

THIS  
IS  
SÃO PAULO  
FUTEBOL  
CLUBE



ONE OF THE GREATEST  
TEAMS OF THE WORLD



# SÃO PAULO,



Müller rises the prize of first Intercontinental Championship in Tokio: the greatest team in whole planet.



Raf, after 1992 Libertadores final match: a road open to the Intercontinental award.

São Paulo is Brazil's largest football club (and probably the world's largest too) as regards titles and assets.

Owner of the world's biggest privately-owned stadium, seating 150,000 spectators, the club also owns a training center, considered a model by visitors from all over the world, and members' recreational facilities capable of catering to 30,000 members. Its assets, in fact, are valued at close to \$1 billion. Nevertheless, the club's symbol — the São Paulo Futebol Clube trademark — the players' jersey, and its flag are worth more than this, they are worth a good deal more.

The club's single largest asset are its glories, so far unequaled by any other club in the country that is the world's four-time football champion: it won the interclub championship (92 and 93) twice, beating Spain's Barcelona and Italy's Milan teams in the finals, two of European football's topmost teams. The club also won the Libertadores de Americas' Cup (92 and 93) twice and took a second place twice as well (74 and 94), this being the most important championship in the Americas. It also won the South American Supercup (93), a championship played only by the teams that have already won the Libertadores and the South American Repeat Cup in 93 and 94. On the international level, the club has won a great deal of championship titles in tournament's played outside Brazil.

On the home front, São Paulo places first



Paulista 1943



Paulista 70/71



Paulista 1975



Paulista 80/81



Paulista 1989



Libertadores 1992/93



SÃO PAULO  
FUTEBOL CLUBE

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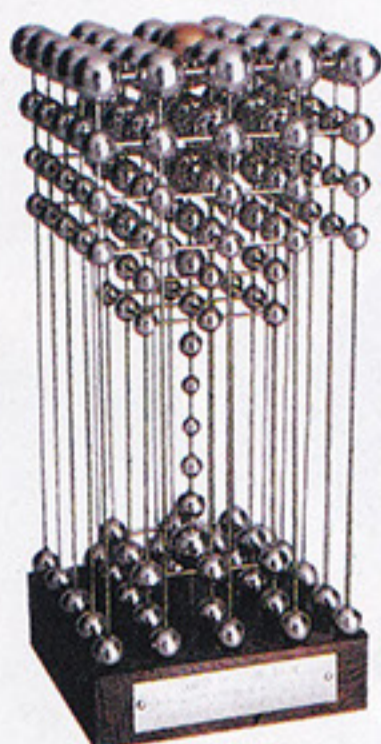
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Adriano Augusto da Costa Filho



# THE GREATEST.



**Intercontinental 1992/1993**



**Brazilian 1977/86/91**



**Carranza 92**



**Paulista 1987**



**Supercopa Libertadores 1993**



**Paulista 1991**



**Paulista 1992**

in the Brazilian ranking organized by the CBF (Brazilian Football Confederation): the club won the Brazilian championship thrice (77, 86 and 90) and placed second on five other occasions (71, 73, 81, 89 and 90). It also holds the record number of titles in the Paulista tournament, the country's most important and richest on the state level. The club won 18 titles in 65 years of playing, an average of one state title every three and a half years.

There's more yet: its supporters increase more than those of any other team in Brazil. Following the spectacular titles won over the past few years, the São Paulo football team's jersey and logo are ubiquitous in all the Brazilian cities. As you walk through the popular Ver-o-Peso street market in Belém do Pará, in the North of Brazil, you invariably come across a boy or girl wearing the São Paulo jersey. At the luxurious shopping center Praia de Belas in Porto Alegre, in Brazil's South, the same holds true. After all, doesn't everyone like to win, to flaunt the champion team's colors?

The Brazilian survey institute popularly known as Ibope, one of Brazil's most prestigious survey organizations, found that São Paulo's football fans have increased over the past ten years, rising from seventh to third among the supporters of Brazilian teams. Practically all them are young people — a sign that São Paulo will soon also be the largest as regards the number of fans.

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# MORUMBI, LARGEST PRIVATE-OWNED STADIUM IN THE WORLD.

**S**ão Paulo started out with an ideal and 11 jerseys, in the 1930s. In the 1940s, the club bought an area in the Canindé district, in the city's northern zone, where it held its training sessions. In the early 1950s, São Paulo decided to build its stadium, but at another location, in the high-toned Morumbi suburb, in the city's southern zone. The club sold the Canindé area to

the Portuguesa de Desportos association and went on to build the world's biggest privately-owned stadium over a period of 17 years and five months. The foundation stone was laid on August 15, 1952, while the inauguration took place January 25, 1970.

The volume of concrete poured — 50,000 cubic meters — would suffice to build 90 ten-story buildings with two 150-sq.-mt. apartments on each floor. The cement bags consumed — 400,000 units — would, if placed side by side, cover a distance of 600 kilometers. The weight of the steel rods embedded in the concrete amounted to 6,000 tons. If all the rods were welded end to end, the resulting single rod would span the distance between São Paulo and Lisbon.



**Cícero Pompeu de Toledo Stadium, a.k.a. Morumbi: 150,000 places. Among the clubs of whole world, unsurpassed.**





# SÃO PAULO, EVER A TEAM OF GREAT PLAYERS.

**S**ão Paulo was officially founded on December 16, 1935 and played its first game on January 25, 1936. But its history began a good while earlier, in 1930, when the Paulistano Athletic Club, the foremost team of the 1920s, decided to discontinue its football activities. The Paulistano members who enjoyed football and were proud of the titles won by the club, united so as to continue rooting for such star players as Friedenreich, "El Tigre," Brazil's then best player, and ended up establishing the São Paulo Football Club.

In the early 1940s, the team had already become as strong as that of the former Paulistano and included among its members, as of 1942, the expert player Leônidas da Silva, known as the "Black Diamond," then considered Brazil's best player. Da Silva is credited with the glory of having invented the so-called "bicycle" kick — a body move in which the athlete throws himself backwards, both feet raised in the air, while one of them kicks the ball. Old-timers who have seen Leônidas play compare him with Pelê, noting the differences owing to the intervening time span. In the meantime, besides Leônidas,

several other São Paulo players have become idols in Brazil, having played on the Brazilian National Team.

In 1958, when the team won the World Football Cup for the first time, four São Paulo members were part of the players who took the prize in Sweden: right throw-in De Sordi, center forward Mauro, center half Dino Sani and coach Vicente Feola. In 1962, at the World Cup tournament in Chile, where Brazil won for the second time, the team included center forward Bellini, outside forward Jurandir and coach Aymoré Moreira. In 1970, in Mexico, another São Paulo member, Gérson, was one of the players of the team that conquered the World Cup for the third time. More recently, in the United States, São Paulo was the club that contributed the most players towards the fourth World Cup award won by Brazil: goalkeeper Zetti, the eclectic players Cafu and Leonardo, forward Muller and trainer Moracy Santana.

**Gino: once in the National Team, now the stadium manager.**



Champion team 1948/49: Mário, Savério e Mauro; Bauer, Rui e Noronha; Friaça, Ponce, Leônidas, Remo e Teixeira.



De Sordi: Brazil 1958 World Champion.

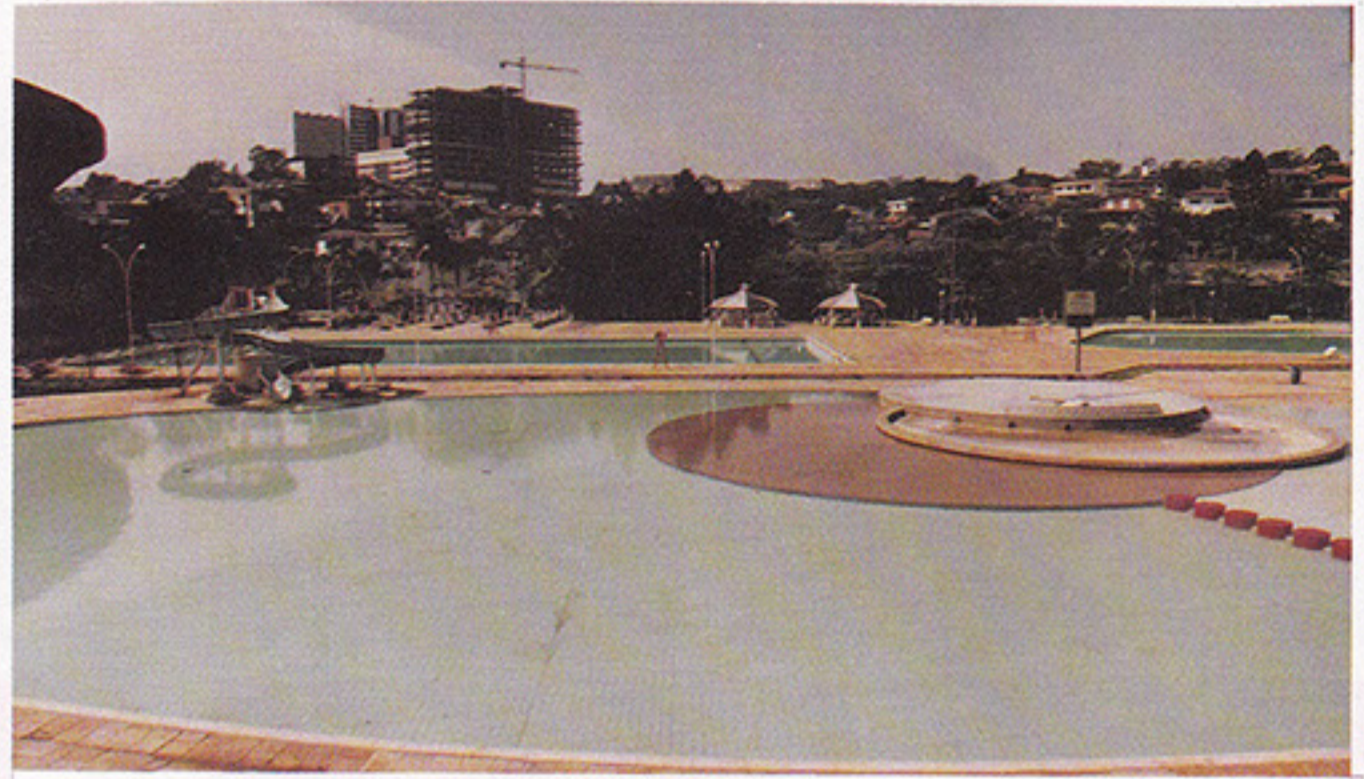
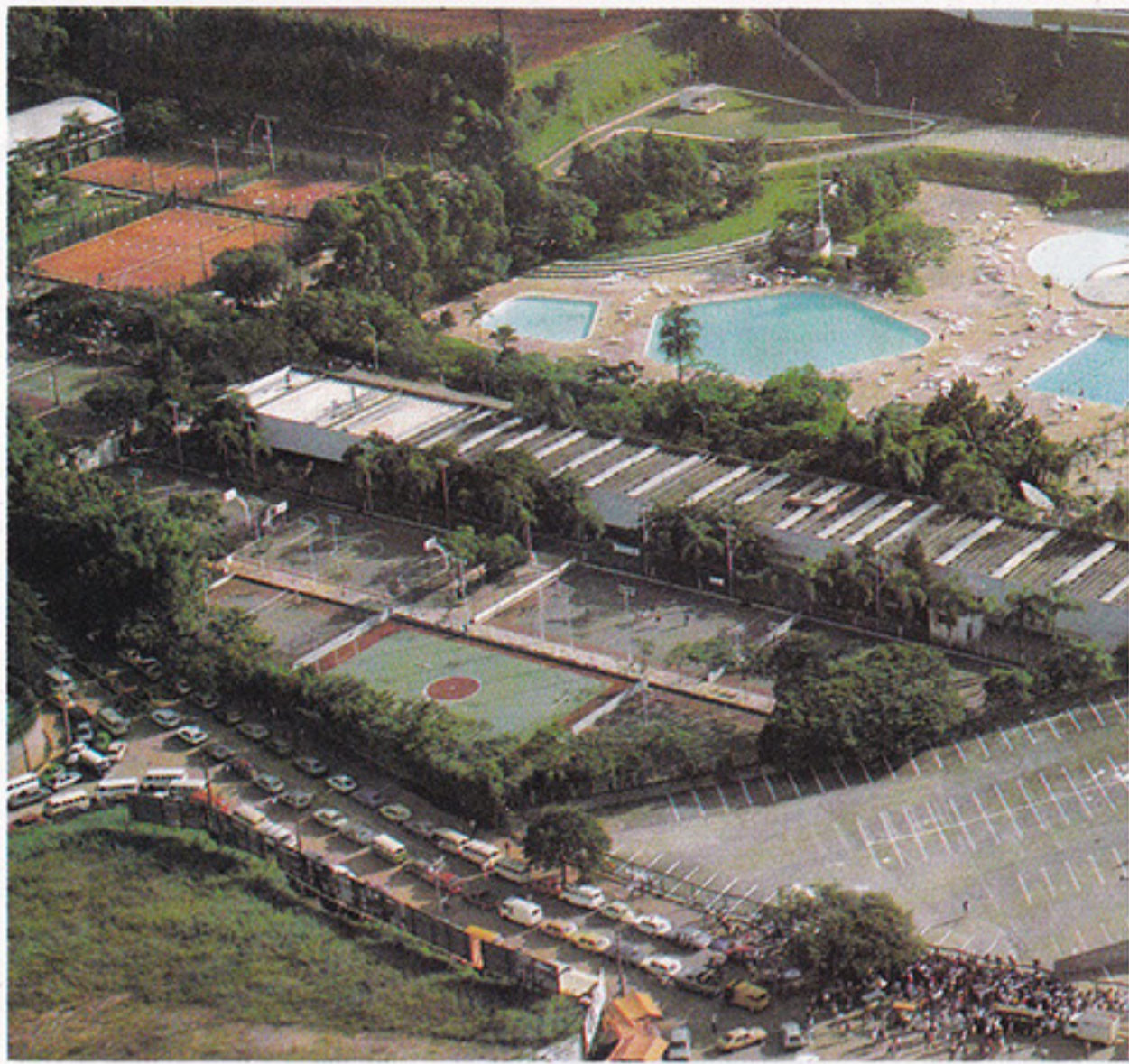
São Paulo fans view Ronaldão and Raí too as representatives of their club since they arrived at the height of their careers sporting the São Paulo tricolor jersey. Other great Brazilian football idols who were associated with São Paulo were Careca, Zé Sérgio, Oscar, Toninho Cerezo, Mário Sérgio (a world champion of the Interclub Tournament, playing for the Grêmio team in 1983), Serginho, Valdir Perez, Roberto Dias, Nelsinho and, in the more distant past, Maurinho, Zizinho, Gino and Bauer.

Besides the world champions Vicente Feola and Aymoré Moreira, other great coaches were São Paulo members in the course of the club's history. The present coach, Telê Santana, enjoys the most prestige in Brazil. He headed the Brazilian national teams in 1982 and 1986 which failed to win the World Cup title, but Santana was so successful that all the surveys conducted in the country point him out as the best-qualified coach. São Paulo also buttressed the successful careers of foreign players such as Forlan, Pedro Rocha and Dario Pereyra, of Uruguay, and Sastre, Poy, Albella and Negri of Argentina.



Valdir Perez: goalkeeper at Brazil team in 1982, Brazilian champion 1977 and paulista champion a lot of times in the 70's and 80's.





**S**ão Paulo's club facilities are located in the Morumbi district, beside the stadium. The entire area measures 85,000 square meters and comprises a complete sports and leisure structure distributed over a 25,000-sq. mt. roofed-in area in a setting generously decorated with trees and a extense lawn. There are basketball, volleyball, tennis, five-a-side football, boccie courts, football greens, gymnastics and body-building rooms, a sauna, refreshments kiosks, barbecue fireplaces and five covered gymnasiums. The list of services is also extensive: a restaurant serving a-la-carte meals, snack bars, a nursery, kindergarten, game, study and reading rooms, hairdresser's, souvenir shop and a 1,500-car parking lot. The club will start building the first bloc of the recreational facilities building this year, which will include two warm-water swimming pools. These will be integrated with the pools that already comprise Latin America's largest swimming-pool facilities, with a surface area of 12,000 square meters.

The recreational center caters to the members' varied choice of activities, whether they prefer sports (both competitive and recreational), or would rather simply relax.

Complete services and all kinds of sports, recreative and competitive. The two golden stars on the club's flag comes from olympic athlete Adhemar Ferreira da Silva.

### A champion of all sorts

**S**ão Paulo isn't merely a champion in the football field. The two golden stars which today are part of the club's flag were the result of its athletics: they mark two world records in a triple-jump event won by the athlete Adhemar Ferreira da Silva in 1952 (at the Helsinki Olympics) and in 1955 in Mexico. Besides Helsinki, Adhemar da Silva also took the gold medal at the Melbourne Olympics in 1965. On the example of Da Silva, José João da Silva, also a São Paulo member, gained international prominence on winning the São Silvestre

Marathon in 1980 and 1983, the world's largest road running event held annually in São Paulo since 1925. Éder Jofre, a world boxing champion in the 1960s and 1970s, and Aurélio Miguel, the winner of a gold medal in the Judo category at the 1988 Olympics held in Seul, South Korea, took their first steps in São Paulo sports academies. Not long ago, last year, in fact, tennis star Luiz Carlos Cruz won the BMW World Championship, the last round of which was held at Monte Carlo, in the Monaco Principality.

**CLUB FACILITIES:  
COMPLETE LEISURE AND  
SPORTS STRUCTURE.**





**Training Center: buildings, fields, equipment — fine to develop skills and body building of all players.**

**T**he São Paulo Training Center, inaugurated in 1986, is one of the world's most modern and functional. Situated on the border between the Barra Funda and Lapa districts, the club boasts three training greens and a specialized medical services and physical fitness center among the most sophisticated in Latin America. Here, the players' technical and physical performance data are stored and evaluated with the aid of a computerized system.

The infrastructure is also complete. Within its 44,472 square meters, furthermore, the TC includes 16 apartments equipped with air-conditioning, TV sets and fridge. A dining hall, auditorium for talks and videos, laundry room, storeroom, employees' quarters and even recreational facilities with tennis courts, a room for games, a barbecue area and swimming pool are also available.



**Juniors: Taça São Paulo champions, 1993.**

To enable fans to watch the training sessions, São Paulo built a concrete-poured, covered stadium seating 2,000 spectators.

Ensuring the TC's efficiency, there is a team of some 50 people, comprising doctors, physical trainers, physiotherapists, nutritionists, assistants, security personnel, etc.

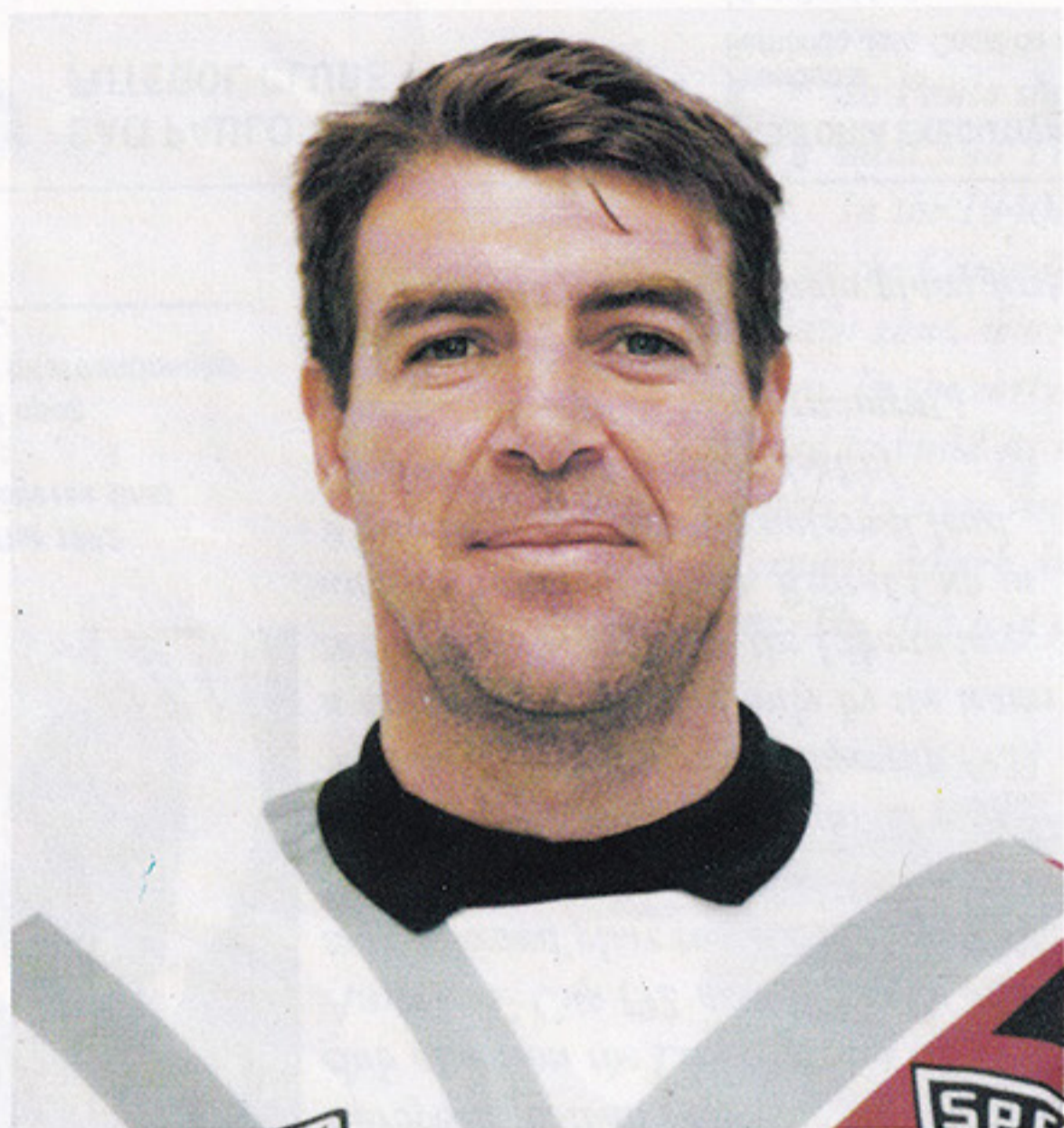
### **The Little School, Cradle of Star Players.**

Most of the players in the present São Paulo team were trained by the club itself, at the Vicente Feola Little School of Football. There are five divisions in the school which split up youths into convenient training categories. All the participants are trained by the club's former players and the school has its own technical committee. The São Paulo provides training, board and lodging and keeps an eye on the students' formal schooling. From 1970, when the Little School was established, up to the present, it has been the cradle of several expert players. Some have already retired from their professional careers, while others left, as did more recently Ronaldão, Cafu, Muller, Vitor, Pintado and Elivélton. The task of renewing the players is carried out in several ways: through a selection process, by means of new talent hunters, referrals and franchising. As regards this last item, São Paulo has recently decided to open negotiations in Brazil and abroad to license its name and training methods. São Paulo has precedence on signing with the new player.

# **TRAINING CENTER, MODERN AND FUNCTIONAL.**



# 1995



**ZETTI / goalkeeper**  
Armelino Donizetti Quagliato  
1m88, 91 kg, 22/01/73, Capivari (SP)  
From Palmeiras, 1990



**CLÁUDIO / defense**  
Cláudio Quatagno  
1m78, 66 kg, 26/09/67, Rio de Janeiro (RJ)  
From Palmeiras, 1995



**ROGÉRIO / defense**  
Rogério Pinheiro dos Santos  
1m93, 74 kg, 21/04/72, Angra dos Reis (RJ)  
From Botafogo-RJ, 1995



**ANDRÉ / defense**  
André Luís Moreira  
1m83, 74 kg, 14/11/74, São Paulo (SP)  
From Little School



# SÃO PAULO



São Paulo's  
two most  
important glories  
were won in Tokyo,  
at the National  
Stadium.



**JÚNIOR BAIANO / defense**  
Raimundo Ferreira Ramos Júnior  
1m92, 91 kg, 14/03/70, Feira de Santana (BA)  
From Flamengo, 1993



**AXEL / medium field**  
Axel Rodrigues de Arruda  
1m74, 66 kg, 09/01/70, Santos (SP)  
From Santos, 1993

*The first one took place on December 13, 1992, when the South American champion beat Barcelona, the leading European team, 2 to 1.*

*São Paulo's team was formed by Zetti, Vítor, Adílson, Ronaldão and Ronaldo Luís; Cerezo (Dinho), Pintado and Raí; Cafu, Palhinha and Muller.*

*The losing Barcelona team was formed by Zubizarreta, Ferrer, Koeman, Guardiola and Euzébio; Bakero (Goicoechea), Amor, Witschge and Beguiristain (Nadal); Stoichkov and Laudrup.*

*The goals were kicked by Stoichkov at 11 minutes and Raí at 27 m of the first half, and Raí at 34 m of the second half.*

*The second glorious event occurred on December 12, 1993, when the South American two-time winner defeated Milan, Europe's champion team, 3 to 2.*

*The São Paulo team comprised Zetti, Cafu, Válber, Ronaldão and André; Doriva, Dinho, Cerezo and Leonardo; Müller and Palhinha (Juninho).*

*Milan lost with Rossi, Panucci, Costacurta, Baresi and Maldini; Albertini (Orlando), Desailly, Donadoni and Massaro; Papin and Raducion (Tassoti).*

*The goals were kicked by Palhinha at 19 m of the first half, Massaro at 3 m, Toninho Cerezo at 14 m, Papin at 36 m and Muller at 41 m of the second half.*



**Telê,**  
best  
coach in  
Brazil.





**ALEMÃO / medium field**  
**Ricardo Rogério de Brito**  
**1m80, 73 kg, 22/11/61, Lavras (MG)**  
**From Atalanta (Itália), 1994**



**SIERRA / medium field**  
**José Luís Sierra Pando**  
**1m80, 77 kg, 05/12/68, Santiago do Chile**  
**From Unión Española, 1994**



**DONIZETI / medium field**  
**Donizeti de Oliveira**  
**1m78, 73 kg, 21/02/68, Bauru (SP)**  
**From Bragantino, 1995**



**JUNINHO / forward**  
**Osvaldo Giroldo Júnior**  
**1m67, 59 kg, 22/02/73, São Paulo (SP)**  
**From Ituano, 1993, plus Little School**





1992



**PALHINHA / medium field**  
**Jorge Ferreira da Silva**  
 1m71, 63 kg, 14/12/67, Carangola (MG)  
 From América Mineiro, 1992



**BENTINHO / forward**  
**Antônio Bento dos Santos**  
 1m81, 71 kg, 18/12/71, Montes Claros (MG)  
 From Portuguesa, 1995





# HEROES



**ROGÉRIO / goalkeeper**  
*Rogério Ceni*  
1m82, 80 kg, 22/01/73, Pato Branco (PR)  
From Sinop (MT), plus Little School



**PAVÃO / defense**  
*Marcelo Pereira Moreira*  
1m67, 58 kg, 15/04/74, Recife (PE)  
From Little School



1993





**MURILO / defense**  
Murilo Veloso Rodrigues  
1m77, 68 kg, 09/06/74, Montes Claros (MG)  
From Little School



**BORDON / defense**  
Marcelo José Bordon  
1m89, 81 kg, 07/01/76, Ribeirão Preto (SP)  
From Botafogo (RP), plus Little School



**RONALDO LUÍS / defense**  
Ronaldo Luís Gonçalves  
1m78, 67 kg, 14/08/66, Belo Horizonte (MG)  
From América Mineiro, 1992



**THIAGO / medium field**  
Thiago Traina Gama  
1m88, 83 kg, 16/09/75, Rio Claro (SP)  
From Little School





**MONA / medium field**  
**Marcelo Alexandre Correia Pires**  
**1m70, 62 kg, 04/06/73, Votorantim (SP)**  
**From Little School**



**PEREIRA / medium field**  
**Emerson Pereira da Silva**  
**1m81, 72 kg, 21/08/73, São Paulo (SP)**  
**From Little School**



**CAIO / forward**  
**Caio Ribeiro Decoussau**  
**1m76, 72 kg, 16/08/75, São Paulo (SP)**  
**From Little School**

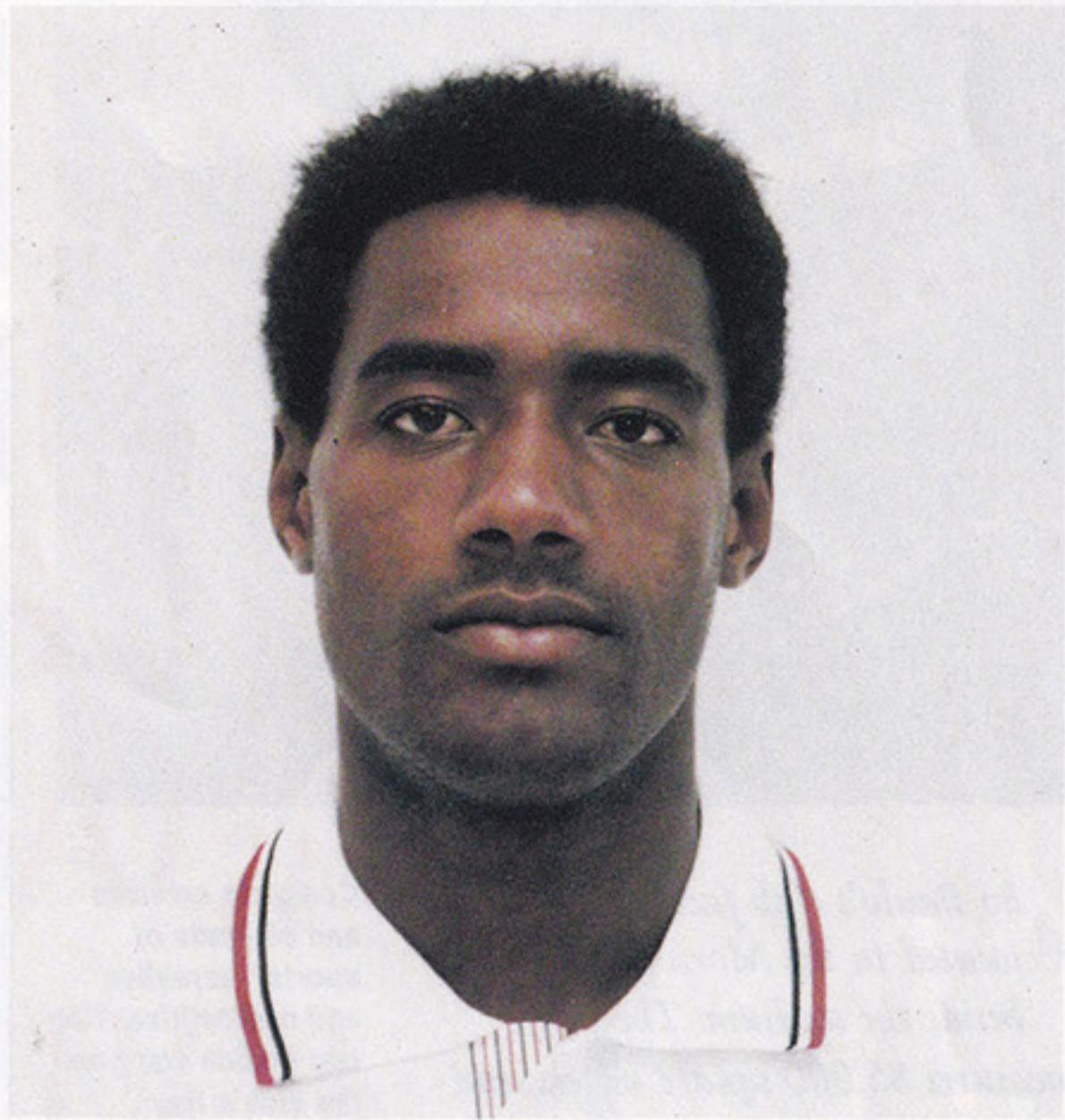


**DENÍLSON / medium field**  
**Denílson de Oliveira**  
**1m78, 62 kg, 24/08/77, S. Bernardo do Campo (SP)**  
**From Little School**





**CATÉ / forward**  
**Marcos Antônio Lemes Pozze . 1m70, 67 kg, 07/11/73, Cruz Alta (RS)**  
**From Little School**



**AÍLTON / forward**  
**Ailton Delfino**  
**1m78, 75 kg, 01/09/68, Belo Horizonte (MG)**  
**From Benfica (Portugal), 1994**



**From left to right:**  
**Muricy (assistant to the coach),**  
**Altair (physical trainer),**  
**Jair (goalkeepers trainer),**  
**Hélio (masseur).**

**Football Department supervised by prof. João Paulo Medina.**

**Technical Team**



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