

Mega sports events and insurgent citizenship in Rio de Janeiro

COORDINATOR

Fernanda Sanchez

Universidade Federal Fluminense – Brazil

sanchezf2010@gmail.com

PANEL

Fernanda Sanchez, Glauco Bienenstein, Regina Bienenstein

Universidade Federal Fluminense - Brazil

Nelma Gusmão de Oliveira

Universidade Estadual do Sudeste da Bahia - Brazil

Giselle Tanaka

IPPUR / UFRJ - Brazil

Gilmar Mascarenhas

UERJ, Brazil

Modern mega sports events represent new global coalitions of international organizations and multinational corporations. These events juxtapose the competition between large cities to attract international investors to promote post-fordist and service-sector based growth. After nearly two decades of failed attempts, from a strategic plan inspired by Barcelona, Rio de Janeiro was successful in hosting the two largest contemporary mega sports events, the 2014 FIFA World Cup and the 2016 Olympic Games. The last decades, Brazil has made significant progress towards enabling greater citizen participation through a myriad of participatory processes consolidated on a federal, state, and municipal level. At the same time, the urban governance in Rio has taken a neoliberal turn, using global mega sports events as a strategy to enhance private economic development in the city. The prospect of the benefits of the mega events have opened up for overstepping the existing institutional and constitutional/legal framework, with consequences for the urban poor and their access to decision making. This way, the mega events are used as an excuse to install

what Carlos Vainer describes as “the city of exception”. The objectives of the round table is to reach a deeper understanding of the encounters between mega sports events and citizens, especially communities in slums and poor neighborhoods in Rio de Janeiro. These encounters take various forms and shapes, ranging from top-down “invited spaces” to bottom-up “invented spaces” of participation, as Faranac Miraftab named them. The aim is to analyze dynamics of citizen participation within and between them, in what can be defined as enhancement of 'insurgent citizenship'. Participants and their contributions: Nelma Gusmão (Southwest Bahia State University) will assess the recent institutional changes in the field of sport spectacle production and its relationship with the simultaneous organization of the 2014 Football World Cup and 2016 Olympic Games in Brazil. She will also show how these changes are met with counter-hegemonic practices in the media, academia and social movements. Glauco Bienenstein (Federal Fluminense University - UFF) will discuss issues linked to the promotion of Rio de Janeiro Olympic city through the main renewal areas and the city images broadcasted by mainstream media versus the invented social spaces and their narratives. The idea is to juxtapose these two views to address territorial struggles that have been shaping the social production of space for the Olympics. Regina Bienenstein (Federal Fluminense University - UFF): Using the 2016 Olympics as a justification, the city administration of Rio de Janeiro has carried out the removal of many low income settlements, mainly those located in rich areas. Using the case of Vila Autódromo, the presenter will disclose, on the one hand, the city hall strategies to weaken communities and, on the other, the forms of resistance adopted by the population that has been threatened by these actions. Celina Sørbøe (Norwegian Institute for Urban and Regional Research NIBR) will address the so-called social legacy of the mega-events, which include a proposed cable car construction in Rocinha, the largest favela in Rio. The cable car is contested by local residents' prioritization of investments in basic sanitation. Focus will be given to civil society's engagement with both invited and invented spaces, and the articulations between these spaces. Gilmar Mascarenhas (Rio de Janeiro's State University – UERJ): The Brazilian football stadium is a space of informal politics and may be seen as a place of the struggle for the right to the city. This talk examines the 2014 World Cup as a top-

down process which imposed a pacified and consumption-oriented model of stadium. Processes of insurgent citizenship contest this model when fans create invented spaces within the stadium. Giselle Tanaka (Federal University of Rio de Janeiro - UFRJ): Mass demonstrations filled the streets of Brazilian cities during the World Cup 2014; local communities through organized resistance, changed government plans for urban spaces. The speaker presents cases and discusses how mobilizations can confront narrow spaces of political participation. Proposed by: Fernanda Sanchez (Federal Fluminense University UFF) Einar Braathen (Norwegian Institute for Urban and Regional Research NIBR):