

SESI LAB

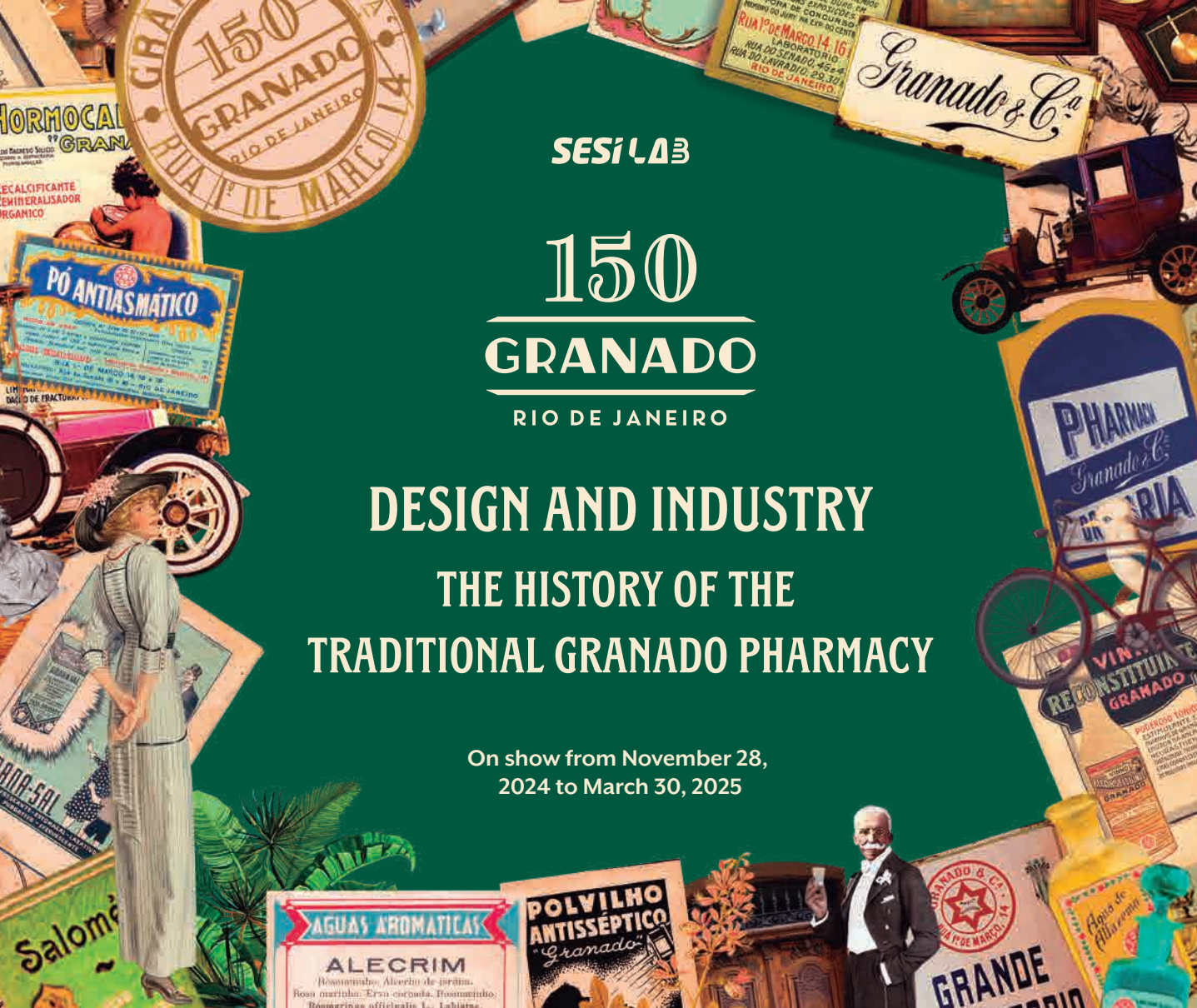
150
GRANADO

RIO DE JANEIRO

DESIGN AND INDUSTRY

THE HISTORY OF THE TRADITIONAL GRANADO PHARMACY

**On show from November 28,
2024 to March 30, 2025**





GRANADO

DESDE 1870

Granado and SESI Lab on a historic journey

“... the past is a source of inspiration in
our constant search for originality.”

Jonathan Raimés & Lakshmi Bhaskaran,
2007

Granado and SESI Lab invite the public to discover a large part of the historical collection of the most traditional apothecary in Brazil. Through this legacy, the most significant aspects of the expansion of the pharmaceutical and cosmetics industry in the country and the evolution of design in this area in Brazil will be told, in a trajectory that encompasses six generations of Brazilians.





As one of the oldest factories in the country, constantly transforming and updating processes, products and communication, when starting the brand repositioning process in the 2000s, it became clear that the greatest wealth was the memory preserved in its collection. From then on, original documents, objects and furniture, preserved by the Granado Family, through vast technical knowledge and careful manual work, were recovered, treated and catalogued.

The Granado Collection then became a source of inspiration for the construction of its new visual identity, both in communication, product development and the design of concept stores. Brought to the public with vibrant colors, contemporary fragrances, updated packaging and ingredients, Granado transformed centuries-old classics into contemporary objects of desire, with a unique retro design, easily recognized by its consumers.

Welcome to this historic journey!





SESI LAB

Innovation e Sustainability: a Partnership between Granado and Sesi Lab

SESI Lab was created with the goal of connecting artistic, scientific, and technological processes, inspiring people to take action in the present to create future possibilities.

In 2024, our interactive and educational space—going beyond the traditional concept of a museum—will focus on themes of biodiversity and bioeconomy, exploring how these concepts relate to reality, environmental issues, and new challenges for Brazilian industry.

As part of this thematic cycle, Sesi Lab presents, in partnership with Granado, the exhibition “Design and Industry – The Story of the Traditional Granado Pharmacy.” With over 150 years of history, this well-known Brazilian brand was a pioneer in using native plant extracts in the production of cosmetics and medicines.

Featuring more than 300 items, the exhibit reveals the company’s journey through historical products, iconic packaging, and labels, highlighting its role as one of the innovation leaders in the cosmetics and pharmaceuticals sector.

Granado’s story celebrates Brazil’s historical and cultural richness by utilizing native ingredients and formulas enriched with natural extracts, while maintaining a strong commitment to sustainability and socio-environmental responsibility, evident in the use of 100% recycled packaging and the absence of animal testing. By exploring this exhibition, visitors will experience the union of tradition, innovation, and social responsibility through a rich and meaningful experience that reflects on how industry can transform society and shape the future.

Enjoy your visit!

Claudia Martins Ramalho
Superintendent of Culture – Sesi Lab



The exhibition “Design and Industry - The History of the Traditional Granado Pharmacy” is a sensory and playful exhibition that uses different resources to tell the story of a 100% national industry, through a journey into its history, expansion and reinvention process, which has been in existence for over 150 years.

The exhibition is divided into the following axes:

- The Founding of Granado in the City of Rio de Janeiro;
- Rio de Janeiro, Capital of the Empire of Brazil;
- Pharmaceutical Specialties;
- Health Island - The Granado Farm in Teresópolis;
- Memory in the Making;
- Curiosities;
- The Brand Beyond the Sea;
- Concept Stores;
- Pharol of Medicine;
- Helios Perfumery;
- The Official Pharmacy of the Brazilian Imperial Family;
- Antiseptic Powder - The Great Creation;
- Glycerine Soap - Pioneering;
- Transformations and Graphic Workshops;
- Advertising is the Soul of Business – Illustrated History.

GRANADO
1912-1918

SEST LAB

Trabalho e desenvolvimento de produtos e serviços para a indústria e o comércio

Atividade principal: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade secundária: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade terciária: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade quaternária: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade quinquagésima: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade sexagésima: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade septuagésima: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade octogésima: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade nonagésima: desenvolvimento de produtos e serviços para a indústria e o comércio. Atividade centésima: desenvolvimento de produtos e serviços para a indústria e o comércio.

Gráfico

Desenvolvimento de produtos e serviços para a indústria e o comércio

150 GRANADO
RIO DE JANEIRO

DESIGN E INDÚSTRIA
A HISTÓRIA DA TRADICIONAL
BOTICA GRANADO





SERVICE

Exhibition “Design and Industry - The History of the Traditional Granado Pharmacy”

Period: from November 28, 2024 to March 30, 2025

Opening hours:

Tuesdays to Fridays, 9 a.m. to 6 p.m. (entry until 5 p.m.)

Saturdays, Sundays and public holidays, from 10 a.m. to 7 p.m. (entrance until 6 p.m.)

Ticket prices:

Full: R\$20.00 Half: R\$10.00**

**in accordance with current legislation

Accessibility:

We have podotactile flooring around the building and indicating the location of toilets and elevators, as well as access adapted for people in wheelchairs. Tactile models and elevated floor plans allow you to recognize the architectural construction of the building and its surroundings, as well as SESI Lab's exhibition spaces. We have subtitles and orientation texts in Braille and with enlarged characters on certain devices, as well as audio description and videolibras available on QR Code.

Educational Program:

SESI Lab carries out educational visits for scheduled groups, training for education professionals, workshops and other activities. For more information, please contact our team by e-mail: educativo@sesilab.com.br



Technical Data

Design and Industry - The History of the Traditional Granado Pharmacy

Presidency

Christopher Freeman

Marketing Board

Sissi Freeman

General Coordination

Higo Lopes

Communications Coordinator

Priscilla Azevedo

Granado Collection

Clicia Lutti

Ana Maria Pereira de Almeida

Jacqueline de Araújo

Planning and Curation

Luiza Ferrez and Gláucia Bastos

Museum Project

Eduardo Costa

Audio-visual

Eduardo Costa

Vinicius Wells

Gomus Sound Branding

Maintenance and Logistics

Luiz Cesar Alves

Marcos Medina

Installation

Agência Tas

SESI Lab

CONFEDERAÇÃO NACIONAL DA INDÚSTRIA – CNI

President

Antonio Ricardo Alvarez Alban

Head of Office

Danusa Costa Lima e Silva de Amorim

SERVIÇO SOCIAL DA INDÚSTRIA – SESI

President of the National Council

Fausto Augusto Junior

SESI Director – National Department

Antonio Ricardo Alvarez Alban

Managing Director

Rafael Esmeraldo Lucchesi Ramacciotti

SESI Lab

Culture Superintendent

Claudia Martins Ramalho

Technical Staff

Paula Duarte Bosso Schnor

Paula Teixeira Alves Pacheco

Cultural Program Manager

Agnes Mileris

Technical Staff

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Caio Sato

Carolina Vasconcellos Vilas Boas

Denise A. R. de Oliveira

Gabriela Reznik

Helena Neves Quintas Simões

Luciana Conrado Martins

Thalles Moraes

Educators

Bárbara Lopes Henriques

Clovis Batista dos Santos

João Gabriel Borges Lima

João Vitor Rocha

Lizandra Costa Pereira Brandt

Luana de Souza Cavalcante

Maria Clara Zunga Martins de Lima

Marília Gontijo Machado de Oliveira

Naya Damasceno

Audience Advisors, Supervisors and Educational Assistants

OITAVA CASA

Operations Superintendence –

Resident Staff

Felipe Frederico Gomes Fagundes

Luis Guilherme Sabino Nunes

Matheus Neves de Brito Tavares

Renata Cristina de Mendonça Andrade

Technical Staff

Adriana Marliere Barbosa de Oliveira

Clarice Tiago Maciel Lucas de Barros

Jorge Mauricio Das Chagas

Institutional Development Manager

Cândida Beatriz de Paula Oliveira

Store

Ana Paula Ferreira Araya

Amanda do Carmo Barroso



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Programa de Eficiência Energética - PEE