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Serra do Cipo
Minas Gerais, Brasil
Nature Tourism
Investment Opportunities

43°30'00" W

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Introduction

Nature Tourism Investment Opportunities of Serra do Cipó are awaiting those who have the prescience to realize that the future for tourism in Brazil will rely on the beautiful landscapes, diverse nature vibrant culture, and historical settings that this stunning region of the Estrada Real can provide.

This notebook is a prototype to showcase how the dramatic landscapes of Serra do Cipó can be developed into gems for tourism development. The properties selected are representative of the wide variety of opportunity that exists to highlight the best in creative sustainable architecture known for respecting and blending with the natural landscape.

These tourism designs open wide the doors for creative and profitable development. They are emblematic of just how dynamic the tourism economy of Minas Gerais has become, and provide a base for unique investment opportunities in the region that are ready to be explored.

Negan Epler Wood

Important

This notebook is an integral part of the Nature Tourism on the Estrada Real: Serra do Cipó project developed by EplerWood International and complements other reports. It is a prototype only and not meant for wide distribution.

"The ideas of the architectural projects, their conception and details are protected under copyright according to Brazilian Law nº5988/73."

Nota Importante

Este livreto é parte integral do projeto de consultoria Turismo de Natureza na Estrada Real: Serra do Cipó desenvolvido pela EplerWood International. Trata-se de um protótipo que não é destinado para ampla distribuição.

"As idéias constantes dos projetos arquitetônicos, sua concepção e detalhamento constituem patrimônio dos arquitetos contratados como direito autoral de acordo com a Lei nº5988/73."

About Brazil

Brazil is the fifth largest country in the world. Though it has a population of over 190 million people, population density is still low.

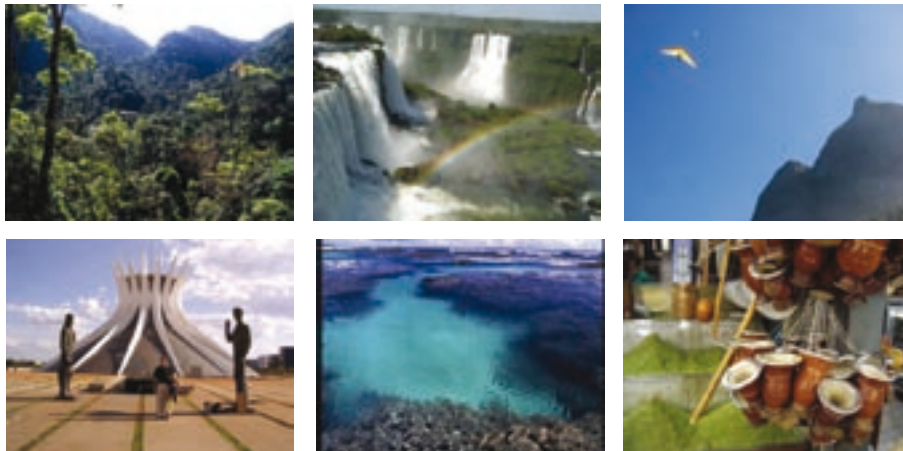
Brasilia has been the capital since 1960. Rio de Janeiro (1762 – 1960) and Salvador de Bahia (1549 – 1762) have also been capitals of this vast country.

The language is Brazilian Portuguese.

Brazil is divided in one federal district (Brasilia) and 26 states. There are 5.561 municipalities (IBGE, 2000) in Brazil, including 31 cities with over 500.000 inhabitants.

Brazilian GDP is US\$ 452 billion (2002 current). In 2001, GDP per capita (purchasing power parity - PPP) was US\$ 7.360. Brazilian exports in 2002 were about US\$ 60 billion (ranked 28). Brazil exports a wide range of products from sophisticated technology (airplanes) to agriculture (coffee, soy, fruits, sugar and meat).

As a tourism destination Brazil offers breathtaking and varied landscapes, megabiodiversity of flora and fauna, large wilderness areas, a good network of protected areas and, of course, marvelous hospitality, a rich culture, fascinating history and great beaches.



Brazilian Dimensions	
Population	> 190 million
Area	> 8,5 million sq Km
Federal Conservation Units	protect > 7% of the country
National Parks	> 60
Private Reserves (RPPN)	> 450
Main Ecosystems	> Rainforest (Amazon and Atlantic), Bush Savanna, Wetlands, Scrub Desert, Pampas
Biodiversity(species)	> 1700 birds, > 500 mammals
Conservation Hotspots	>Atlantic Rainforest, Bush Savanna
World Heritage Sites	19
Biosphere Reserves	6
Ecotourism destinations	> 100

About Minas Gerais and the Estrada Real

With 93% of its area above 300 m, Minas Gerais is the mountain state of Brazil, where the Atlantic Rainforest, undulating savannas and rupestrian fields meet.

When, in 1693, gold was found here in a poor and remote region everything changed: the 18th century was one of riches and glory. Long mule trains took supplies up into the mountains and descended with gold, diamonds and gemstones. Soon simple settlements and isolated farms along the route became rich towns. Art, architecture and music flourished.

When the gold cycle ended, Minas Gerais transformed itself into a modern state with an economy based on mining, manufacturing and agriculture.

The old cobblestone and dirt paths of the Estrada Real can still be followed. They take you into the past of old towns, gold-leaved churches, beautiful art, great houses and estates. Discover the pageants like “congadas” or listen to serenades or stories about independence hero Tiradentes, slave-mistress Chica da Silva or crippled artist Aleijadinho. Relive the adventure of the Tropeiros (mule-train drivers) in the many natural parks on the route. And, you will eat very well on your way ... Minas has a rich cooking tradition and produces top coffees, good cheese and specialty “cachaças”.

Home to three World Heritage Sites and one Biosphere Reserve, plus a large number of parks and reserves, Minas Gerais is a fascinating place: take your time and let it slowly weave its magic on you.



Minas Gerais Dimensions

Population	> 19 million
Area	586.652 km2
National and State Parks	> 36
Private Reserves(RPPN)	> 90
Main Ecosystems	>Atlantic Rainforest, Bush Savanna, Rupestrian Fields and Scrub Desert
Biodiversity(species)	> 780 birds, > 190 mammals
Hotspots	>Atlantic Rainforest, Bush Savanna
UNESCO World Heritage Sites and Biosphere Reserves	3 WHS and 1 BR
Estrada Real	> 2000 km



Flowerpower in the Mountains: Serra do Cipó and the Espinhaço Mountain Range:

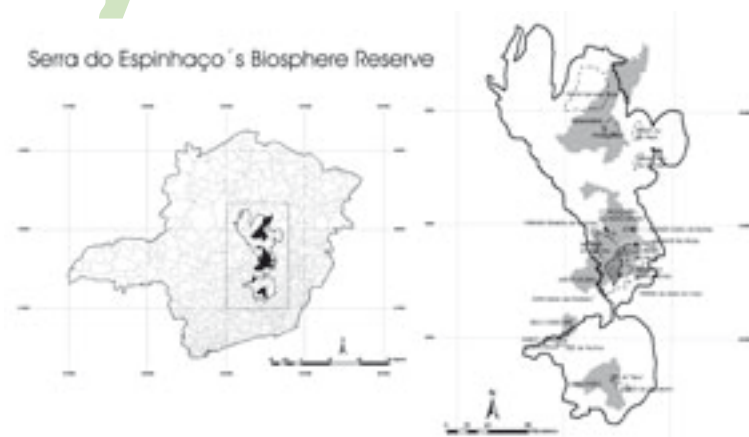
The Serra do Cipó lies on the Diamond Route between the Cultural World Heritage Sites of Ouro Preto and Diamantina. This is an area where deep Brazil lives on.

The Serra do Cipó is part of the Serra do Espinhaço chain. This imposing Pre-Cambrian mountain range, extends for more than 1000 km from Ouro Branco to northern Bahia and is the watershed between the mighty São Francisco river and other rivers that have their source in the heart of Brazil.

During the 19th century many famous scientists and explorers traveled through this area and discovered a realm of biodiversity and beauty on the “campos rupestres” (rocky plains or fields).

The collections of the naturalists can be found in famous museums and botanical gardens in Europe, but the originals still flower in the Serra do Cipó, aptly named “the wild garden of Brazil” by world-renowned landscape architect, Burle Marx.

But there is much more to the Serra do Cipó...



“All we had seen until now of the beautiful and superb in the landscapes (in Brazil) blanched compared to this. The whole region seems an artistically planted garden...”

19th century naturalists Spix&Martius

Area	1100 km2
Elevation	Mostly 700 – 1100, highest peak 1687
Climate	Tropical mountain with wet summers and dry winters
Main Conservation Units	Serra do Espinhaço Biosphere Reserve Serra do Cipó National Park Serra do Intendente State Park Private reserves
Natural Highlights	Endemic birds, plants and amphibians Magnificent scenery: rocky fields, jagged peaks, deep valleys, steep canyons and many waterfalls.
Culture and History	Conceição do Mato Dentro historic centre and villages, Fazenda das Minhocas historic farm, pre-historic sites, tropeiro and quilombo culture.
Adventure	Rambling, climbing, canoeing, rafting, canyoning
Main Towns	Conceição do Mato Dentro, Itabira, Jaboticatubas, Santana do Riacho, Itambé do Mato Dentro and Morro do Pilar
Getting there	1 ½ hours (100 km) from Belo Horizonte 65 km from international airport
Hotels	Luxury colonial farm stays, hotel, inns, mountain lodges.
Food	Minas cuisine and international
Book	Journey on the Estrada Real by Glen Cheney
Links	www.circuitoserradocipo.org.br www.estradareal.org.br

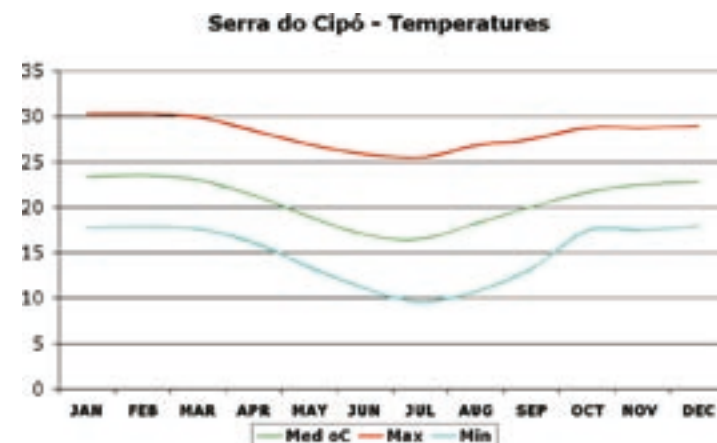
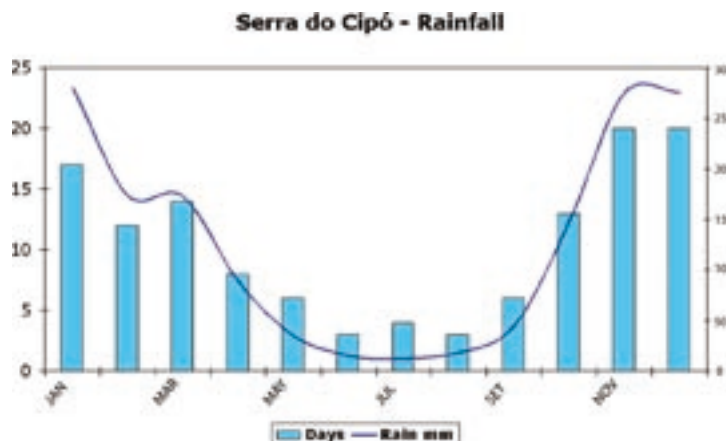
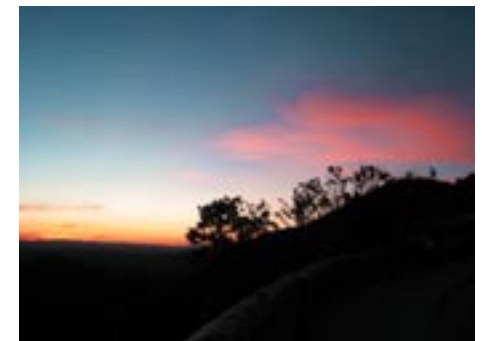
Earth, Water, Light and Air

The scenery of the Serra do Cipó is striking: broad deep valleys, steep canyons, ridges and highland plains that seem to go on forever. The highest peaks, like the craggy Pico do Breu, are the worn-down remnants of the old Pre-Cambrian rocks. In this period there was also a narrow sea and the ripple marks of the ancient waves can still be seen. The old marine deposits have metamorphosized into calcareous rocks like the Morro da Pedreira or eroded into white sandy soils.

Tectonic movements remodeled the region during the Tertiary. The folding created the many jagged rocky outcrops that typically point to the north- west.

The region is very rich in water, with many rivers and streams and spectacular waterfalls, which fall off the high ridges into secluded pools. Brazil's 3rd highest waterfall, the Tabuleiro has a sheer drop of 273 m.

At sunset a fiery orange glow illuminates the quartzite rocks. On a clear dry winter nights the starry skies are spectacular. And a blanket of misty clouds covers the valleys in the early morning.



Flora

Serra do Cipó is an orchard, a garden and a pharmacy. An extraordinary number of 1590 species of plants, which include tasty local fruits, medicinal plants and beautiful ornamentals, have been discovered in this botanical hotspot.

The rocky fields (“campos rupestres”), above 1000 meters, have many endemic species, whose closest relatives are found in the Andes or the “tepui” of the Guyana Shield. On the eastern slopes of the mountain range, savanna (“cerrado”) vegetation dominates, while the wetter western slopes are the eastern border of Atlantic rainforest. Lush gallery forests follow the rivers.

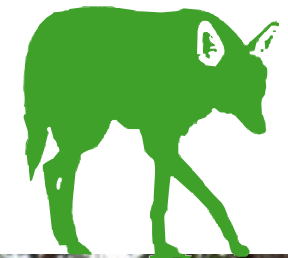
Showy species include the tree-lilies (canela-de-ema, *Vellozia*), the papaelanthus (“sempre-viva”) and many rock-loving cacti, bromeliads and orchids.

Fauna

More than 50 species of mammals can be seen in the area. These included typical cerrado species such as maned wolves and anteaters, but also capivaras and monkeys.

The birdlist for the area has 273 species. Birders come to look for some narrow-endemics, such as the Hyacinth Visorbearer (hummingbird) and the Cipó Canastrero. But there are also striking birds such as the Seriema, Black Chested Buzzard Eagle, Horned Sungem, Yellow-billed bluefinch and Peach-fronted parakeet.

The region is also a renowned for the diversity of amphibians, which include the endemic pijama frog. Reptiles include the endangered broad-snouted caiman, teju and an endemic false coral-snake.

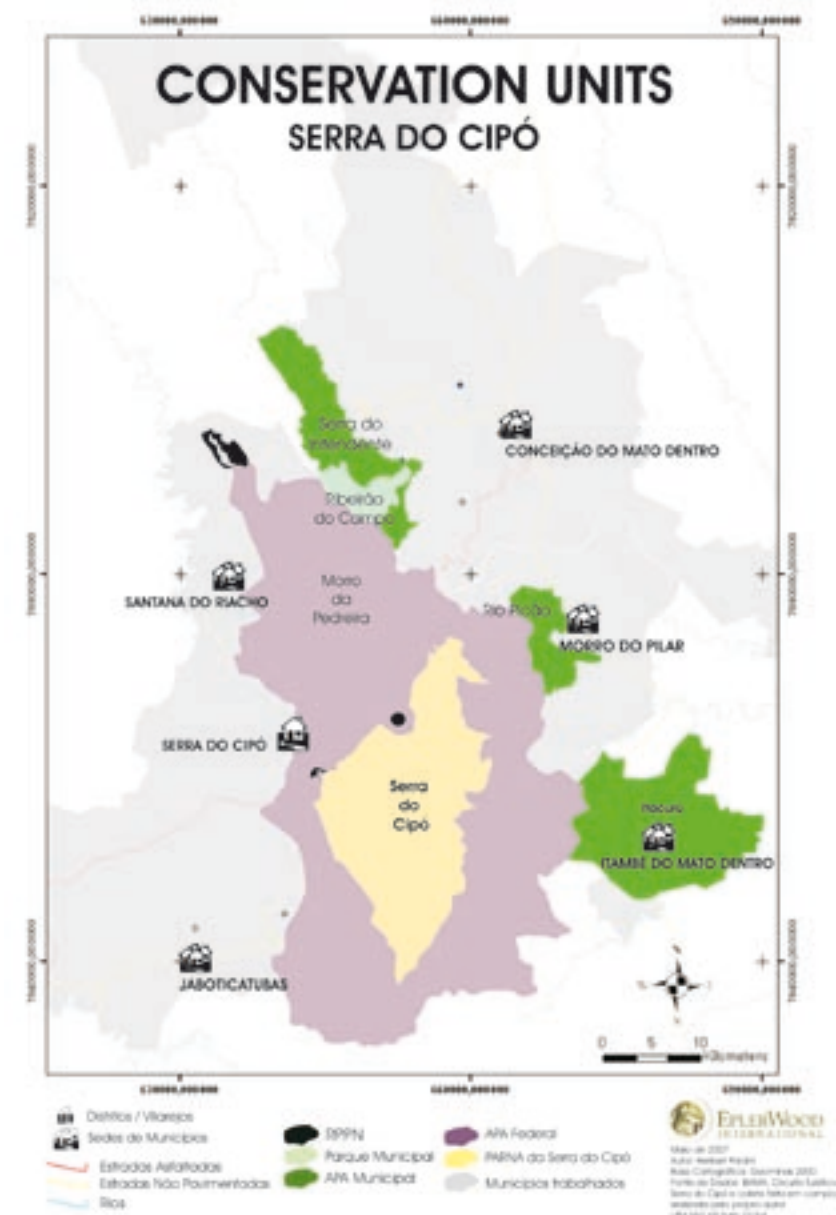


Conservation

In 1997, the region was included in a select list of 250 world plant diversity centers by WWF/IUCN.

Due to its unique landscape, biological importance and cultural heritage the Serra do Espinhaço was declared a Biosphere Reserve in 2005.

The heart of the region is protected by the Serra do Cipó National Park. In total nearly half of the Cipó area is protected by park, reserves or through development restrictions.



History

Rock paintings, pottery, skeleton finds and cave dwellings bear witness that this area was inhabited more than 10 thousand years ago. The rock paintings are very interesting for their imagery and use of pigments and often sited at beautiful locations.

Until the end of the 17th century, Cipó continued a remote region, inhabited by botocudo Indians (aimorés). Botocudos was a generic name for indians of several distinct tribes, mostly neolithic nomads, who wore a wooden plug or disk which in the lower lip and the lobe of the ear.

With the diamond find in Diamantina, prospectors and mule trains started passing through the region and setting up trading posts and farms. Historic places like the Fazenda Cipó (still owned by the original Morães family), the beautifully restored Fazenda das Minhocas, the historic centre of Conceição do Mato Dentro and the lovely villages of Corregos, Tapera date from that era.

With the end of the diamond era, the region declined and became a sleepy rural backwater. The first hotels in the area date from the fifties, but only with the pavement of the road (MG010) the region became gradually more accessible to tourism. The long isolation means that the ambiance of deep Brazil is still around, at 2 hours from Belo Horizonte.



Famous footsteps

The interior of Brazil had been off limits for a long time for foreign explorers. In the 19th century permits were given and many intrepid and famous scientists, accompanied by artists found their way into deep Brazil and passed through the Serra do Cipó.

Who	Country	When	Details	Book
Maximilian zu Wied-Neuwied	Germany	1816	Explorer, ethnologist and naturalist. The Margay Cat (<i>Felis wiedii</i>) is named after him.	<i>Reise nach Brasilien</i>
J.B von Spix e C.M von Martius	Germany	1818	Zoologist and Botanist. Made epic journey through Brazil. Scientific works are still a major reference today	<i>Reise in Brasilien in den Jahren 1817 bis 1820</i>
Georg von Langsdorff	Prussia	1824	Diplomat, explorer and doctor. Made famous and ill-fated expedition to the Amazon.	<i>Bemerkungen über Brasilien (and dairies)</i>
Auguste St Hilaire	France	1822	Naturalist, specialized in botany and useful plants. Popularized indigenous Mate drink in Brazil	<i>Voyage dans les provinces de Rio de Janeiro et de Minas Geraes</i>
Georg Gardner	Great Britain	1840?	Botanist and doctor. His collections of Brazilian plants are at Kew Gardens.	<i>Travels in the interior of Brazil</i>
Peter Lund	Denmark	1835 1880	Zoologist and paleontologist Discovered megafauna fossils and early human skeletons	<i>E Museo Lundii (collection)</i>
Eugenius Warming	Denmark	1863	Botanist and one of the fathers of modern ecology. The first to make a detailed description of the cerrado vegetation.	<i>Lagoa Santa</i>
Louis Agassiz	Swiss-American	1865	Zoologist, specialized in fishes and paleontologist (ice ages) . Made important contributions to evolutionary biology.	<i>A Journey to Brazil</i>
Richard Burton	Great Britain	1867	Explorer, linguist and ethnologist.	<i>Journey to the Highlands of Brazil</i>

Activities and Adventure

Magic scenery, wide open spaces, flowing water and bucolic villages, all combine to make the region perfect for explorations on foot, by bike, on horseback or canoe/kayak.

Hiking

Short hikes to long multi-day trails can take you along the old Estrada Real from village to village, lead you to waterfalls and swimming holes or over the mountains to the middle of nowhere. You can hire local guides or sign on for a tour for the longer hikes.

Biking

Because of the many dirt roads and little traffic the region is perfect for exploring on mountain bike. Several operators already offer itineraries and you can also rent bikes.

Riding

Minas Gerais is home to the Mangalarga Marchador horse, noted for its smooth ride. Rodeos, long trail rides and religious processions on horseback are a tradition of the region.

Canoeing, kayaking and rafting

The winding Cipó and Parauana rivers are lined with gallery forests and great for canoeing trips. Itineraries vary from ½ a day to several days. Rafting is organized during part of the year.

More adventures

Brazil's adventure sports enthusiasts love the region because of the excellent climbing, bouldering, canyoning possibilities. There are several "adventure centers" in the area, which also offer tree rope circuits and orienteering.



Culture and Events

The culture of the Serra do Cipó is a curious mixture of a rural way-of-life with African influences: colonial farms, saddle-making, cachaça distilleries, rodeos and trail rides meet the drumming of Candombe and the pageants of the Congado.

Congado is a vibrant mix of African and Catholic rituals and saints, music and history and typical for Minas Gerais.

Serra do Cipó is one of the few places in Brazil where you can find the Candombe, which revolves around centuries old sacred drums, which beat to a Bantu tradition.

Events Calender

When	What	Where
January 1 st	Our Lady of Rosario dos Pretos (Black Madonna)	Conceição do Mato Dentro
January 20 th	Saint Sebastian	Itambé do Mato Dentro
February	Carnaval	Regionwide
March or April	Holy Week	Regionwide
June	Cowboy Fest (Festa do Peão Boiadeiro)	Conceição do Mato Dentro
June 13 th to 24 th	Jubilee of the Good Lord Jesus of Matozinhos	Conceição do Mato Dentro
July (last week)	Our Lady of Santana	Santana do Riacho
November	Cachaça Festival	Conceição do Mato Dentro

Brazil Tourism Data

Brazil has large and vibrant domestic tourism market and attracts a diversified international market, with much further growth potential. With over 5 million international arrivals, Brazil ranked 34 (20 if destinations in Europe and North America are excluded) in 2005 UNWTO projects growth until 2020 at 5.2% a year. The World Economic Forum ranked Brazil at 59 of 124 on its 2007 Tourism Competiveness Index.

Minas Gerais attracts about 10% of the domestic market, half of which is intrastate tourism. Main out-of-state markets are São Paulo and Rio de Janeiro. About 6% of the international tourism flow to Brazil visits Minas Gerais. The main attraction is the Estrada Real and the historic towns.

Serra do Cipó is still mostly visited by inhabitants of Belo Horizonte, but is starting to attract the international market due to the strategic location close to a major city with international airport and its attractive mix of superb natural attractions, historic places and vocation for “slow travel”.

Market research shows that with planned improvements, it has the potential to attract a larger share of the São Paulo, Rio and Brasilia nature tourism market and also to tap into the international ecotourism and cultural tourism markets. Target markets internationally are France, North American, UK, Germany, Benelux and Scandinavia.

2005/2006	Brazil	Minas Gerais	Serra do Cipó
Domestic	69 million	7 million	122 thousand
International	5 million	300 thousand	3 thousand

Brazil and Minas Gerais Investment Data

In 2002, the Brazilian government created a Ministry of Tourism and has increased investments in tourism in significantly. In 2005, the Ministry’s budget was over US\$ 300 million, of which more than 75% was spent on infra-structure, quality improvement programs and training.

Minas Gerais is actively working to become the best State in Brazil to invest in with a good network of roads, modern telecommunication infra-structure and a well-educated workforce.

There are good support organizations for both small and big business. The State Secretary of Tourism is very active in supporting the Estrada Real and priority destinations like Serra do Cipó. Minas Gerais is famous for its creative artisans and the Minas Gerais Development Agency even has a unit supporting the handicraft industry in Minas.

More information on www.desenvolvimento.mg.gov.br

Road Network	265.000 thousand km
Airports	82 (includes regional)
International Airport	4 million passengers in 2006
Electricity	150 hydroplants – 17.500 MW
Telecommunications	4 million fixed 9 million mobile phones



Gems of the Serra do Cipó: The search for the architecture of the Earth

When invited to intervene in this magical place called Serra do Cipó, we of Horizontes Arquitetura and Urbanismo, saw ourselves faced with some big challenges.

Should we interfere physically in beautiful natural landscapes, which are perfect by themselves? And not only that, the projects needed to blend into the cultural landscape, balancing economic, social and ecological considerations.

More than beautiful and functional, it is also important to show how one lives in the Cipó. To do this, nothing better than to study the way that local people build. But people change. Needs change. Therefore, it does not make sense to make exact copies in today's world of the structures made by local communities, many years ago.

That is why we search to show the essence of the place. Just like the people of the past, we were inspired by the climate, the landscapes and the local materials. Traditional building techniques were applied in a didactical manner, so as to tell stories. Camouflaged insertions, when the landscape has so much to say. Straight lines to talk to the existing colonial architecture. Playful and unexpected ways to let nature tell the story through a thorn bird's nest, the curious tree lily and the rare knotweed.

But the architecture proposed does not stop here. Applying these concepts offers opportunities for economic, ecologic and cultural (technological) development within the principles of sustainability. We want to stimulate conservation and empower local cultural and knowledge through a system that uses draws on the old materials and techniques, but applied with modern technology and production methods in order to transform and improve them.



In this sense the project approaches the proposal in the Serra do Cipó Management Plan, that foresees mountain huts built with the same principles, that is, renewable energy use, bioclimatic architecture and always including the transfer of these techniques to the local community.

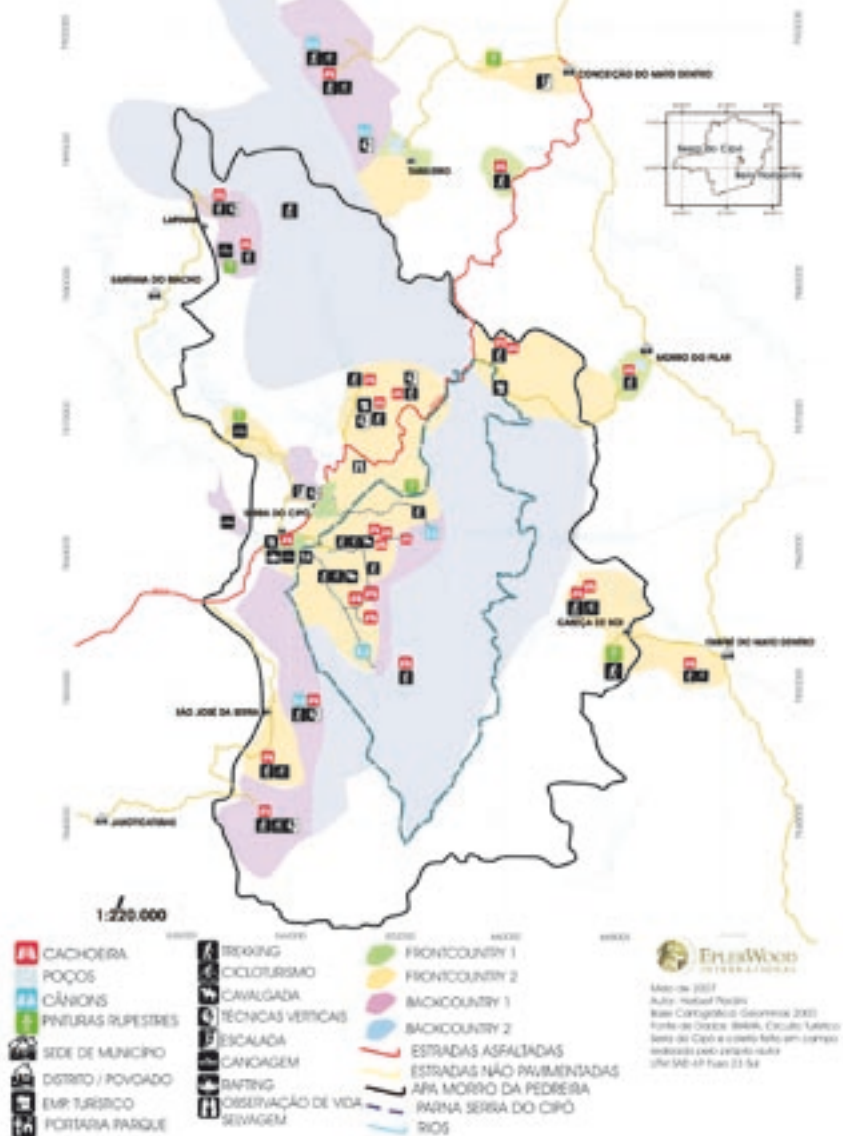
This would be done through construction courses, which would make possible building the capacity of the local workforce, generation of local income and strengthening the regional economy and the economic use of resources.

This is a great opportunity. Through an integrated project one tries to transform local communities, with their traditional knowledge into true partners that are co-responsible for the proposed changes.

This adds value to the tripod of the natural and constructed environment and the human being. These are the ingredients for the magic that lights up the gems of the Serra do Cipó.

Horizontes Arquitetura e Urbanismo

TOURISM ZONATION - SERRA DO CIPÓ





Serra do Cipó: Investment Opportunities

The area called Serra do Cipó involves 6 municipalities: Conceição do Mato Dentro, Itabira, Jaboticatubas, Santana do Riacho, Itambé do Mato Dentro and Morro do Pilar.

About 3% is “frontcountry”: this is where most of the hotels are located and the main highway (MG-010) passes. Another 17% can be considered midcountry, accessible by secondary (often unpaved) roads and 80% is backcountry, of which a large part is protected wilderness.

There are investment opportunities in a select number of properties strategically located around the main conservation units and, because of their location, appeal and possibilities, directed at different markets.

An overview is given below and a more detailed profile is given on the following pages.

Property	Type	Location	Vocation
Fazenda do Campinho	Historic Farm	Frontcountry	Themed restaurant and recreation area
Zareia Complex – Cachoeira I	Natural Area with waterfalls	Frontcountry	Multi-activity adventure center
Serra Morena	Mountain area with waterfall	Midcountry	Mountain lodge with quality day-use
Itsuni	Mountain area with waterfalls	Midcountry	Mountain retreat, wellness and adventure center
Fazenda Alto do Palácio	Private reserve (RPPN)	Midcountry	Lodge, interpretative center
Fazenda da Cachoeira	Remote mountain area	Backcountry	Mountain retreat

Property: Serra Morena (Black Mountains)



Key Data

Location (Georeference)	W 0648722 S 7869085 UTM
Altitude	1012 meters
Access	MG010 – km 110 6 km of dirt road
Municipality	Santana do Riacho
Size of Area	96 ha
Type of Area	Midcountry Mountain Savanna Waterfalls
Current Use of Area	Tourism and Conservation



Description

Serra Morena is a beautiful and well preserved property in Serra do Cipó's midcountry. It is located inside an ecological corridor between the National Park and the State Park and surrounded by areas that are used for conservation purposes only.

Inside the property is one of Serra do Cipó's main attractions, Cornélio's Waterfall. This secluded waterfall has a large swimming hole and is surrounded by natural vegetation. There are many hiking and biking options for which Serra Morena is a base.

At the moment the property has a camping area, a lodge and a restaurant and also organizes adventure activities.

Serra Morena receives both overnight visitors and day-use (waterfall).

Future Vision

The owner wants to attract more upmarket visitors by providing better day-use services and also separate the operation of waterfall and bathing area from the lodge.

The proposed day-use infrastructure is designed to offer a relaxation point between a dip in the waterfall and a jump in the river. It is a place to relax and drink in the scenery, an area to read a book in a hammock and eat a snack after a day in the sun.

Type of Investor/Partner Sought

The owner is interested in speaking to investors, who want to be a partner in the property as a whole or investors interested in the waterfall operations only.

Documentation and contacts

Documentation available

Proprietor: Rogério Pereira Franco

Contact: 55 31 9977 1421 / 55 31 3486 1421

Architects Visions



The structure of this relax stop blends in with the rhythm of the mountains.

It is inspired by the form of the leaf of the *Coccoloba cereifera*, a beautiful rare endemic plant of the knotweed family found here. The thatched roof provides shade and cool.

The curved walls imply the organic. The round shapes bring protection and cosiness.

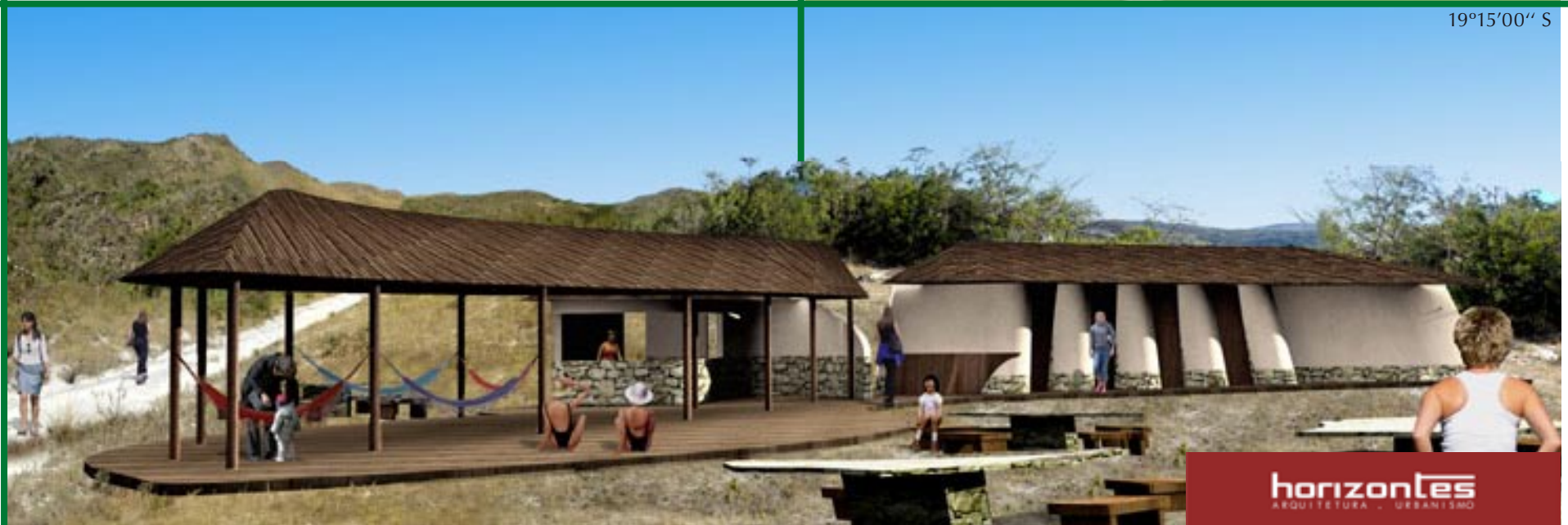
Use of stones and adobe, colors and texture contribute to the feeling that this structure grows out of the soil.

The structure includes a hammock centre, snackbar, decks, showers and toilets. A staircase at the back protects the soil from erosion and leads to a small observation deck from where you can see Cornélio's waterfall.

Serra Morena (Black Mountain)



19°15'00'' S



Property: Itsuni



Key Data

Location (Georeference)	W 0659534 S 7872365 UTM
Altitude	1110 meters
Access	Km3 of road to Morro do Pilar
Municipality	Morro do Pilar
Size of Area	75 ha
Set aside for Conservation	30%
Type of Area	Midcountry Mountain Savanna Waterfalls
Current Use of Area	Tourism and Conservation



Description

Itsuni ("Forest") is a restful secluded place with magnificent views of the Cipó mountains. The property is separated only by a small river from the wild upper plateau of the Serra do Cipó National Park.

The river, which has a lush gallery forest, has a number of glorious bathing pools and several magical waterfalls, including the "Buraco Louco" (Crazy Hole), where you can do cascading. There are 5 springs on the property.

Anteaters, maned wolves, ocelot, raccoon and monkeys are regular visitors and there are many colorful birds. There is also a native tree nursery and orchard. The area is good base for hiking in the region and is a wonderful place to "re-energize".

At the moment the property only receives day visitors on invitation basis and is not a commercial operation.

Future Vision

The owner is an experienced tourism professional with a clear view of the possibilities of the place as a holistic mountain retreat for both the active and the contemplative traveler.

The product would include lodging, gastronomy, wellness and adventure activities (canyoning and cascading)

Product extensions could include organization of tours in the region, including hiking and trekking.

Type of Investor/Partner Sought

Operating Partner and/or Investor

Documentation and contacts

Business Plan, Project Design, Documentation available

Proprietor: Anne Felicity Taylor

Contact: 55 31 99920888 / E-mail: itsuni_br@yahoo.com.br

Architects Visions



Egg, nest, house, nature, universe...

The planned lodge draws inspiration from the clay nests of the Red Ovenbird (*Furnarius rufus*, "João de Barro").

Sustainable design and use of materials is key in Itsuni. The chalets will use wattle and daub and have 2 floors: bedroom on top, living room downstairs. The rude shell contrast with the stainless steel "vines" that permit intelligent use of water. Wooden observation decks with a "furo" look out at the National Park.



Itsuni



Property: Fazenda Alto do Palácio



Key Data

Location (Georeference)	W 0651381 S 7868343
Altitude	1152 meters
Access	Km 115 MG 010
Municipality	Santana do Riacho
Size of Area	300 ha
Area for Conservation	255 ha Private Natural Heritage Reserve
Type of Area	Midcountry Mountain Savanna
Current Use of Area	Conservation

Description

Alto Palácio is a large private reserve (RPPN) in a scenic location with marvelous views of the upper plateau of the Serra do Cipó.

The focus of the property is knowledge about flora and fauna. This is an area with many endemic and endangered plants and studies about their propagation are underway. The property is also a release center for local fauna recovered from illegal trade.

The combination of stunning scenery, the rich flora and the chance to see animals is attracting day visitors, who need to make an appointment, as only small groups can be catered to.

The present structures are those of the old farm (Fazenda Alto do Palácio) that gave its name to the reserve.

Future Vision

The vision of the owner is to link the production of knowledge with the presence of the natural beauty. A small lodge has already been planned for visitors who want to relax and have a learning experience.

An elevated interpretative trail, which will hug the curves of the mountains and includes 3 observation points (where small binoculars can be placed), seems to be a perfect complement to a place that values the appreciation of beauty and learning about the natural environment.

Type of Investor/Partner Sought

At the moment the owner is not considering a partnership.

Documentation and contacts

Documentation available.
Contacts provided on request.





43°30'00" W



The elevated structures were inspired by the forms of the “Canela-de-Ema or Giant Tree Lily of the Vellozia family and are also decorative elements, which from a distance or even illuminated at night blend in with the background.

The proposal is active nature contemplation ranging from studying small plants to admiring the full scale of the Espinhaço chain and its geo-morphological concept.

The trail is an invitation to play with perceptions and get to know the Fazenda Alto do Palácio, which becomes more than just a place, and starts occupying a space in people’s minds.



19°15'00" S

horizontes
ARQUITETURA - URBANISMO

Property: Fazenda Cachoeira



Key Data

Location (Georeference)	W 0636197 S 7889738 UTM
Altitude	1230 meters
Access	Lapinha da Serra, Estrada para Poço Soberbo
Municipality	Santana do Riacho
Size of Area	1050 ha (Cachoeira) 1600 ha (Breu)
Type of Area	Backcountry
Current Use of Area	Conservation



Description

Fazenda Cachoeira together with its sister area Fazenda do Breu preserve the magnificent scenery close to the bucolic village of Lapinha da Serra.

The main long trail of the area, which takes you from Lapinha to the other side of the Espinhaço ridge to the top of the Tabuleiro waterfall, passes through here.

The highest mountain of the Serra do Cipó, the Pico do Breu (Misty Peak), is inside one of the properties.

The property is used presently used for conservation purposes only.

Future Vision

The region has potential for options such as an exclusive mountain retreat, trail stopover huts and adventure activities.

This place is about freedom: breathtaking views and wide open spaces. Human intervention must be very discreet, so as not to impose on natural beauty.

The mountain retreat was designed in harmony with terrain, without forgetting the importance of comfort.

Type of Investor/Partner Sought

Plans are in initial stages. There is interest in opportunities to exchange ideas with potential investors.

Documentation and contacts

Documentation available.

Proprietor: Ildeu Laborne Alves de Sousa

Contact: 55 31 3344 9424

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Architects Visions



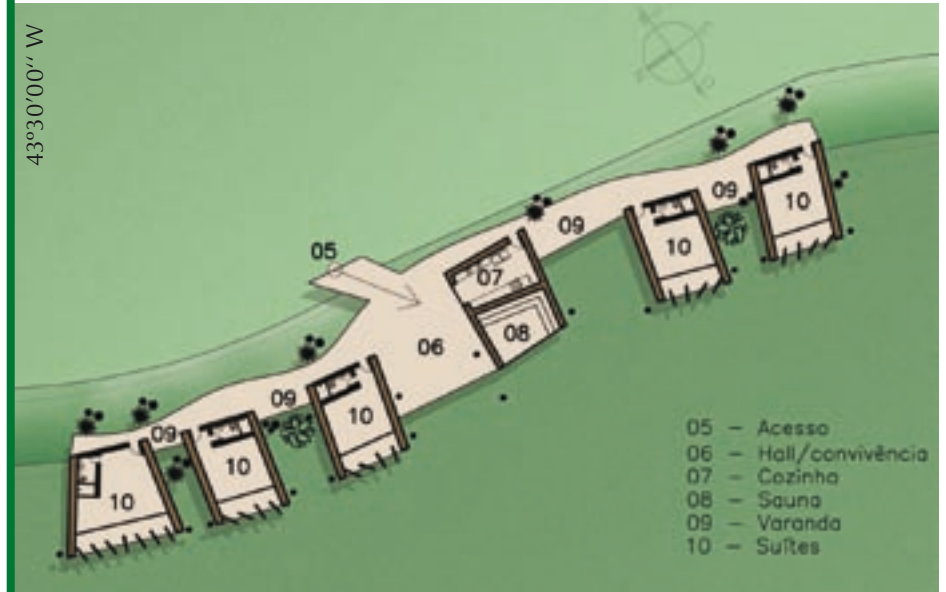
The principal structure of the project mimics the scenery and is organically inserted into the hillside. To enhance this effect a native grass roof is envisioned.

Entering the retreat is like entering the mountain. On one side a stone wall constructed using local techniques, on the other side a view of the Canyon of the Rio de Pedras, framed by pillars of demolition wood.

Lighting is natural and, in keeping with the tradition of Minas, the rooms are like large varandas. Panels can close to keep the cold out or open to let the sun in.

Initial design foresees 5 suites, kitchen, common room, reception and equipment room. The open-ended design can grow organically according to demand.

Fazenda Cachoeira



19°15'00\" S



horizontes
ARQUITETURA - URBANISMO

Property: Zareia Complex – Cachoeira I



Key Data

Location (Georeference)	W 0643068 S 7860891 UTM
Altitude	820 meters
Access	Km 95 MG 010
Municipality	Santana do Riacho
Size of Area	Total 156 Cachoeira I = 26 ha Reserve = 58 ha
Type of Area	Frontcountry River and waterfall
Current Use of Area	Tourism and Conservation



Description

The Zareia complex is a key area inside the Serra do Cipo's Frontcountry, right next to the National Park. The complex includes a number of adjoining properties known as RPPN Reserva da Cachoeira, Mata da Cachoeira, Cachoeira Grande (one of the best known waterfalls of the region), Encantado and Gordurinha.

Currently the Cachoeira Grande (bathing and picnic area) and Cachoeira I (adventure center) receive visitors and are two principal current attractions of the Serra do Cipó.

Future Vision

The main focus here is on developing the adventure center as the reference for adventure tourism in the region.

The adventure center offers both short on-site adventures and longer adventure tours in the region. Activities include canoeing & rafting, hiking, climbing, canyoning and cascading.

In the future the strategic location of the other properties could mean other developments compatible with its location in the frontcountry and next to the Park, including leisure and relaxation.

Type of Investor/Partner Sought

The owners are interested in speaking to both investors and operating partners.

Documentation and contacts

Documentation and business statistics available.

Proprietor: José Ferreira Belisário

Contact: 55 31 3718 7353

E-mail: zareia@serradocipo.com



19°15'00" S



The new reception of the adventure center is an attraction by itself and will get the attention of anyone riding into town. Inspired by the hanging stick nests of the thornbird (João Graveteiro - *Phacellodomus rufifrons*) it is an invitation to live great emotions.

Two wooden platforms suspended in the trees are the starting point for adventure or for watching other people's adventures. The bamboo and metal structure conveys both excitement and safety. There is an elevator to make the place accessible to all.

Property: Fazenda do Campinho



Key Data

Location (Georeference)	W 0642288 S 7860502 UTM
Altitude	789 meters
Access	Km 93,8 MG 010
Municipality	Jaboticatubas
Size of Area	13 ha 3 ha conservation
Type of Area	Midcountry Historic Farm
Current Use of Area	Tourism, Agriculture



Description

Fazenda do Campinho is a historic farm from the 18th century, conveniently located in the frontcountry between the main highway and the Cipó river.

The property presently has mixed use: tourism (day-use), agriculture and private. The tourists come to see the historic structures and the Alambique (*cachaça* distillery with water wheel), buy handicrafts and farm products.

Capacity to receive tourists is 350 per day.

Future Vision

The frontcountry of Serra do Cipó does not have a true “town square”, where people go to hang out and meet each other. Fazenda do Campinho could easily fulfill that role.

There is a great opportunity here to combine the history and traditions of Serra do Cipó with a leisure court with themed restaurant, coffee shop and cultural spaces. The place will be a magnet for the many families with children that visit the region and also for anybody who wants to hang out in relaxing atmosphere.

There is also a possibility to invest in accommodation.

Type of Investor/Partner Sought

The transformation would require a major investment and financing possibilities are being investigated. The owners are looking for a technical partner, but want to be an active partner in the business venture.

Documentation and contacts

Contacts provided on request



A place full of history and traditions gets a sustainable facelift to offer a quality cultural and fun experience to a new audience.

The proposal aims to showcase the old farmhouse, colonial history and artisanal production in a new setting, creating an exciting new space to pass an agreeable day.

The central space is a food court with a small restaurant. A grass roof, a stone wall with flowers, an orchard and an organic kitchen garden enhance the natural outdoor atmosphere. The old distillery, a playground, the handicraft shop, an internet café and regular events, gives everybody plenty of reasons to visit.

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Érica Campos Drumond

Superintendente de Fomento e Desenvolvimento do Turismo

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PESQUISA E TEXTO INGLÊS/RESEARCH&ENGLISH TEXT

Ariane Janér

PROJETO GRÁFICO/DESIGN - dodesign-s

PROJETOS ARQUITETONICOS – Horizontes Arquitetura e Urbanismo

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