

September 30, 2009

## MIAMI DDA AND THE CITY OF MIAMI CELEBRATE COMPLETION OF BISCAYNE BOULEVARD'S "NEW WORLD DESIGN"

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Event to mark project completion, announce the launch of new improvements, and to commemorate the 100th anniversary of its famed Brazilian designer, Roberto Burle Marx

**WHAT:** Biscayne Boulevard's "New World Design," one of the few landscape projects that famed Brazilian landscape architect Roberto Burle Marx (1909-1994) undertook in the U.S., has transformed more than 10 contiguous blocks of Biscayne Boulevard from a street of broken schemes into a winding and undulating mosaic masterpiece that planners see as the City's "grand entrance."

This event will celebrate the Biscayne Boulevard project completion, announce the launch of new improvements, and commemorate the 100th anniversary of its treasured designer. Immediately following the dedication ceremony, a Brazilian-style festival will commence in the AmericanAirlinesArena East Plaza.

Dedication Ceremony (remarks to be made by):

- The Honorable Manny Diaz, City of Miami Mayor
- Neisen Kasdin, Vice-Chair of the Miami Downtown Development Authority
- Gus Pego, District Secretary of the Florida Department of Transportation
- Lauro Cavalcanti, Director of Paço Imperial in Rio de Janeiro (former palace; current historical center), expert in the works and life of Burle Marx
- Ambassador Luiz Augusto de Araujo Castro, Consul General of Brazil

Brazilian Festival:

- Rio-based trio, Bossacucanova, will perform their fresh, electrogroove-filled sounds, which is a modern take on the classic 1960s bossa nova style.
- Food and drinks from new downtown Brazilian restaurant, Botequim Carioca.
- Capoeira demonstrations
- Drums, samba and additional entertainment

**WHEN:** Friday, October 2, 2009 @ 4pm

**WHERE:** Freedom Tower, 600 Biscayne Blvd. in Downtown Miami

**ABOUT ROBERTO BURLE MARX:**

Roberto Burle Marx (1909-1994) was Brazil's most influential landscape architect and is internationally recognized as the "creator of the modern garden." He designed approximately 3000 works during his 62-year career, of which only a fraction have been realized. Burle Marx is also recognized for his discovery of some thirteen plants that bear his name, and his ecologically informed landscapes. A noted painter, botanist, and designer, his work has been awarded numerous prizes worldwide.

