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Max De Castro: Beyond Bossa Nova

Max de Castro--samba singer, hip-hopper and visionary--leads Brazil's next wave

By Christopher John Farley and Sergio Martins/Sao Paulo | Saturday, Sept. 15, 2001

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Rio de Janeiro is the city in Brazil that people all over the world know. They know the cathedrals and the samba clubs, the curved white strip of Copacabana beach, the spread-armed statue of Cristo Redentor on the peak of Corcovado mountain. Sao Paulo, on the other hand, is the city that foreigners don't know. They don't know that it is in many ways Brazil's musical center, accounting for 57% of record sales in the country, vs. 13% for Rio. They don't know that, with a population of 17 million, it is not only far larger than Rio but also larger...