

# **(Re)Making Cities: Urban Transformation and Sport Mega-Events in Brazil**



Wednesday 13 July 2016, 08.45-18.00  
0.5 East Building, University of Bath

Organised by:  
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**(Re)Making Cities**  
**13 July 2016, University of Bath**

Faculty of  
Humanities &  
Social Sciences



UNIVERSITY OF  
**BATH**

## INTRODUCTION

Mega-events are no longer a novelty: Since the late 19<sup>th</sup> century, exhibitions have taken place in European and North-American emerging industrial cities, attracting hordes of visitors whilst projecting images of host cities to domestic and international audiences. However, over the last several decades such events – mainly of sporting and cultural varieties – have also become powerful communication strategies and opportunities to concentrate investment in urban redevelopment strategies with short and long term aims under the umbrella of a so-called ‘city marketing.’

As the FIFA World Cup and Summer Olympic Games have taken place in non-Western and emerging countries, new concerns have arisen: If tourism and urban improvement are benefits to be achieved, how do host cities cope with the antecedents of uneven socioeconomic development? Evictions, gentrification, inflation, corruption, etc., populate the list of side effects associated with planning the mega-event.

Nevertheless, when Rio de Janeiro won the bid for the 2016 Olympic Games Brazil was emerging within a golden moment: The economy was booming, inflation came under control, the “new middle classes” began expanding, and then President Luiz Inácio Lula da Silva (popularly referred to as Lula) was respected as a leader world wide. Yet, the perspectives and impacts of both events cannot be understood or assessed without closer, more critical examination of the host nation and its cities.

Rio de Janeiro, as the capital of Brazil until 1960 – when the newly modernist capital was inaugurated – the ‘Wonderful City’ evolved into one of the most important urban agglomerations in South America made famous by its tourist hotspots and breath taking urban landscapes and yet also known for its significant social and economic gaps. After the 1990s, when mayoral offices promoted urban entrepreneurial initiatives (including the support of international advisors), Rio de Janeiro embarked on a mega-event era including most notably the 2007 Pan-American Games, 2013 World Youth Day, 2013 Confederations Cup, 2014 FIFA World Cup, and shortly the 2016 Olympic Games. In hosting these events, tourism and the resultant international projection brought Rio forward across local, national, continental, and global political and economic scenes as extremely drastic structural changes continued at somewhat slower paces.

What is the role of a sport mega-event in the process of urban transformation observed over the 20 years? Can the “Barcelona model” – heralded and criticized in many aspects – provide insight into the urban challenges of this socially and spatially divided city? What are the specific issues to tackle when a ‘Global South’ metropolis is the stage for a sport mega-event? How important are internal and external (political, economic, mainly) forces along the planning?

Accepting the invitation to share and discuss these and other ideas and questions, we are pleased to host participants focusing on the ever-shifting developments of how sport mega-events in general – and Rio and Brazil in particular – can (re)make cities in social, political, economic, cultural, urban, and environmental terms.

We wish to warmly thank the International Relations Office (IRO) at University of Bath for funding this colloquium, and the Faculty of Humanities and Social Sciences and University’s Departments for Health for their support of this event.

We hope you all enjoy the Colloquium,

*Bryan Clift and Thiago Allis*

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## PROGRAMME

08.45 - 9.15	<b>Registration, tea/coffee</b> 0.5 East Building	
9.15 - 9.30	<b>Welcome and Introduction</b> 0.5 East Building <b>Bryan Clift</b> , University of Bath <b>Thiago Allis</b> , <i>Universidade de São Paulo</i> , USP	
	<b>SESSION I:</b> <b>PROJECTED AND CONTESTED LEGACIES: SPORT AND URBAN ISSUES</b>	
	<b>Title, Author, &amp; Affiliation</b>	<b>Discussant</b>
09.30 – 09.50	Legacy? What legacy? Rio de Janeiro and the Olympics in crisis <b>Tom Winterbottom</b> University of Stanford	<b>Thiago Allis</b>
09.50 – 10.10	Towards cultural centrality in mega-event urban legacy: The case of Porto Maravilha, Rio 2016 Olympics <b>Débora Guerra, Eva Kipnis, &amp; Jennifer Ferreira</b> Coventry University	<b>Camila Maria dos Santos Moraes</b>
10.10 – 10.30	The After Party: Another path to Arena Carioca 1 of Rio 2016 <b>Camila D. S. Forcellini</b> University Ibirapuera (FAU-Unib)	<b>Oliver Seitz</b>
10.30 – 10.50	Rio 2016 Olympic legacy in the Brazilian print media <b>Andressa Guimarães, Rena Petersen-Wagner, &amp; Leonardo Mataruna dos Santos</b> Coventry University	<b>Andrew Manley</b>
	<del>Brazil and the lasting legacy of sport mega-event: Relevant aspects to be considered on tourism</del> <del><b>Leonardo Mataruna dos Santos &amp; Thiago Melo</b></del> Coventry University	
	<del>How is rugby transforming communities in Brazil? An interdisciplinary interpretation</del> <del><b>Gareth Hall</b></del> Aberystwyth University	
10.50 – 11.10	Discussion	
11.10 – 11.30	Coffee and Tea Break	

	<b>SESSION II:</b> <b>Building for a mega-event: Urban transformations and its impacts in Rio de Janeiro</b>	
	<b>Title, Author, &amp; Affiliation</b>	<b>Discussant</b>
11.30 – 11.50	Favelas to play, favelas in play <b>Camila Maria dos Santos Moraes</b> Lancaster University & Federal University of the State of Rio de	<b>Débora Guerra</b>

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	Janeiro	
11.50 – 12.10	Favela eviction in the Olympic City: Reflecting on the practices of resistance against state violence in Rio de Janeiro <b>Antonia Gama</b> University of Manchester	<b>Amy Jaffa</b>
12.10 – 12.30	Socio-spatial segregation during the Rio-2106 Olympic Games in Tijuca Region-RJ: Vila Autodromo Community <b>Carine Previatti (Skype)</b> Universidade de São Paulo	<b>Andressa Guimaraes</b>
12.30 – 12.50	Photographs of the Olympic city under construction: The archive of an urban landscape in transformation <b>Débora Gauziski &amp; Fausto Amaro (Skype)</b> <i>Rio de Janeiro State University</i>	<b>Bryan Clift</b>
12.50 – 13.10	Discussion	
13.10 – 14.40	Lunch	

<b>SESSION III: Urban policy and multi-level politics of mega-events in Brazil</b>		
	<b>Title, Author, &amp; Affiliation</b>	<b>Discussant</b>
14.40 – 15.00	Urban development, large urban projects and mega-events in Brazil: A historical overview <b>Thiago Allis</b> Universidade de São Paulo, USP	<b>Juan Pablo Ferrero</b>
15.00 – 15.20	Out of sight, out of mind: Women's experiences of police violence in a Rio de Janeiro favela <b>Amy Jaffa</b> University of Cambridge	<b>Antonia Gama</b>
15.20 – 15.40	Left in Lula's passion: The politics of Rio 2016 and Dilma Rousseff <b>Bryan Clift</b> University of Bath	<b>Tom Winterbottom</b>
15.40 – 16.00	World Cup for Votes: An analysis of the impact of the FIFA World Cup on elections results <b>Oliver Seitz</b> UCFB Wembley	<b>Brad Millington</b>
16.00 – 16.20	Discussion	
16.20 – 16.40	Coffee and Tea Break	
16.40 – 17.10	Closing remarks and future developments	
18.30	Dinner in city centre	

# CAMPUS MAP



## Key

- |   |   |
|---|---|
| <b>CENTRAL ADMINISTRATION</b>                   | <b>DEPARTMENTS</b>                                |
| 4VW Vice-Chancellor's Office                    | 4E BE Architecture & Civil Engineering            |
| 4VW University Secretary's Office               | 4S BS Biology & Biochemistry                      |
| WH Admissions                                   | 3W CE Chemical Engineering                        |
| WH Registry                                     | 1S 3S Chemistry                                   |
| WH Finance Office & Purchasing Services         | 1W CE Computer Science                            |
| 6VW International Relations Office              | 2E AE Electronic & Electrical Engineering         |
| WH Student Records & Examinations               | 1VW Education                                     |
| WH The Paper Student Services Centre            | 2E AE Health                                      |
| WH Human Resources                              | 6VW 1W Eastwood                                   |
| WH Graduate Centre                              | The Edge 8VW School of Management                 |
| WH Marketing & Communications                   | 8VW 2W Eastwood                                   |
| WH Development & Alumni Relations               | 8VW 4VW The Edge 8VW                              |
| WH Research & Innovation Services (RIS)         | 4E BE Mechanical Engineering                      |
| WH Marketing Participation                      | 1S 3S Natural Sciences                            |
| <b>FACULTY ADMINISTRATION</b>                   | 5VW 7W Pharmacy & Pharmacology                    |
| WH Faculty of Science                           | 3W Physics  |
| 2E Faculty of Engineering & Design              | 1VW Politics, Languages and International Studies |
| 1VW 1VW Faculty of Humanities & Social Sciences | 1VW Psychology                                    |
| 8VW School of Management                        | 1VW Social & Policy Sciences                      |
| <b>AMENITIES &amp; SERVICES</b>                 | <b>FOOD &amp; DRINK</b>                           |
| 1 Library - Security and Enquiries              | 2VW Claverton Rooms, Parade Bar, Fountain Canteen |
| 2 Chapelroy Centre                              | 4W West Café                                      |
| 3 Chancellor's Building                         | 4W Wessex Restaurant                              |
| 4 Founders Sports Hall                          | The Durals line tree refectory                    |
| 5 Athletics throws & jumps/Modern Pentathlon    | The Durals CAFE                                   |
| 6 Sports Training Village/Sports Café           | 5 Sports Café                                     |
| 7 50m Olympic Swimming Pool                     | WH Plug Bar & the TUB                             |
| 8 The Edge/OIA/School of Management             | NH Starbucks, Fresh Express, Pistop               |
| 9 Arts Lecture Theatre                          | WH Costa Coffee, Proper Pasty                     |
| 10 University Hall                              | <b>ACCOMMODATION</b>                              |
| 11 Bale Haus                                    | 12 Medical Centre & Dental Centre                 |
| 12 Medical Centre & Dental Centre               | 13 Student Centre, Union Shop                     |
| 13 Student Centre, Union Shop                   | 14 Estates Office                                 |
| 14 Estates Office                               | 15 Central Stores, Goods Received, Landscape      |
| 15 Central Stores, Goods Received, Landscape    | 16 West Accommodation Centre                      |
| 16 West Accommodation Centre                    | 17 Westwood Nursery                               |
| 17 Westwood Nursery                             | 18 Fresh Grocery Store                            |
| 18 Fresh Grocery Store                          | 19 Applied Biomechanics Suite                     |
| 19 Applied Biomechanics Suite                   | 8VW IDPS (Imaging, Design and Print Services)     |
| 8VW IDPS (Imaging, Design and Print Services)   | WH Post Office, Banks & Shops                     |
| WH Post Office, Banks & Shops                   | NH Careers Service                                |
| NH Careers Service                              |   |
- 
- |   |
|---|
| ● City Bus Service                          |
| △ Fire Assembly Points                      |
| P Parking: Pay & Display and Permit Holders |
| P Parking: Permit Holders only              |

## ABSTRACTS

### SESSION I: PROJECT AND CONTESTED LEGACIES: SPORT AND URBAN ISSUES

#### Legacy? What legacy? Rio de Janeiro and the Olympics in crisis

**Tom Winterbottom**

University of Stanford

Cities used to fight for the right to host mega-events. However, with the awarding of these events subject to the systemic corruption that underlies the powerful, unelected non-sovereign bodies that organize them, the World Cup and the Olympics are increasingly tarnished. Cities now choose not to bid for them as the long-lasting detrimental impacts far outweigh the (perceived) short-term boosts. While what is typically most remembered are the memorable sporting achievements, the legacy of such events is a more contested area than ever.

In Rio de Janeiro, a host city of the 2014 World Cup and the host city of the 2016 Olympics, the preparations saw human rights abuses, evictions, corruption, real estate speculation, and incomplete infrastructure projects. The negative impacts of hosting the Games are – even before they begin – destined to leave a legacy of crisis: a more socially segregated city and an inevitable economic bust that follows the much-publicized urban transformation touted between 2004-2010.

As a point of departure I present a deep critique of the organizational committees of mega-events for their impact on host cities, with particular reference to Brazil in the 2000s. More specifically, I examine the Rio de Janeiro case in profound detail through historical analysis of the social impact of large infrastructure projects. My contention is that, since 1889, Rio's history has been marked by a series of intense pushes towards "progress" – exemplified in this contemporary moment by the Olympics – that seemingly placed Brazil on the brink of "achieving its potential." With that fallible notion as justification, huge infrastructure projects taking place at breakneck speed brought with them evictions, increased inequality, and a fragmented urban environment. The result is a crisis defined by further cemented sociocultural divisions and socioeconomic issues that – instead of a legacy – is what remains when the Olympics leave town.

#### Towards cultural centrality in mega-event urban legacy:

#### The case of Porto Maravilha, Rio 2016 Olympics

**Débora Guerra, Eva Kipnis, & Jennifer Ferreira**

Coventry University

The importance of culture in the city planning is indispensable in understanding and reflecting the local identities and history. However, this topic received relatively little attention in the mega-event planning and hosting literature. Yet, this topic deserves greater attention by the public and private sector when planning and implementing cities' developments for events in order to avoid the loss of heritage.

This article integrates the theories developed by authors of the nineteenth century, such as Camillo Sitte and Patrick Geddes (Choay, 1998; Geddes, 1994) with a modern example of event city planning

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called “creative city” (Landry, 2000), to contribute to a better understanding of the role of culture within cities and enhance cultural processes. These processes are analyzed from the perspective of “hard and soft legacies” (Poynter, 2007), achieved by event hosting, stimulating urban development and the promotion of heritage in both a tangible and intangible sense.

The concept of “creative city” considers how the cities evolve and reflect their cultural identities and how new creative economies emerge through a cultural policy deployed by the cities. The concept is applied to the context of mega-events’ legacy that is an essential component of the host cities’ event planning and hosting. We focus in particular on emergence of modern city associated with the Olympic Movement, that emphasize the city planning programs to stimulate the creative industry diversification as part of their legacy construction goals.

The paper contextualizes the issue of cultural legacy creation through a case of the "Porto Maravilha" in Rio de Janeiro, which urban development and (re) construction is an example of (re) creation of city’s cultural identity and memories of local populations.

## **The After Party: Another path to Arena Carioca 1 of Rio 2016**

**Camila D. S. Forcellini**

University Ibirapuera (FAU-Unib)

It is widespread that one of the most worrying factors in the construction of sports buildings for mega events is its use after to which it is intended. Architectural features (large and precise dimensions to accommodate sports and areas of support) and constructive (whose system and material choices may endear the maintenance of these spaces), corroborate that they may be underutilized or even abandoned, beginning a process of deterioration that can go beyond the building itself, leading to the degradation of a part of the urban space causing, in addition to always discussed economic difficulties, social problems.

The difficulty of managing such large equipment after mega events presented throughout history, the two sides of the coin in relation to urban factors: Athens (2004) showed the negative effects on a city due to the lack of planning for the post-use; and Barcelona (1992) took advantage of the opportunity of the Olympics to extend the improvement plan in addition to the construction of arenas and gymnasiums, restructuring a degraded urban space. Still, Barcelona could not be considered a 100% perfect case, since the main buildings that served to house the Olympic competitions remained closed and unused until recent years, showing how difficult it is to handle large sports equipment. Perhaps the big question that remains is: for whom is this "legacy"? Despite the apparent obviousness of the response, it does not seem clear in most cases: for athletes? To the government? For businesses? For a community?

This paper presents a proposal for post-use of an arena designed for Olympic Games, in case the Arena Carioca 1 for Rio 2016, trying to show that the best way to keep such equipment is its constant use, from its ownership and zeal for the community, considering a collaborative management between the public and private sectors.

## **Rio 2016 Olympic legacy in the Brazilian print media**

**Andressa Guimarães, Rena Petersen-Wagner, & Leonardo Mataruna dos Santos**

*Coventry University*

As part of the actions surrounding the organization of the 2016 Olympics, Rio City Hall hired the Brazilian photographer Cesar Barreto to document the urban changes. Between 2011 and 2013, the

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images were published in an institutional website, namely *Cidade Olímpica (Olympic City)*. These photos depict working sites and urban landscapes shot in black and white with large format cameras. Barreto's photographic work captures elements related to two simultaneous movements: the construction and the "erasing" of architectural elements of the city. The first one can be recognized in photos that focus on the development of new buildings, such as the Art Museum of Rio. On the other hand, the demolitions ("erasings") evoke reminiscences of a specific city spot in a previous time, which can be identified by the missing elements in the images of construction sites.

The urban renewal plan included solutions for transportation (with the bus rapid transit system and the tram lines in the center area), construction of recreational spaces, the Olympic village and sports facilities, and the revitalization of the port area. Through a public-private partnership, major efforts and investments were directed to this last zone, whose branding name is Porto Maravilha (Amazing Port). All these processes produced undeniable changes in the city's landscape, registered by Barreto's photos.

The idea of our presentation is then to explore the relation between the landscape representation and the archive construction in Barreto's photographic project. In this concern, the photos were suddenly taken off the site in June 2014. By examining these photos as an archive, we will also analyze the social movements and the "actors" that operate "behind" these images – a network, following Bruno Latour's idea. These photographs document a landscape under construction, but are also an official archive of the transformations in the city, guided by the Olympic project.

## **Brazil and the lasting legacy of sport mega-event:**

### **Relevant aspects to be considered on tourism**

**Leonardo Mataruna dos Santos & Thiago Melo**

Coventry University

The holding of sport mega-events in Brazil has been used as a discursive instrument to justify investments and possible legacies that these events can promote to the country. Between these legacies, tourism is promised to be one of the main lasting legacies. This paper aims to present the perception foreigner visitors have on Brazilian touristic services and infrastructure, which have been improved because of the 2013 FIFA Confederations Cup, the 2014 FIFA World Cup and the 2016 Olympic Games in Rio de Janeiro. First, it analyses some official data by the Brazilian government on tourists' experiences during the events of 2013 and 2014 in the country. Furthermore, it presents perceptions and expectations tourists have about the country regarding the 2016 Olympics. These perceptions were verified during a survey in Munich, Germany, in the last weeks of the winter this year. In addition to the people who have been to Brazil in the last couple of years because of the events, this research in Munich highlights new perspectives from people who have never been to the country, but somehow was influenced positively or negatively by the media coverage or word-of-mouth marketing. The set of all this data is a relevant element to understand how the tourism in Brazil can be developed to be a lasting legacy of the sport mega-events, as well as creating new marketing strategies abroad, new services and improving infrastructures that may also enable the country to hold new mega-events in the near future. This paper is part of the research developed under the CARNIVAL project sponsored by European Union's Seventh Framework Programme FP7/2007-2013/under REA grant agreement n° 612614.

## **How is rugby transforming communities in Brazil?**

## **An interdisciplinary interpretation**

**Gareth Hall**

Aberystwyth University

Rugby's inclusion in the Rio 2016 has been described by its ambassadors as the future of rugby and the Olympic movement. Broadly, it was thought that rugby had clear social responsibility and life skill development embedded within its ethos as a sport, and as such strategically included into the summer Olympics "to attract a younger audience" (Lord Sebatsian Coe, 2013) and create a culture of social responsibility that addressed social challenges in Brazil (gender equality, citizenship, discrimination, and youth disillusionment; International Rugby Board, 2014). Given these ambitions, there has been significant investment in promoting rugby and exposing Brazilian populations to rugby's apparent intrinsic values through local and corporate initiatives. The purpose of this paper is to report on three community programmes emphasising rugby as vehicle for social change in Brazil. First, in conjunction Premiership Rugby, England the Brazilian Social Services for Industry (*Serviço Social da Indústria; SESI*) is the largest social development project in Brazil to have introduced rugby (TryRugby) by embedding the sport into its school curricula. Second, UmRio (*One Rio*) is a registered charity and part-funded by Oxford University. The final programme is Rugby Para Todos (Rugby for All) and is the longest running rugby programme in Brazil in the largest *comunidade* of Sao Paulo. In this paper I will address how Brazilian communities might experience transformation through rugby based on my initial observations and data following one-month field work in Sao Paulo and Rio de Janeiro. This paper will attempt to understand perceived transformations in the community by utilising an interdisciplinary that draw on scholarly perspectives from psychology, sociology and human geography.

## **SESSION II: BUILDING FOR A MEGA-EVENT: URBAN TRANSFORMATIONS AND ITS IMPACTS IN RIO DE JANEIRO**

### **Favelas to play, favelas in play**

**Camila Maria dos Santos Moraes**

Lancaster University & Federal University of the State of Rio de Janeiro

In the 1980s, a controversial tourism practice develops in some slums of the Global South framed by Capitalism as the "experience of poverty" and it is called as slum tourism (Freire-Medeiros, 2013). In the past 20 years, the number of slum destinations has increased specially in the global south, so has the number of tourists taking part in slum tourism. Researchers estimates an annual number of over 1 million slum tourists (Frenzel et.al. 2015). The first two destinations chosen by tourists and researchers are the townships in South Africa (1980s) and the favelas of Rio de Janeiro (1990s). In this paper I will focus in the Rio de Janeiro case, where a key role in this expansion of favela tourism is played by public policy. If until 2009, the main tourist favela was Rocinha, after 2010, it starts to share tourists 'attention with other favelas. It is important to note that the expansion of favela tourism in Rio de Janeiro appears after 2009, when Rio de Janeiro became the "host city" of the 2014 FIFA World Cup and the 2016 Olympic Games. In this sense, the main question of my research is how much are the favelas of Rio de Janeiro are being made and remade in order to attract tourists? To answer this question, I conducted multi-sited fieldwork in favelas of Rio between 2009

in 2015 in order to map and follow the increase of favela tourism in Rio, the main debates in favelas about tourism and the networks that were activated to put new favelas in the tourism movements. By doing this I could watch the appearance of “new cool places” of favela tourism connected with environmental concerns in favelas, what seems to be a central thread in this expansion of favela tourism in Rio de Janeiro.

## **Favela eviction in the Olympic City: Reflecting on the practices of resistance against state violence in Rio de Janeiro**

**Antonia Gama**

*University of Manchester*

Drawing on the local reality of Rio’s favelas, this paper addresses the process of forced eviction and the performance of media-oriented activists dedicated to fight against an exclusionary city-project and rights-violating interventions within the context of the forthcoming Olympic games. It draws on a 12-month ethnographic research I conducted in Vila Autódromo, a small favela located in a gentrifying area of Rio. Although threatened with removal since the 1990s, Vila Autódromo has been recently brought into the limelight due to an ongoing process of demolition and eviction to make way for the Olympic Park. The ethnographic data illustrates the state's 'war of attrition' versus the residents' 'war of resilience', even though the agents in these lines of battle are constantly shifting. I also intend to highlight the collusive strategies I witnessed the city deploying to terrorise the residents, eventually forcing them to give in, while claiming publicly their respect for the residents' right to remain. Within this framework, media-oriented favela-activists have been using Facebook and WhatsApp as mediums through which they perform their political engagement while launching online campaigns to spread global awareness about their cause. Grounded in ethnographic data, I argue that the use of social media have been changing the process and texture of practices of resistance against state terror within the context of favelas in Rio de Janeiro. In my contribution to the workshop I want to stress the different roles social media can play within the narrow web of protection that favela residents can rely on to protect themselves against state violence in Brazil.

## **Socio-spatial segregation during the Rio-2106 Olympic Games in Tijuca Region-RJ: Vila Autodromo Community**

**Carine Previatti**

*Universidade de São Paulo*

The appropriation of spaces that were not empty, using the sports mega events as a justification, signals a fundamental moment in the capitalist reproduction process that brings the conflict of the space as a place of appropriation and use opposed to the space as a reproduction of value and wealth. The sports mega events represent marketing strategies that attract international capital in order to rebuild certain fragments of space into "new centers", able to receive investments by the reproduction of urban models which are subject to economic and financial logic over the experiences of living the city.

The city of Rio de Janeiro, which historically uses urban development plans in order to legitimize spatial changes in fragments of the city, has continued this process in recent years, through strategic plans and realization of the Olympic Games. The analysis of the State's interventions in this

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relationship is fundamental, as an intermediary agent in the reproduction processes of fragments of the city that interests the hegemonic players.

This paper objective is to analyze the socio-spatial changes brought to the Vila Autodromo community, located in the Barra da Tijuca – Rio de Janeiro city, because of the Olympic Games Rio-2016. One specific objective is to identify the social actors and interests involved in the removal of this community.

To achieve this goal, the paper uses theoretical and documental methodology based in normative documents related to the removal process experienced by the Vila Autodromo since 1993. Field surveys in the Vila Autodromo and the city of Rio de Janeiro were conducted through descriptive and analytical perspectives, with application of qualitative questionnaires that underlies the conflict between the interests of residents, the government and private companies in an attempt to understand how the socio-spatial changes are part of the place, the city and the global economies.

## **Photographs of the Olympic city under construction: the archive of an urban landscape in transformation**

**Débora Gauziski & Fausto Amaro**

*Rio de Janeiro State University*

Print media is one important site for exploring public opinion, impacts on audiences and social behaviours. The word 'legacy' became more frequent in Brazilian media after the announcement of Rio de Janeiro (RJ) as host city for the 2016 Olympic and Paralympic Games. After the 1992 Barcelona Games the 'Olympic legacies' discourse was highlighted due to the huge transformations in infrastructure, and economic development the city sustained. The discussion about different types of legacies and their sustainability is part of organising committees, government, society and media discourse. This study investigated which types of legacies (tangible or intangible) were most recurrent in the two major daily newspapers in Brazil: (1) Folha de São Paulo-SP and (2) O Globo- RJ. We applied content analysis to articles published between January 2015 and February 2016. In Folha de SP, 21 articles were found (9 tangible legacies, 7 intangible and 5 about both issues). From the nine articles about tangible legacies seven were negative– two emphasized the delay of infrastructure works, another two criticised huge investments in infrastructure and questioned the lack of investments in hospitals and schools. Another four articles highlighted the costs of the Games and the use of public money. In O Globo, 16 articles were found (1 tangible, 7 intangible and 8 including both). The only article regarding tangible legacies discussed the creation of an anti-doping centre at the Federal University of Rio de Janeiro. Despite these newspapers having national circulations, we argue that the distinct approaches regarding legacy coverage are due to their main 'local' audiences. By being from RJ, O Globo focused more on intangible legacies as it highlighted 'benefits' for the local population, while Folha tended to highlight the negative tangible legacies for the country more due to the fact that the Brazilian Federal government is the major 'investor' of the Games.

SESSION III:  
URBAN POLICY AND MULTI-LEVEL POLITICS OF  
MEGA-EVENTS IN BRAZIL

Urban development, large urban projects and mega-events in  
Brazil: A historical overview

**Thiago Allis**

*University of São Paulo (USP)*

This presentation aims to discuss how recent transformations in urban policies – associated or not to mega-events – took place in Brazil, following international trends of urban entrepreneurialism and city marketing, not without support of international advisors prescribing “receipts” widely applied in other contexts. The “Estatuto das Cidades” (“City Statute”), from 2001, is a legal instrument that seeks to overcome urban inequality in Brazil, after centuries of uneven and segregated of urbanization. Among other novelties, it encompasses particular tools in order to meet the needs of public and private – mainly real estate – agents within the cities, as the “Urban Operation Consortium”. With the advent of mega-events, the urgency of urban interventions in particular portions of city fabric shed light on opportunities urban transformations and the risks of deepening negative effects of such urban projects. In Rio de Janeiro one can observe the implementation of one of these large urban development projects (“Porto Maravilha”), whose purpose, if not part of the venues of sport mega-events (FIFA World Cup and Summer Olympic Games), is to (re)develop a port zone and nearby brownfields. This case, in the context of Brazilian urban transformations, illustrate dilemmas and opportunities of urban interventions, often justified as requirements for hosting mega-events and promised as a legacy.

Out of sight, out of mind:

Women’s experiences of police violence in a Rio de Janeiro favela

**Amy Jaffa**

*University of Cambridge*

The issue of police violence towards marginalized groups of society has received increasing attention within academic and activist spheres. In response to the highly racialized and geographically centralised nature of lethal police violence, the focus has been on the most visible category of victims; the young, black men from low socio-economic communities who constitute the substantial majority of lives lost at the hands of the police. Few, however, have actively considered how women inhabit and experience violence of the state within the same spaces of relegation. In this paper, I seek to further our understanding of the experiences of the young, black women that inhabit the same marginalised spaces of state neglect. Whilst, unlike their male counterparts, they are rarely the targets of lethal police shootings, they experience alternative, highly gendered forms of violence. In the context of the world’s next Olympic city, experiencing a moment global visibility, this research aims to shed light on the deeply invisible, yet widely prevalent forms of violence that occur on a daily basis in Rio de Janeiro’s forgotten communities. Based on qualitative research conducted in a favela in the North Zone of the city, I argue that the police treatment of women acts as a tool for the reproduction of the ‘*mulher do bandido*’ identity, which in turn serves as a mechanism for the social control of women in the public and private spheres and as a means of quelling more visible forms of resistance. Set within the context of a favela which was governed by a *militia* group until 2011, when

members of the *Comando Vermelho* took control following their forced exit from other 'pacified' favelas, this research illustrates the more nuanced effects that the Sporting Mega-Events and associated UPP programme can have on some of the most vulnerable, and least visible members of society.

## **Left in Lula's passion: The politics of Rio 2016 and Dilma Rousseff**

**Bryan C. Clift**

*University of Bath*

In 2010 Brazil elected its first woman President, Dilma Rousseff. Successor to former President Luiz Inacio Lula da Silva (popularly referred to as Lula) and leader of the Partido dos Trabalhadores [the Workers' Party], or PT, she inherited the legacies of the Lula administration. This included the 2014 FIFA World Cup and the 2016 Olympic Games. The Cup and the Games, as integral elements of Lula's political agenda and legacy (Gaffney, 2010; Canales, 2011; Clift & Andrews, 2012), at least partially contributed to the shaping of President Rousseff's political agenda. Within this paper, I offer a reading of Rio 2016 contextualized within the political and economic agenda and legacy of Lula, subsequently President Rousseff, and the changes in Brazil during the tenure of one to the other.

## **World Cup for Votes: An analysis of the impact of the FIFA World Cup on elections results**

**Oliver Seitz**

*UCFB Wembley*

A good number of researches have focused on the economic impact of the FIFA World Cup (FWC) on hosting countries with no consensus over positive outcomes. As deciding to host the FWC is ultimately a decision made by governments, a question that needs to be asked is how much do politicians themselves benefit from hosting the event. A positive impact for politicians may provide some explanation why governments actively bid for hosting the event despite no guarantee of economic return. In order to shed a light into this, the paper measures the impact of the 2014 FWC on Brazilian politics on three different levels – country, state and city– by analysing the influence of FWC-related events on the approval ratings of the presidency and on election results for state and city governments. Results show that there is evidence to suggest a strong positive impact of winning the rights to host the FWC on the popularity of politicians, but mixed impact after the announcement and during and after the event takes place. Results also suggest that hosting the FWC may have different impact on different levels of government, with city-level politicians struggling the most to benefit from hosting the event. This paper hopes to contribute for football governing bodies to better understand the full scope of the FWC on hosting nations and also for politicians to realistically assess the effects that the FWC may have on their future political plans. Limitations of the study are analysed and suggestions for further research are recommended.

## TRAVEL INFORMATION

The Colloquium will be held in the 0.5 East Building at the University of Bath, Claverton Down, BA2 7AY. The building is centrally located on the campus (please see Campus Map, p. 4), close to the bus terminus and the East Car Park.

Please visit <http://www.bath.ac.uk/travel-advice/getting-to-the-city-of-bath/index.html> for all travel information. Please be aware that if using GPS to drive to the University that the directions will direct you centrally to the area but not necessarily to the best entrance or car park.