Editing Letícia Giffoni
Acting Coach Sérgio Penna
Sound Cristiano Maciel
Sound Editor Alessandro Laroca
Music Antônio Pinto and Jaques Morelenbaum

BRAZIL – 2009

Duration: 128 minutos

Sound: Dolby Digital 5.1

Format: 1.85

CAST

Lula Rui Ricardo Diaz
Mrs. Lindu Glória Pires
Lurdes Cléo Pires
Marisa Letícia Juliana Baroni
Aristides Milhem Cortaz
Teacher Lucélia Santos
Mr. Cristóvão Antônio Pitanga
Mr. Álvaro Celso Frateschi

Cláudio Feitosa	Marcos Cesana
Ziza.....	Sóstenes Vidal
Vavá	Antonio Saboia
Lambari.....	Clayton Mariano
Geraldão	Eduardo Acaiabe
Arnaldo	Marat Descartes
Dr. Miguel.....	Nei Piacentini
Lula at 7 years old.....	Felipe Falanga
Lula at 15 years old.....	Guilherme Tortolio
Lambari at 15 years old	Luccas Papp
Lurdes at 13 years old	Vanessa Bizarro
Jaime.....	Maicon Gouveia
Journalist	Fernado Alvez Pinto
Dona Mocinha	Rayana Carvalho
Tosinho	Jonas Melo
Marinete.....	Mariah Teixeira
Tiana	Fernanda Laranjeira

SOUNDTRACK

1. **Meu Primeiro Amor** (Hermínio Gimenez / José Fortuna e Pinheirinho Jr)

Rewriting with ZEZÉ DI CAMARGO and LUCIANO

ADDAF / FERMATA

2. **Saudosa Maloca** (Adoniran Barbosa)

EMI – DEMÔNIOS DA GAROA

VITALE

3. **Estúpido Cupido** (Greenfield/Neil Sedaka – v. Fred Jorge)

EMI – CELY CAMPHELLO

EMI

4. **Sentimental Demais** (Evaldo Gouveia/Jair Amorim)

EMI – ALTEMAR DUTRA

TOP PUBLISHING / ADDAF

5. **Nossa Canção** (Luiz Airão)

Rewriting with NANA CAYMMI

EMI

6. **Você** (Tim Maia)

UNIVERSAL – TIM MAIA

SAMBA ADDAF

7. Pra Frente, Brasil (Miguel Gustavo)

EMI MUSIC – CORAL DO JOAB

ADDAF

8. Cidadão (Lúcio Barbosa)

SONY – JOSÉ GERALDO

EMI

9. Desesperar, Jamais (Ivan Lins/Vitor Martins)

EMI – IVAN LINS

MIRAMAR 50% / OI LUA COPYRIGHTS 50%

10. Como vai você (Antonio Marcos / Mario Marcos)

SONY – ANTÔNIO MARCOS

UNIVERSAL MGB

11. Pau de Arara (Guio de Moraes/Luiz Gonzaga)

SONY – LUIZ GONZAGA

VITALE

AND TWO MORE TREK ORIGINAL MUSIC COMPOSED BY ANTONIO PINTO.

Press Office - *Lula, o filho do Brasil*

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