

JEWELS AND GLORIES

In the 1916 South American Championship, held in Argentina, the newly created Brazilian National Team wore a jersey with vertical green and yellow stripes. The design was rejected by the country's elite, who simply refused to accept the national colors (what insolence!) on a football uniform. Brazil ended up wearing a white kit in the first three World Cups (1930, 1934, and 1938) and during the fateful 1950 campaign. The defeat to Uruguay, after having led the match, right inside the Maracanã stadium, marked the end of the line for that jersey.

Ironically, the new model was created in 1953 by a *gaúcho* born on the border with the same Uruguay, who felt like a citizen of both countries. Designer Aldyr Garcia Schlee proposed the combination that became iconic: a yellow jersey with green details, blue shorts, and white socks.

Thus begins the story we tell in *Amarelinha*. The 18 original pieces brought together in this exhibition are material witnesses to key moments in Brazilian football across the World Cups from 1958 to 2022. Every number, patch, and star bears the marks of time and achievements, turning fabric into true treasures.

The *amarelinha* (canary-yellow) jersey transcended the world of football to become a cultural icon. It came to represent joy, Brazilian spirit), and style - influencing fashion and being embraced by fans, artists, and celebrities across the globe.

The jewels you see here belong to five collectors who resisted the rising valuation of an increasingly multi-million-dollar market. Competed for at their weight in gold by buyers from all over the planet, historical jerseys of the *Canary-yellow team* have been flying out of the country at a rapid pace, migrating to museums and private collections abroad. *Amarelinha*, therefore, is also a gesture of preservation: a rare opportunity to view authentic relics of Brazilian football glory, which continues to spark global fascination with every new World Cup.

MARCELO DUARTE

Curator

DRESSING BRAZIL

An encounter with an object is always an encounter with collective history, but also with the history of every one of us. Every shape, weave, and color is the result of human action: hands that spun, embroidered, invented uses, assigned meanings, and transformed raw matter into culture. An object is never just itself. It is also the time, work, imagination, life, and dreams that were poured into it.

The yellow jersey of the Brazilian National Football Team is one of those objects that are far more than a piece of clothing: it is a vessel for memory, affection, desire, and protection. The *amarelinha* became a symbol of Brazil, both for the country and for the world. Like any symbol of a diverse nation, it is in constant transformation. Its meaning changes over time, shifts, and is contested. Projected onto it are the dreams, identities, sense of belonging, and contradictions of a Brazil that is constantly reimagining itself - both on and off the pitch.

The *Amarelinha* exhibition reaffirms the importance of valuing objects across their layers of materiality, history, and use, and, by extension, those who preserve, research, and exhibit them. In a world where everything circulates, is copied, and discarded rapidly, the Museum preserves the rare experience of encountering the physical presence of things. Standing before the original jerseys of the *Seleção*, we rediscover not only their history but also objects that bear witness to our collective and individual memory—objects of desire for every fan.

FOOTBALL MUSEUM

ON USES AND VALUES

Football jerseys associated with official matches—especially in a World Cup—carry immense symbolic value, as they concentrate the narratives, emotions, and memories of the game. The 18 pieces presented here belong to this universe of objects that cross the pitch and make their way into collections.

However, when dealing with historical objects and their journeys to institutions and collectors, it is important to consider that it is rarely possible to prove their actual usage in the match with absolute certainty. Although records, accounts, documented exchanges, and other forms of provenance tracking exist, this evidence does not always allow for indisputable verification.

In the context of matches, national teams bring multiple jerseys for each player: some are worn during play, others remain as spares for unexpected events (such as tears or blood stains), and there are also those made available for players who do not end up entering the pitch. Once the match is over, these jerseys meet various fates: they may be swapped, gifted, or auctioned for a cause. All these situations are considered relevant from a historical and symbolic perspective.

For this reason, within the museological scope and in this exhibition, the designation "attributed use" is used for these items, indicated by an asterisk next to the name of each athlete mentioned in the captions. This choice seeks to recognize both the value of their narratives and the inherent limits of fully proving their match use.