Shopping 2: It looks like spun gold, doesn’t it?

Handmade handicrafts, fancy necklaces, pretty earrings, and the famous “capim dourado.” (What in the world is Golden Grass?) It looks like Cris’ expenses at Ana Brazil are proportional to how much she is enjoying the unique items that are for sale at the boutique. We can listen in to learn more about the latest fashion items and while we are at it, here’s a chance to study the details of two Paulistas having a Conversa Brasileira.

CRIS: Hum... Bonito esse colar, gostei dele! Ana?
    Hum... How pretty this necklace, I liked it! Ana?

ANA: Oi, tudo bom?
    Hi, how are you!

CRIS: Tudo bom.
    I'm fine.

ANA: Ah, você pegou o colar que eu mais adoro!
    Ah, you got the necklace I love the most.

CRIS: Eu gostei muito desse colar!
    I really liked this necklace!

ANA: Dá uma olhada, ó... Tô usando ele!
    Give a look, see... I'm wearing it!

CRIS: Ah!
    Ah!

ANA: Esse colar, ele é feito por uma artesã em São Paulo.
    This necklace, it is done... it is done by a craftswoman in São Paulo.

CRIS: Ah, sério? É a minha cidade!
    Ah, are you serious? It's my city!

ANA: Ah, é? Eu sou de lá também. De São Paulo. Mas, olha, eu quero te falar que o detalhe desse colar é que ele é feito todo em crochê... em tricô... só que é feito com o dedo.
    Really? I'm from there too. From São Paulo. But, look, I want to tell you that an important thing about this necklace is that it's all hand made crochet... knitting... but it's made by hand.

CRIS: Caramba!
    Whew!
ANA: Não é legal? E olha que bonito que fica... Isn’t that cool? And look how pretty it ended up…

CRIS: Quanto tempo demora pra fazer um colar desse? How long does it take to make a necklace like this one?

ANA: Ah, ela faz muito rápido. Que ela tem muita prática! É, ela é espetacular! Ah, she makes it very fast. Because she has a lot of experience! Yeah, she is amazing!

CRIS: Se fosse eu, acho que ia demorar algum tempo! If it were me, I think it’d take some time!

ANA: É, eu não consigo fazer isso. Eu, eu quero te mostrar esse aqui. Esse aqui é o... o famoso capim dourado! Yeah, I can’t do that. And I want to show you this one here. This one is the… the famous "golden grass"!

CRIS: Ah! Ah!

ANA: Você já ouviu falar? Have you heard about it?

CRIS: Já, já ouvi falar... De que região que é? Yeah, yeah, I’ve heard about it… What region is it from?

ANA: Ele é da região do Tocantins. É bem perto de Brasília, bem no centro do Brasil. It’s from the Tocantins region. It’s very close to Brasília, in the very center of Brazil.

CRIS: Nossa, muito lindo! Wow, it’s very pretty!

ANA: Ele é lindo, lindo! Ele dá um efeito maravilhoso... It is very pretty! It ends up looking great…

CRIS: Parece fio de ouro, não? It looks like a spun gold, doesn’t it?

ANA: E ele seca dessa cor. Nunca foi pintado, nada. O brilho é natural. Olha aqui! And it dries like this, in this color. It has never been painted, or anything like that. This is its natural shine. Look!

CRIS: Nossa! Eu ouvi dizer que esse capim tá em extinção, né? Wow! I’ve heard that this grass is at risk of becoming extinct, right?
ANA: Tá! Porque as pessoas roubavam. Começaram, começou a ficar na moda e as pessoas roubavam o capim. Agora, é... eles estão controlando. Só as pessoas nativas podem colher, porque nasce só uma vez por ano, no mês de novembro. Então, todo o artesanato que é... tem que ser registrado quando ele compra esse capim dos nativos pra poder fazer isso.

It is! Because people were stealing it. They began, it began to be stylish and people were stealing the grass. Now, it is... they are controlling it. Only native people can cut it, because it grows only once a year, in November. So, every artisan who is... he needs to be registered when he buys this grass from the natives to be able to make this.

CRIS: Nossa, eu gostei muito desse capim dourado. É muito lindo!

Wow, I liked this golden grass very much. It's so pretty!

ANA: É muito bonito, né? Ah, então tá. Eu vou te deixar à vontade aqui... Pra olhar ahn... as nossas coisas e... e eu posso embrulhar pra presente... É presente que cê tá comprando?

Its is very pretty, isn't it? Ah, ok then. You can take your time here... To look ah... at our things... and... and I can wrap it up as a gift. Are you buying it as a gift?

CRIS: Sim, sim. Eu gostei muito desse brinco aqui, eu vou levar.

Yes, yes. I liked this earring very much, I'll take it.

ANA: Então tá. Eu já vou guardar esse pra você. E fica à vontade então, tá?

Ok. I'm going to save this one for you. Take your time, ok?

CRIS: Tá, muito obrigada.

Ok, thank you very much.

ANA: Tá bom.

Ok.
It looks like spun gold, doesn’t it?

1. Ah, você pegou o colar que eu mais adoro.

"Ah, you got the necklace I love the most" says Ana. Notice that in Portuguese you must use the relative pronoun que (that) to refer to an antecedent noun (in this case, colar), connecting two elements in a sentence. Also note the distinct word order in both languages: *que eu mais adoro* X "I love most". In English there is a tendency to eliminate “that” and simply say, “the necklace I love the most.”

2. ... ele é feito por uma artesã em São Paulo.

Here we have a good example of the feminine form of a word where you just drop the o at the end: artesão (masc.) / artesã (fem.) - for “craftsman” and “craftswoman,” respectively. Other examples are: irmão/irmã (brother/sister); tecelão/tecelã (cloth-weaver); órfão/órfã (orphan); etc.


São Paulo city is the capital of the state of São Paulo, in the southwest region of Brazil. It is the largest city in Brazil and the world’s 6th largest city. The city population is around 11 million and almost 20 million in its metropolitan region. It is one of the richest cities in Latin America, with significant influence in terms of culture, economy and politics. The city offers an intense cultural experience with world-class restaurants for all tastes, a jovial nightlife, lots of theaters and movies, etc. It is often called Sampa (check Caetano Veloso’s song called Sampa) and people from the city are known as paulistanos, while paulistas is the word used to refer to a person from São Paulo state.
The verb *falar* is a hard one for a non-native speaker, since it means “to speak,” but also “say, tell” and “talk.” On the other hand, in Portuguese you have verbs like *dizer* (to say), *contar* (to tell), *conversar* (to talk). Notice that, in this example from the dialog, Ana could also have said: … eu quero te *dizer* que o detalhe desse colar é que...

It is not so simple to define the difference among these verbs, but here are some hints:

- *conversar*: to talk, to chat - *Elas estão conversando* (They are chatting, talking to each other)
- *contar*: to tell - *Ele contou esta história* (He told this story)
- *falar*: usually refers to the act of oral expression of words. - *A criança aprende a falar muito cedo* (The child learn how to talk very early); *Eu não falo francês* (I don’t speak French).
- *dizer*: also refers to the act of oral expression of words, but usually adds to it the reference to the fact that some kind of information is being communicated.

Here is an example that can be helpful: *Ele fala muito, mas não diz nada.* (He talks a lot, but doesn’t say much - of substance).

Ana makes sure to tell Cristina that an important thing about that necklace is that it’s all hand made knitting, but it’s more than just hand made - it’s made using no knitting needle or crochet hook, but using the fingers (*dedos*) as needles.

This is a great Brazilian interjection, used in exclamations to express admiration or surprise. Something like “don’t tell me! my! blimey! whew!” *Caramba!*

Talk about a great verb in Portuguese! The verb *ficar* has more than 30 different meanings and can be used in a lot of distinct ways. In the case here, Ana is pointing out the beautiful result of the artisan's handwork in making the referred necklace. Something close to “to get/acquire certain characteristic,” “to become” or “to end up.”
8. Que ela tem muita prática!

Notice that the initial que, here, corresponds to porque (because). Ana is saying that the craftswoman is very quick to make a necklace like that one because she has a lot of experience - porque ela tem prática! Ter prática (and ter experiência as well) are expressions you can use to say that someone has experience in doing/making something.

9. Se fosse eu, acho que ia demorar algum tempo!

"If it were me, I think it would take some time" - that’s what Cristina is saying… But notice that she uses the form ia (Imperfect Indicative of verb ir) and not iria (Conditional), which would be expected in this kind of structure. Well, at least, this is what the grammar books teach: “you have to use the Conditional (iria) in sentences where the other verb is in the Imperfect Subjunctive (fosse, in our example here).” But this replacement (ia instead of iria) is very common in colloquial spoken Portuguese.

10. Esse aqui é o... o famoso capim dourado!

Capim dourado (golden grass) is a plant that apparently doesn’t grow anywhere else in the world besides Jalapão, a remote region in the Brazilian north-central state of Tocantins. The people in Jalapão have the talent and the patience to work with the golden grass using a technique that has been learned from the Indians, making all sorts of products, like handbags, baskets, jewelry, etc. The strings that hold the grass together are made from the heart of the Buriti palm. Another great way Brazilians express all their creativity.

11. Você já ouviu falar?

Ouvir falar is the Portuguese expression used to say "to hear about something" or literally "to hear it said". In this second case, notice the difference in the verb tense: the second verb in the Portuguese expression (falar) is always used in its infinitive form, differently from English.
12. Ele é da região do **Tocantins**.

*Tocantins* is the newest state in Brazil, formed in 1988 out of the northern part of the state of *Goiás*, in the north-central zone of the country. It has characteristics of the Amazon, but also has open pastures. It is situated within a vast area known as *cerrado* - with a climate that is hot, semi-humid with a dry winter, with big savanna formations. Because it is still a young state, it is developing slowly: according to the Census of 2007, there were less than 2 million people residing in the state.

13. É bem perto de **Brasília**.

*Brasília* is the capital of Brazil located in the central-west region of the country. It is the fourth largest city in Brazil (with a population around 3 million). The city was planned and developed in the late 50’s and in 1960 it formally became Brazil’s national capital (previously, Rio de Janeiro was the capital). It is a world reference for urban planning and Oscar Niemeyer was its principal architect. Viewed from above, the central portion of the city resembles an airplane and it has notable buildings as well as landmark modernist gardens designed by the Brazilian landscape architect Roberto Burle Marx.

14. Ele **dá um efeito** maravilhoso...

Don’t mistake the Portuguese expression *dar um efeito* by the English one "to give effect to" (this one, by the way, could be translated into Portuguese as *dar resultado*). *Dar um efeito* is used to talk about the visual appearance that is a result of some kind of artistic or esthetics expression.

15. ... eu posso **embrulhar pra presente**

Differently from what happens in stores in US, in many stores in Brazil it is still very common to buy something and have it wrapped as a gift by the vendors in the store, as a free service offered to the clients.