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## São Paulo Mayor Kassab to Receive Scenic Visionary Award

FOR IMMEDIATE RELEASE

NEW YORK – Gilberto Kassab, Mayor of São Paulo, Brazil, will receive Scenic America’s first-ever International Scenic Visionary Award after the world premiere of the documentary film *This Space Available* on November 5.

The film, premiering as part of the DOC NYC festival, focuses on the struggle of people around the world to combat visual pollution in their public spaces. Directed by Gwenaëlle Gobé and produced by Marc Gobé, founder of Emotional Branding, the film was in many respects inspired by Mayor Kassab’s Lei Cidade Limpa, or Clean City Law, that passed in 2006 and mandated the removal of almost all outdoor advertising in São Paulo.

“The Clean City Law came from a necessity to combat pollution. We decided that we should start combating pollution with the most conspicuous sector – visual pollution,” Mayor Kassab said. Almost overnight, residents and visitors alike woke up to discover a new São Paulo, one that had for too long been hidden by unchecked outdoor advertising.

The law was hailed by writer Roberto Pompeu de Toledo as “a rare victory of the public interest over private, of order over disorder, aesthetics over ugliness, of cleanliness over trash.” Five years on, polls show that citizens, business owners and even advertisers approve of the law. Augusto Moya, creative director of ad agency DDB Brasil, said of the law: “As a citizen, I think that future generations will thank the current city administration for this ban.”

Mary Tracy, President of Scenic America, said “We are thrilled to present the first ever International Scenic Visionary Award to Mayor Kassab. His bold and groundbreaking effort to rid São Paulo of the kind of visual pollution that plagues so many public spaces all around the globe is to be commended. He is an inspiration to citizens and leaders worldwide.”

The award will be received by Paulo Uchoa from the Consulate General of Brazil in New York, on behalf of Mayor Kassab, at a reception following the film’s 7pm screening on Saturday, November 5.

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For more on the film: <http://thisspaceavailablefilm.com/>

*Scenic America is the only national 501(c)(3) nonprofit that helps citizens safeguard the scenic qualities of America’s roadways, countryside and communities.*