

Rio de Janeiro, February 10, 1993

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Dear Mr. Finberg:

Enclosed you'll find the copy of O Globo of February 10, 1993. Thank you very much for inviting us to participate in the "A day of design" project. We are very pleased to take part in an extraordinary event of such magnitude and importance.

To give you the editorial background of our paper, the O Globo is the leading newspaper in Rio de Janeiro. It has been published since July 29, 1925. Our newspaper has a tradition of comprehensive coverage of events, focusing on regional, national and international issues. The newspaper also sponsors many activities, such as seminars and debates to promote the discussion of regional problems and solutions to them, along with cultural events in the city of Rio, not only to increase its audience but also to create stronger bonds with the city's inhabitants. Due to this, our polls show ample reader appreciation and loyalty.

On our today's edition, our main focus on the first page was given to economic and political issues being debated in our country nowadays. So, the main headline, which structured the front page design, was about the country's relation with the IMF (International Monetary Fund). Also on the subject of economy, we added a graphic to show readers the increase of the prices of cars manufactured in Brazil in the last eight years. Above, creating the visual focal point on which the whole graphic project is based