

Rio 2016: reframing the legacy towards an inclusive city

by Eiko Ojala | Retrieved from <https://www.nytimes.com/2016/07/03/opinion/sunday/brazils-olympic-catastrophe.html>

TU Delft | MSc3 Urbanism
Planning Complex Cities | Inclusive Cities of the Global South
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I. Framework

the Olympics in the segregated city

II. Analysis: Process

from the Olympic dream to the legacy

III. Analysis: Context

finding challenges and opportunities

IV. Strategies

reframing the legacy

V. Conclusions

design assessment and reflection

I. Framework

the Olympics in the segregated city

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design assessment and reflection

I. Framework

Rio de Janeiro: the segregated city

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View of Rio de Janeiro's natural and urban landscapes

Retrieved from https://www.peregrineadventures.com/sites/peregrine/files/Peregrine_South%26Central-America_2020.pdf

I. Framework

Rio de Janeiro: the segregated city

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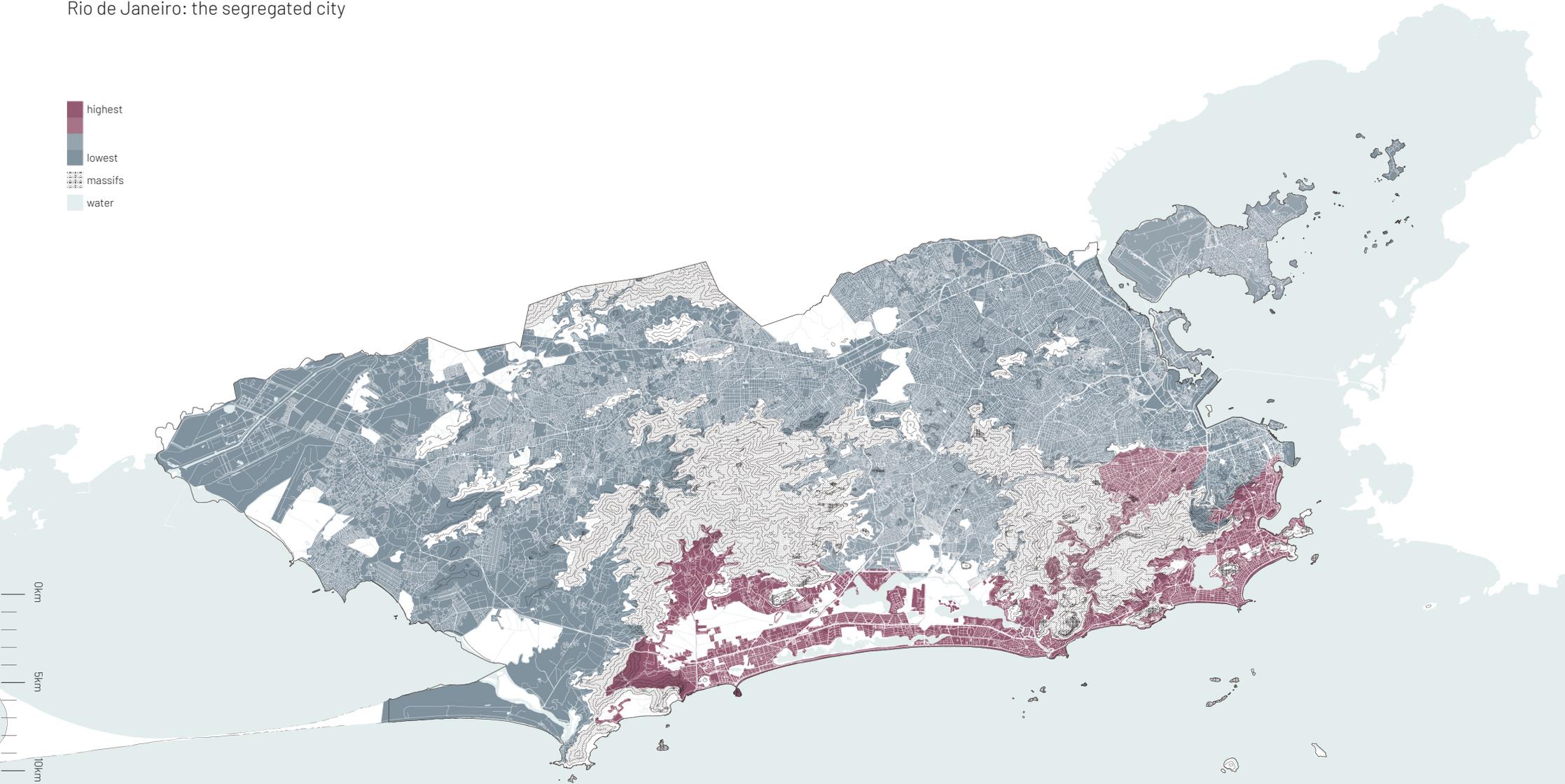
Co-presence of the formal and informal city

by Sergio Moraes | Retrieved from <https://veja.abril.com.br/economia/desigualdade-social-no-pais-aumenta-pelo-17-trimestre-seguido-diz-fgv/>

I. Framework

Rio de Janeiro: the segregated city

- highest
- lowest
- ▨ massifs
- water



0km
5km
10km



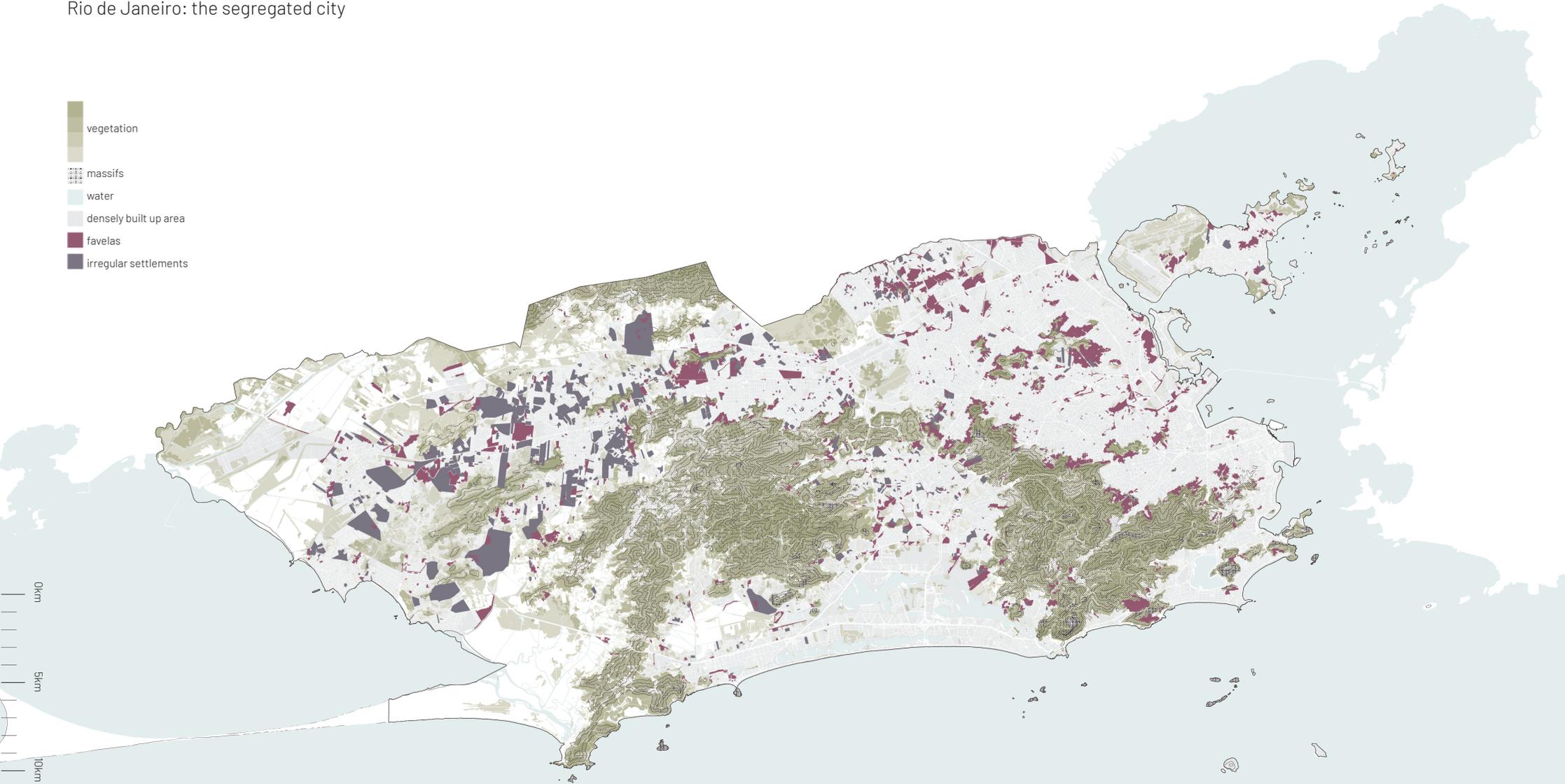
Purchasing power

Source: author, based on DataRio, Geofabrik, INEA, IBGE

I. Framework

Rio de Janeiro: the segregated city

- vegetation
- massifs
- water
- densely built up area
- favelas
- irregular settlements



Favelas and irregular settlements scattered throughout the city

Source: author, based on DataRio, Geofabrik, INEA, IPP



The Olympic Games and its legacy were sold as an opportunity to
**“reduce geographical and social distances and make
the city and its different regions more integrated.”**

(Rio 2016 - Jogos Olímpicos e Legado, p.10)

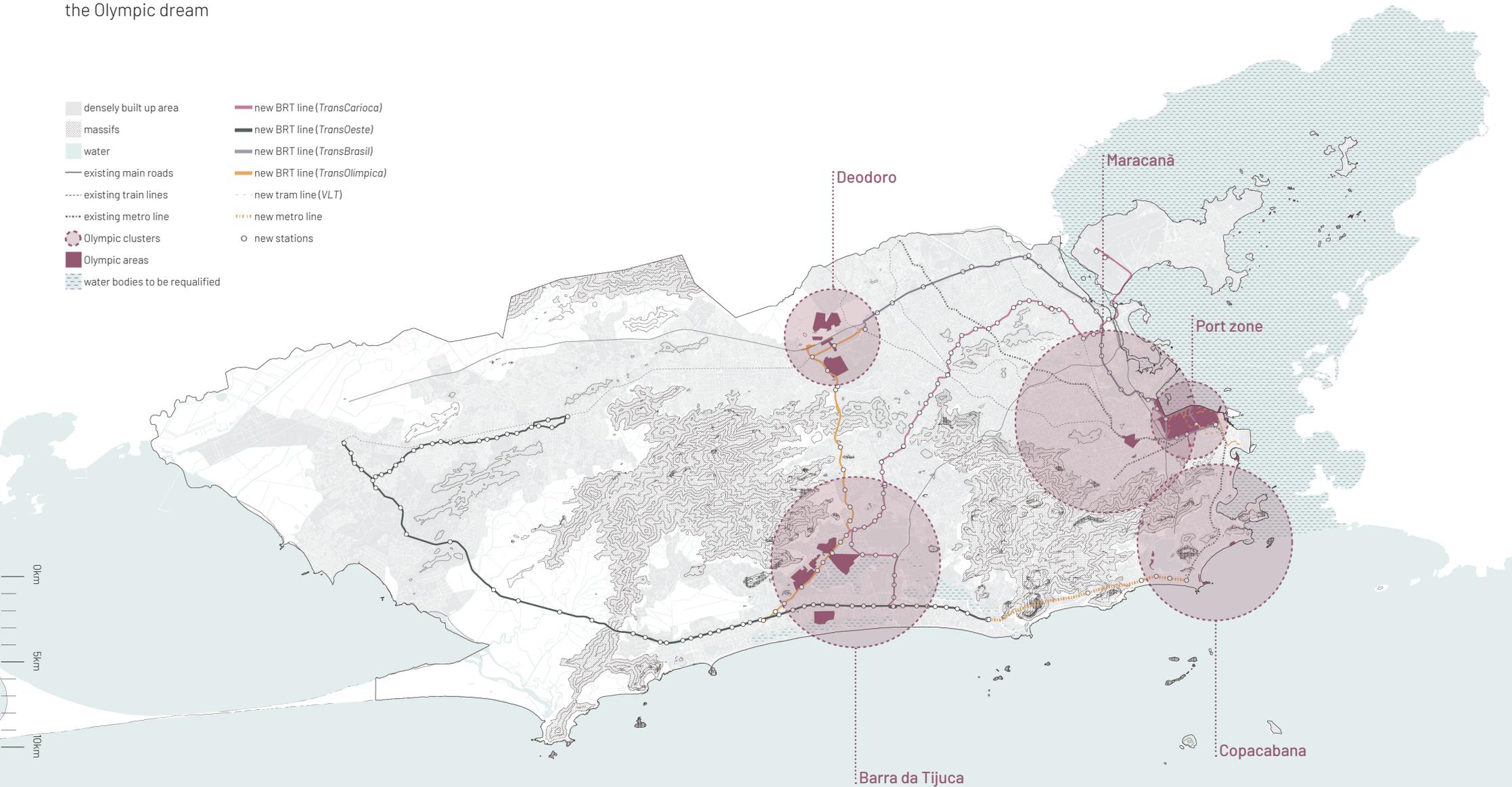
The Olympic Games in the city of Rio de Janeiro

by lazyllama / Shutterstock.com | Retrieved from <https://www.newamerica.org/resource-security/phase-zero-blog/image-week-88/>

I. Framework

the Olympic dream

- densely built up area
- massifs
- water
- existing main roads
- existing train lines
- existing metro line
- Olympic clusters
- Olympic areas
- water bodies to be requalified
- new BRT line (*TransCarioca*)
- new BRT line (*TransOeste*)
- new BRT line (*TransBrasil*)
- new BRT line (*TransOlimpica*)
- new tram line (VLT)
- new metro line
- new stations



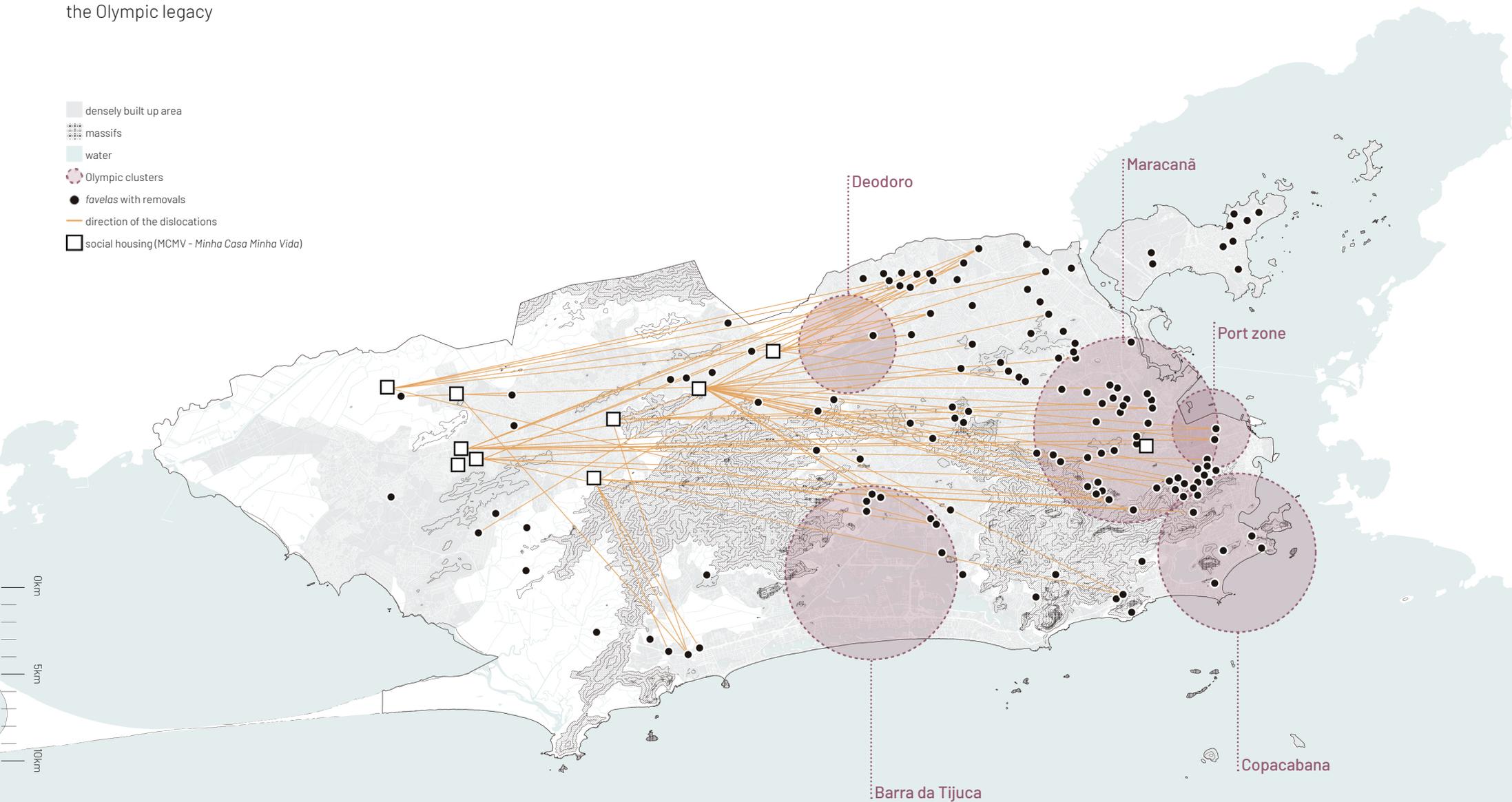
Rio's 2016 Olympic Games plan

Source: author, based on DataRio, GeofabrieK, INEA, Rio's Candidature Books (2009), 2016 Legacy Plan (2009)

I. Framework

the Olympic legacy

- densely built up area
- massifs
- water
- Olympic clusters
- favelas with removals
- direction of the dislocations
- social housing (MCMV - Minha Casa Minha Vida)



Relocation of people to social housing in the suburban areas

Source: author, based on DataRio, Geofabrik, INEA, book "SHM 2016: remoções no Rio de Janeiro Olímpico" (2015)



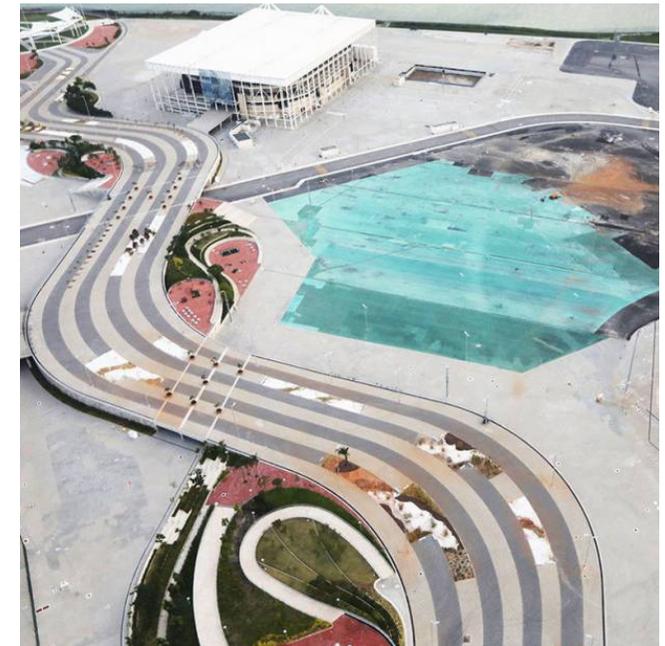
Removals at Vila Autódromo

by Kátia Carvalho | Retrieved from https://www.vice.com/pt_br/article/ezgmke/reintegracao-vila-autodromo



Abandoned buildings in the Port Zone

Retrieved from <https://oglobo.globo.com/rio/no-porto-maravilha-obras-de-predios-abandonadas-23640153>



Olympic Park at Barra da Tijuca

Retrieved from <https://g1.globo.com/rio-de-janeiro/noticia/visitantes-se-surpreendem-com-abandono-do-parque-olimpico.ghtml>

I. Framework

Research aim and main question

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The aim of the research is to **build upon the social and spatial legacy of the Olympic Games** cemented in the existing urban fabric of the city of Rio de Janeiro **and reframe it towards the creation of a more inclusive city.**

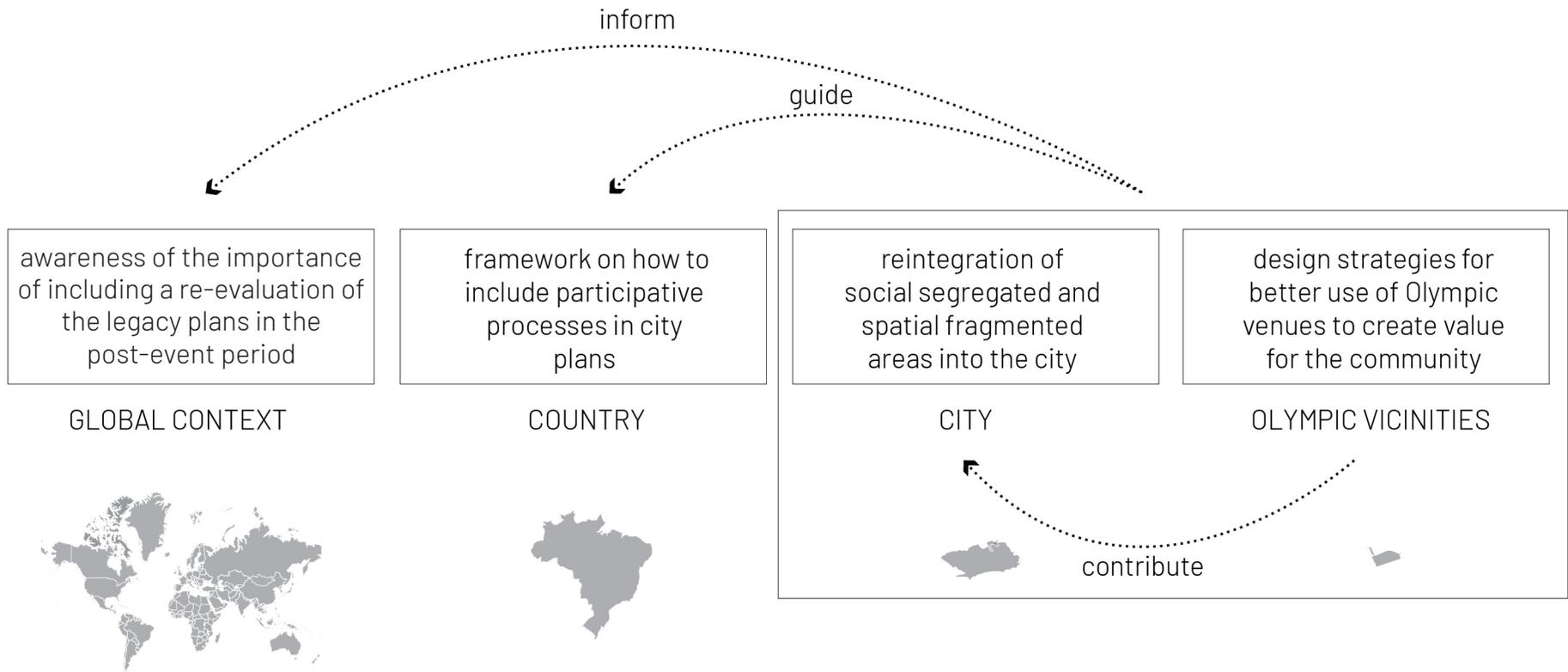
I. Framework

Research aim and main question

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The aim of the research is to **build upon the social and spatial legacy of the Olympic Games** cemented in the existing urban fabric of the city of Rio de Janeiro **and reframe it towards the creation of a more inclusive city.**

What measures could be adopted to **reframe the legacy of the Olympic Games** in the city of **Rio de Janeiro** to **mitigate the socio-spatial segregation** within the city and inform future events?



I. Framework

the Olympics in the segregated city

II. Analysis: Process

from the Olympic dream to the legacy

III. Analysis: Context

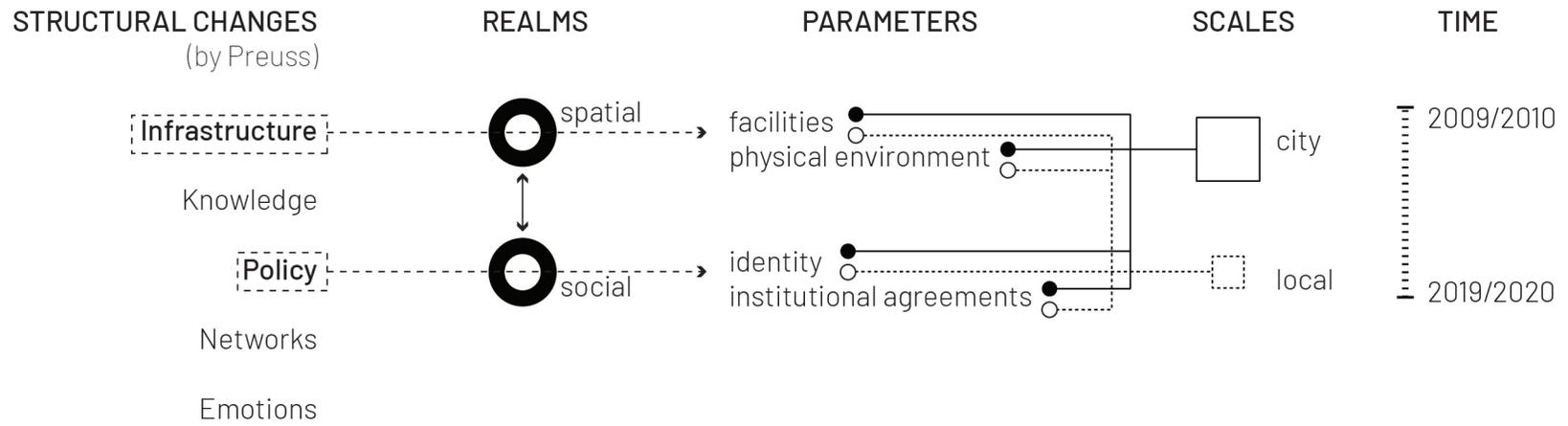
finding challenges and opportunities

IV. Strategies

reframing the legacy

V. Conclusions

design assessment and reflection



II. Analysis: Process

City Scale | 2009/2010

- social housing
- favelas
- irregular settlements
- densily built area
- water
- centralities
- favelas with removals
- removals by BRT
- ferry stations
- airports
- train
- main roads
- metro
- tram
- transportation stations



Overview of Rio's configuration in 2009/2010, before the Olympics

Source: author, based on DataRio, Geofabrick, INEA, IPP,

II. Analysis: Process

City Scale | Infrastructure



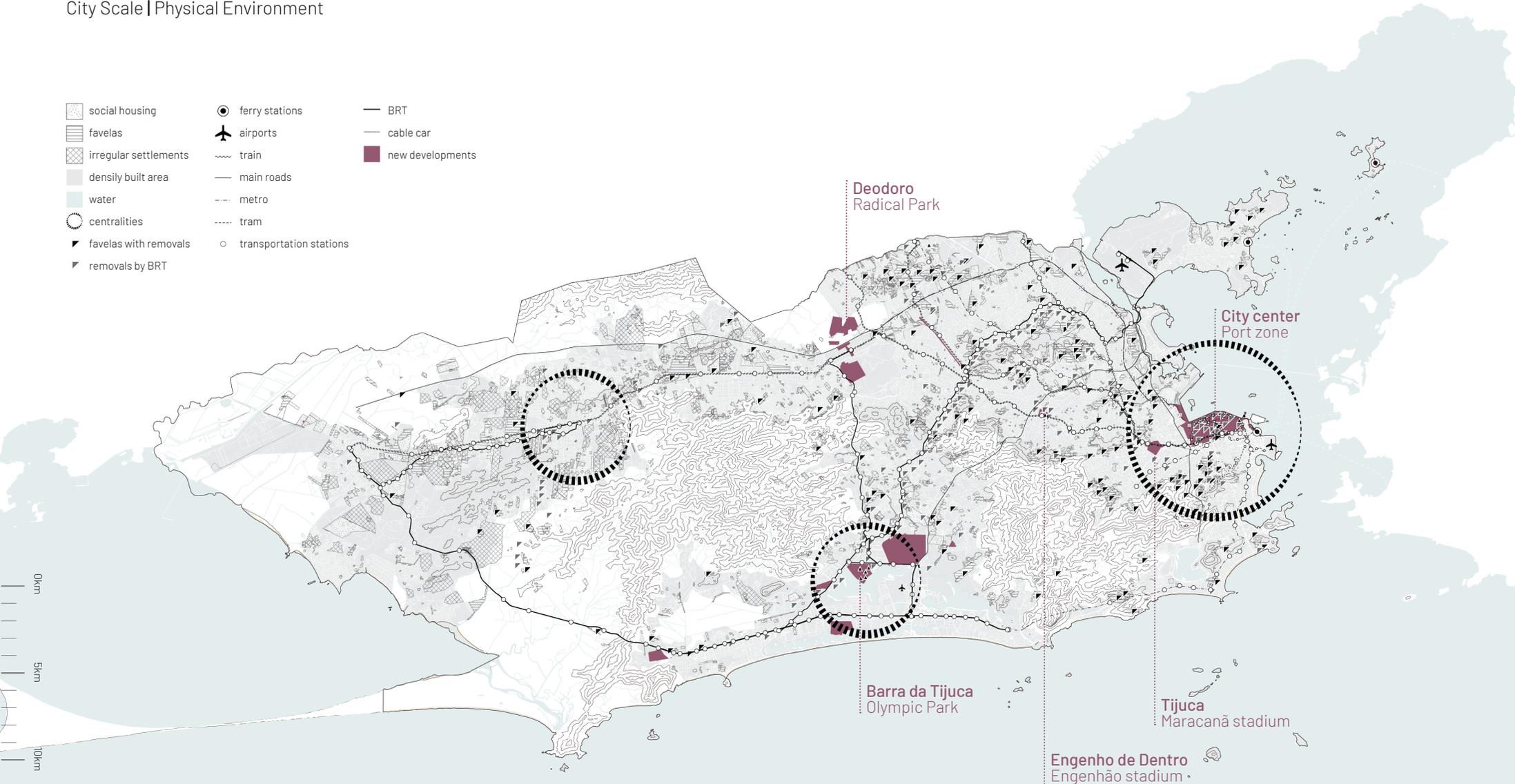
New mobility infrastructure built in the preparation for the Olympics

Source: author, based on DataRio, Geofabrick, INEA, IPP

II. Analysis: Process

City Scale | Physical Environment

- social housing
- favelas
- irregular settlements
- density built area
- water
- centralities
- favelas with removals
- removals by BRT
- ferry stations
- airports
- train
- main roads
- metro
- tram
- transportation stations
- BRT
- cable car
- new developments



0km
5km
10km



New developments in the preparation for the Olympics

Source: author, based on DataRio, Geofabrick, INEA, IPP

II. Analysis: Process

City Scale | Physical Environment

20/105

- social housing
- favelas
- irregular settlements
- densely built area
- water
- centralities
- favelas with removals
- removals by BRT
- ferry stations
- airports
- train
- main roads
- metro
- tram
- transportation stations
- BRT
- cable cars
- new developments
- enhanced centralities



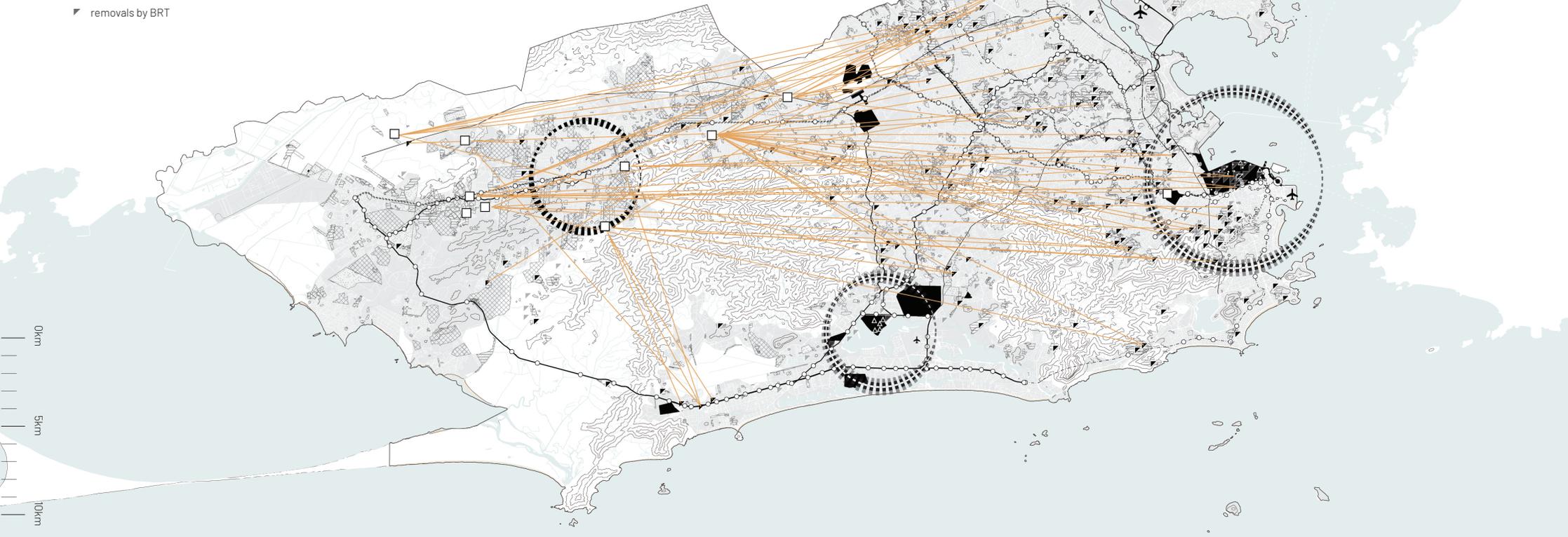
Change in city dynamics due to the Olympics
Source: author, based on DataRio, Geofabrick, INEA, IPP

II. Analysis: Process

City Scale | Identity

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- social housing
- favelas
- irregular settlements
- densely built area
- water
- centralities
- favelas with removals
- removals by BRT
- ferry stations
- airports
- train
- main roads
- metro
- tram
- transportation stations
- BRT
- cable cars
- new developments
- enhanced centralities
- direction of the dislocations
- social housing



Overlay of the infrastructural changes caused by the Olympics with the displacement of people

Source: author, based on DataRio, Geofabrick, IPP, INEA, book "SHM 2016: remoções no Rio de Janeiro Olímpico" (2015)

II. Analysis: Process

City Scale | Local Scale

- | | | |
|--|--|--|
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| | | |
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| | | |



North zone
implementation of the Transcarioca BRT line

Barra da Tijuca
construction of Olympic facilities

City center
revitalization of the port area

Selected areas for further analysis in the local scale: areas which received most of the investments and suffered most social disruption

Source: author, based on DataRio, Geofabrick, IPP, INEA

II. Analysis: Process

Local Scale | City Center

-  social housing
-  favelas
-  irregular settlements
-  density built area
-  water
-  centralities
-  favelas with removals
-  removals by BRT
-  ferry stations
-  airports
-  train
-  main roads
-  metro
-  tram
-  transportation stations
-  BRT
-  cable cars
-  new developments
-  enhanced centralities
-  selected areas



City center
revitalization of the port area

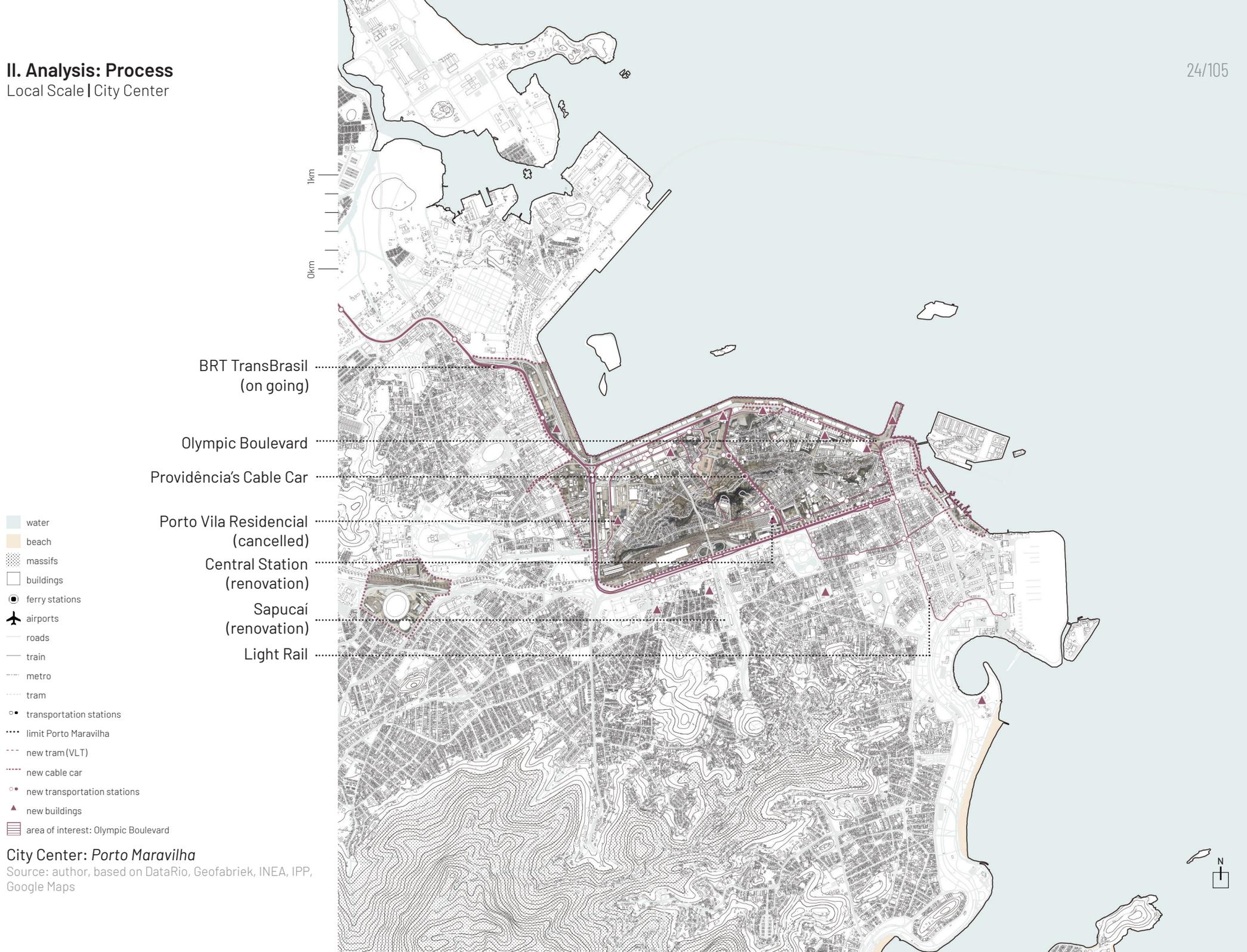
Zoom location: City Center

Source: author, based on DataRio, Geofabrick, IPP, INEA



II. Analysis: Process

Local Scale | City Center



City Center: Porto Maravilha

Source: author, based on DataRio, Geofabrik, INEA, IPP, Google Maps



II. Analysis: Process

City Center | Institutional Agreements

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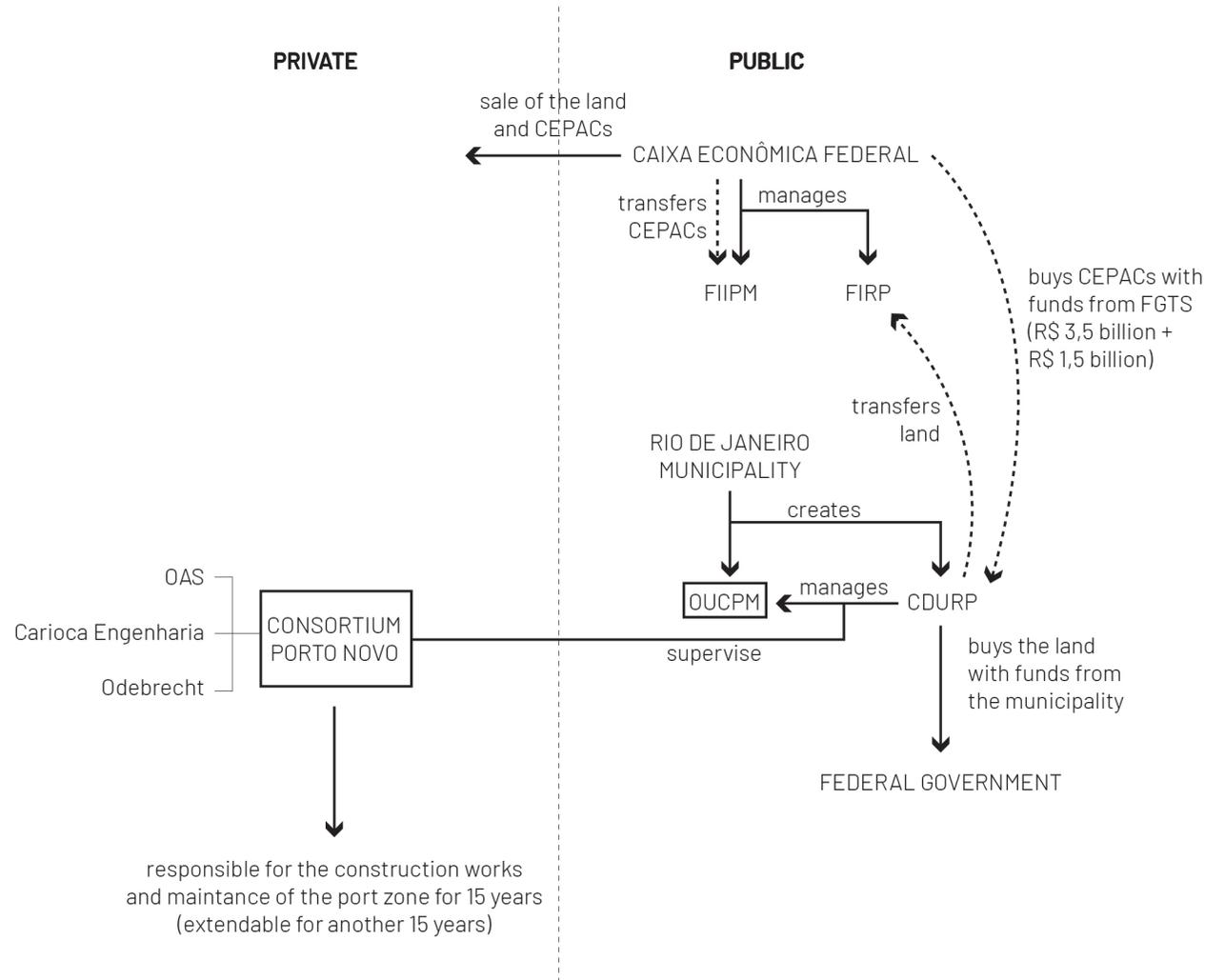
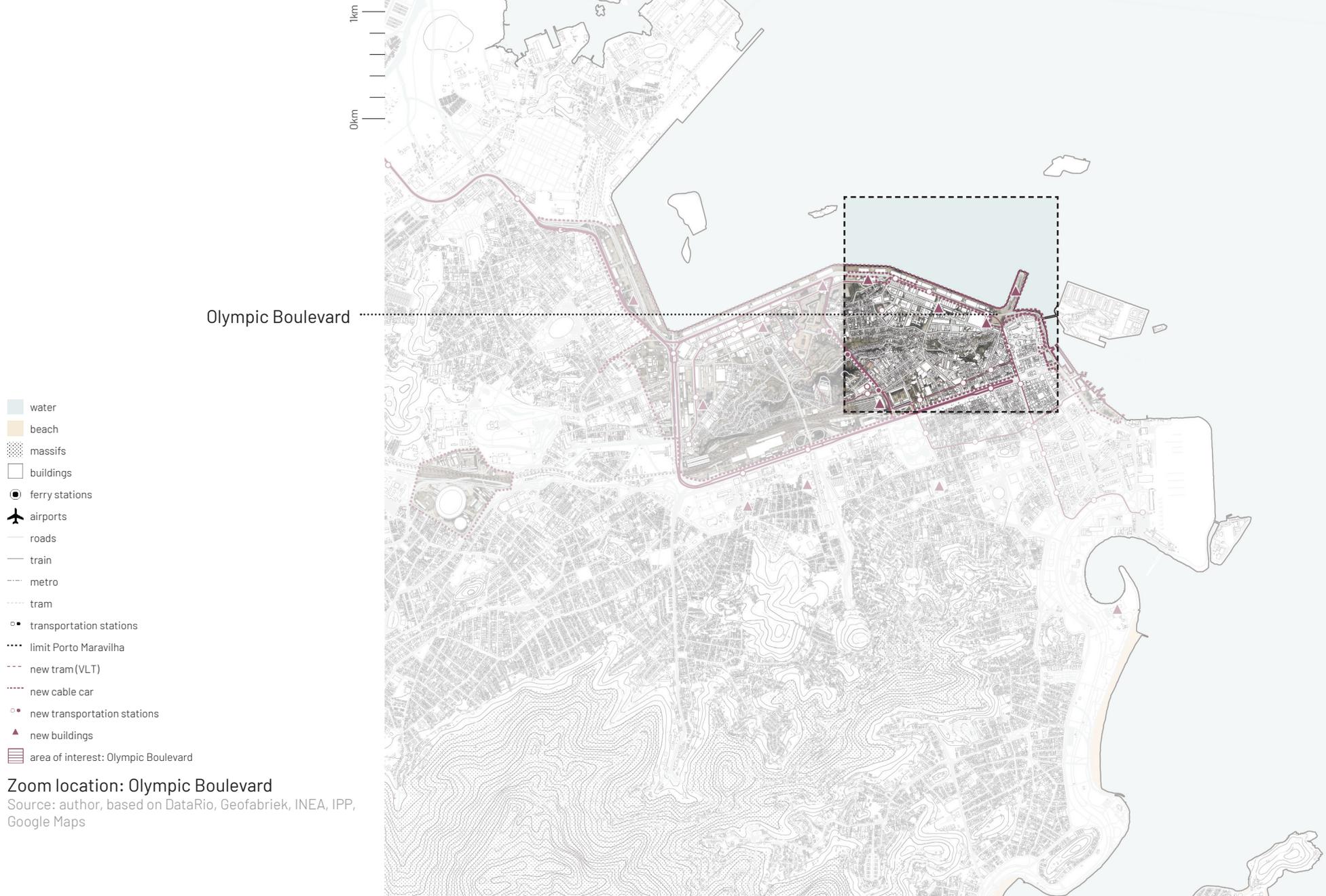


Diagram of the financial and institutional arrangements created for the realization of the *Porto Maravilha* project

Sources: author, based on Galiza, H. (2015), Moura, A. (2020, May) - personal interview, Rolnik, R. (2015)

II. Analysis: Process

City Center | Olympic Boulevard



II. Analysis: Process

Olympic Boulevard | Facilities | 2009/2010

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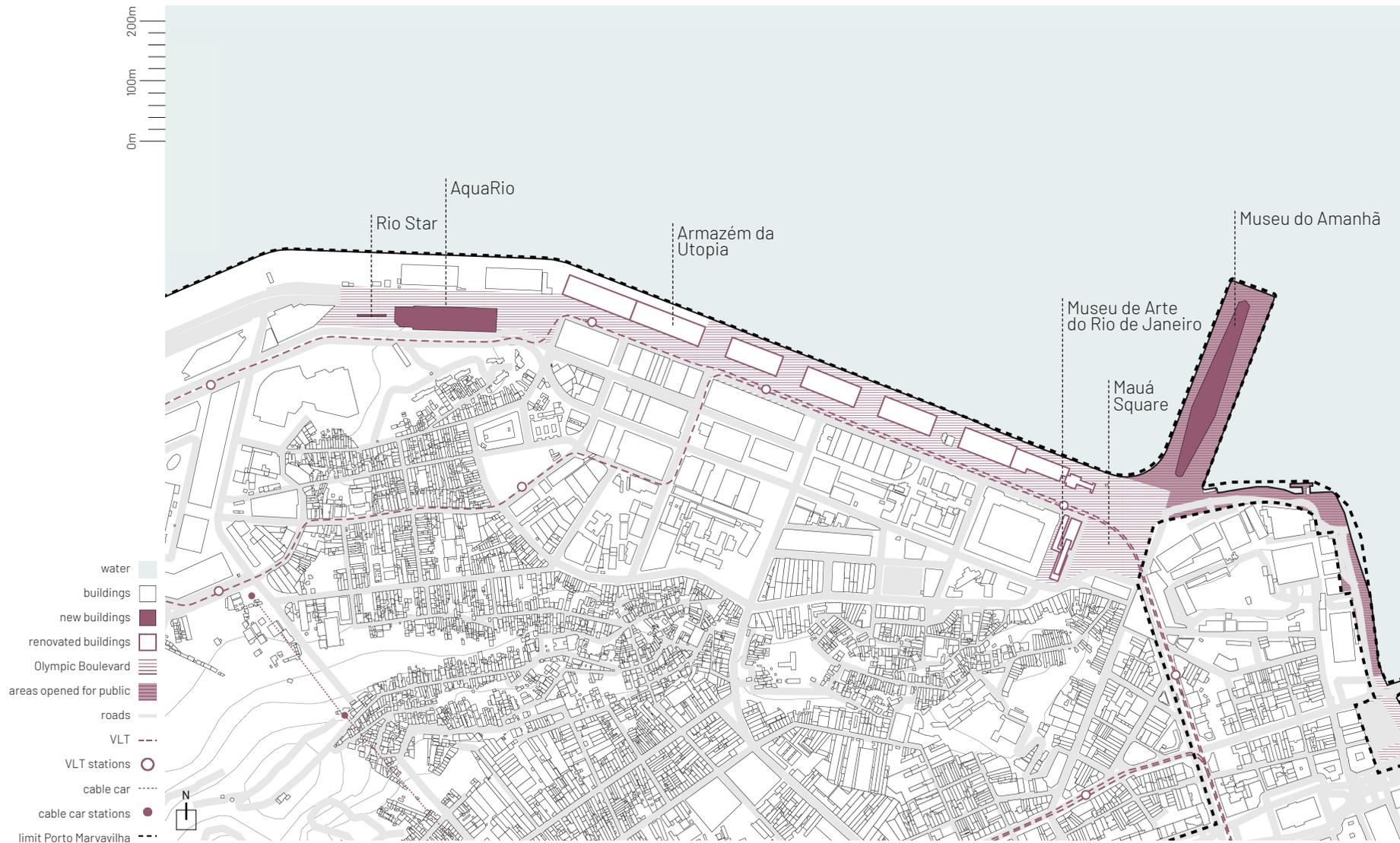
Situation of the port shore before the Olympics

Source: author, based on DataRio, Geofabrick, IPP, INEA

II. Analysis: Process

Olympic Boulevard | Facilities | 2019/2020

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Renovation of the port shore after the Olympics: creation of the Olympic Boulevard

Source: author, based on DataRio, Geofabrick, IPP, INEA

II. Analysis: Process

Olympic Boulevard | Physical Environment | 2009/2010

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The *Mauá* square before the Olympics

by Prefeitura do Rio de Janeiro | Retrieved from https://www.portomaravilha.com.br/fotos_videos/g/52

II. Analysis: Process

Olympic Boulevard | Physical Environment | 2019/2020

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The Mauá square after the Olympics

by Prefeitura do Rio de Janeiro | Retrieved from https://www.portomaravilha.com.br/fotos_videos/g/52



Presence of different user's groups and activities at the Olympic Boulevard (Mauá square)
by author



The *Cais da Imperatriz* [Empress Wharf] in 1904
by Prefeitura do Rio de Janeiro | Retrieved from https://www.portomaravilha.com.br/fotos_videos/g/19/pagina/2fotos_videos/g/52

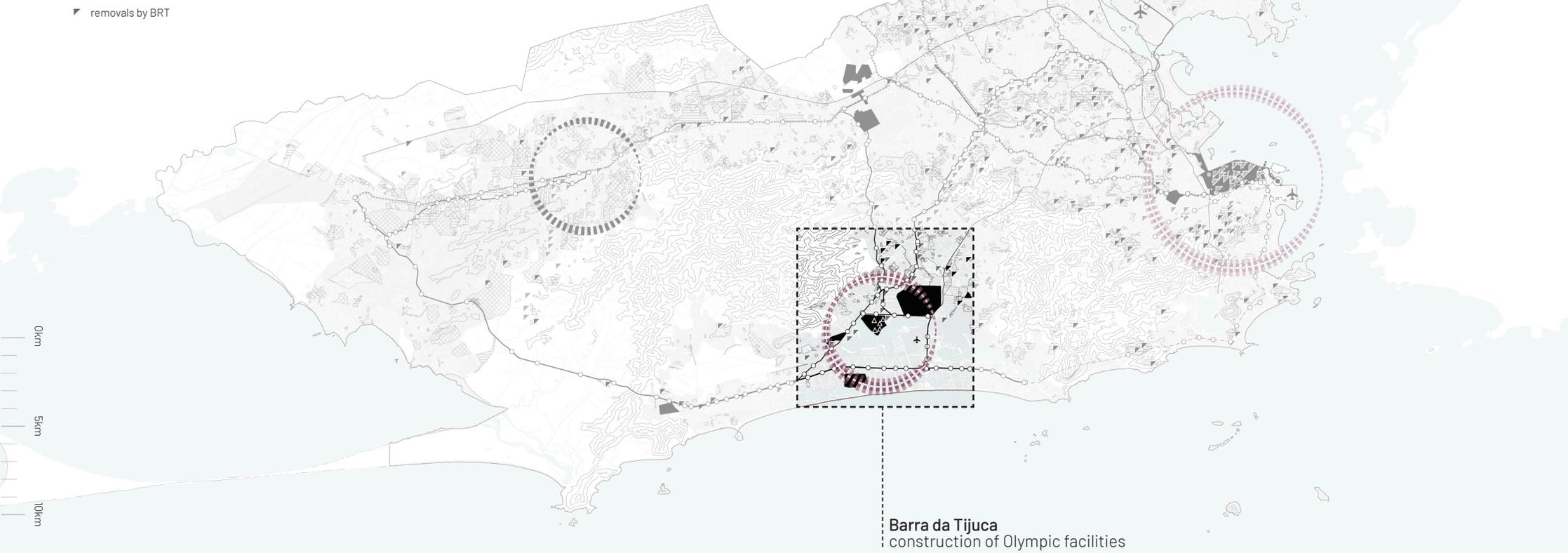


Cais do Valongo: African heritage in Rio de Janeiro
by Natalia da Luz | Retrieved from <http://www.pordentrodaafrica.com/videos/cais-do-valongo-no-rio-de-janeiro-e-eleito-patrimonio-da-humanidade>

II. Analysis: Process

Local Scale | Barra da Tijuca

-  social housing
-  favelas
-  irregular settlements
-  density built area
-  water
-  centralities
-  favelas with removals
-  removals by BRT
-  ferry stations
-  airports
-  train
-  main roads
-  metro
-  tram
-  transportation stations
-  BRT
-  cable cars
-  new developments
-  enhanced centralities
-  selected areas

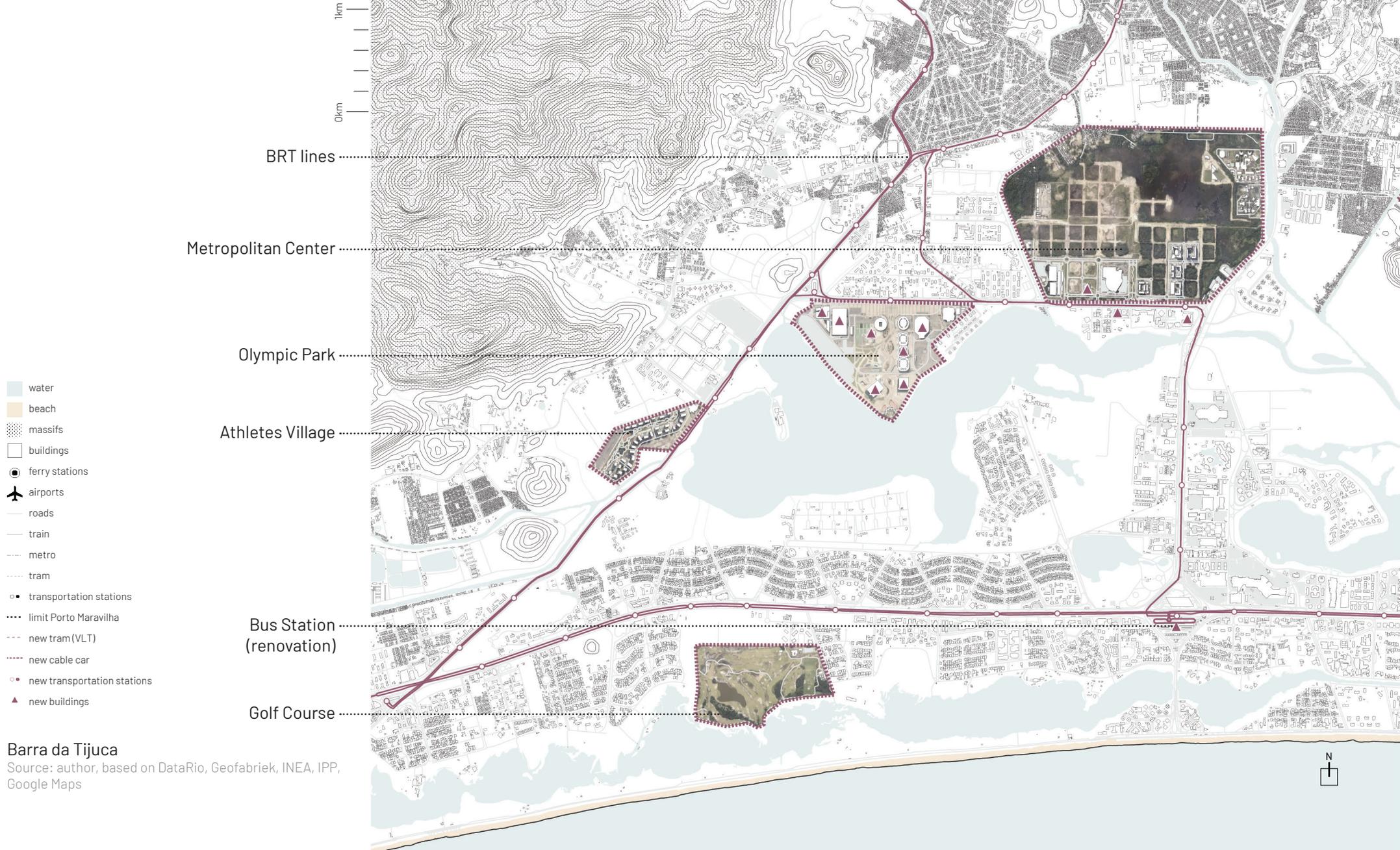


Zoom location: Barra da Tijuca

Source: author, based on DataRio, Geofabrick, IPP, INEA

II. Analysis: Process

Local Scale | Barra da Tijuca



1km
0km

BRT lines

Metropolitan Center

Olympic Park

Athletes Village

Bus Station
(renovation)

Golf Course

- water
- beach
- massifs
- buildings
- ferry stations
- airports
- roads
- train
- metro
- tram
- transportation stations
- limit Porto Maravilha
- new tram (VLT)
- new cable car
- new transportation stations
- new buildings

Barra da Tijuca
Source: author, based on DataRio, Geofabrik, INEA, IPP, Google Maps



II. Analysis: Process

Barra da Tijuca | Olympic Park

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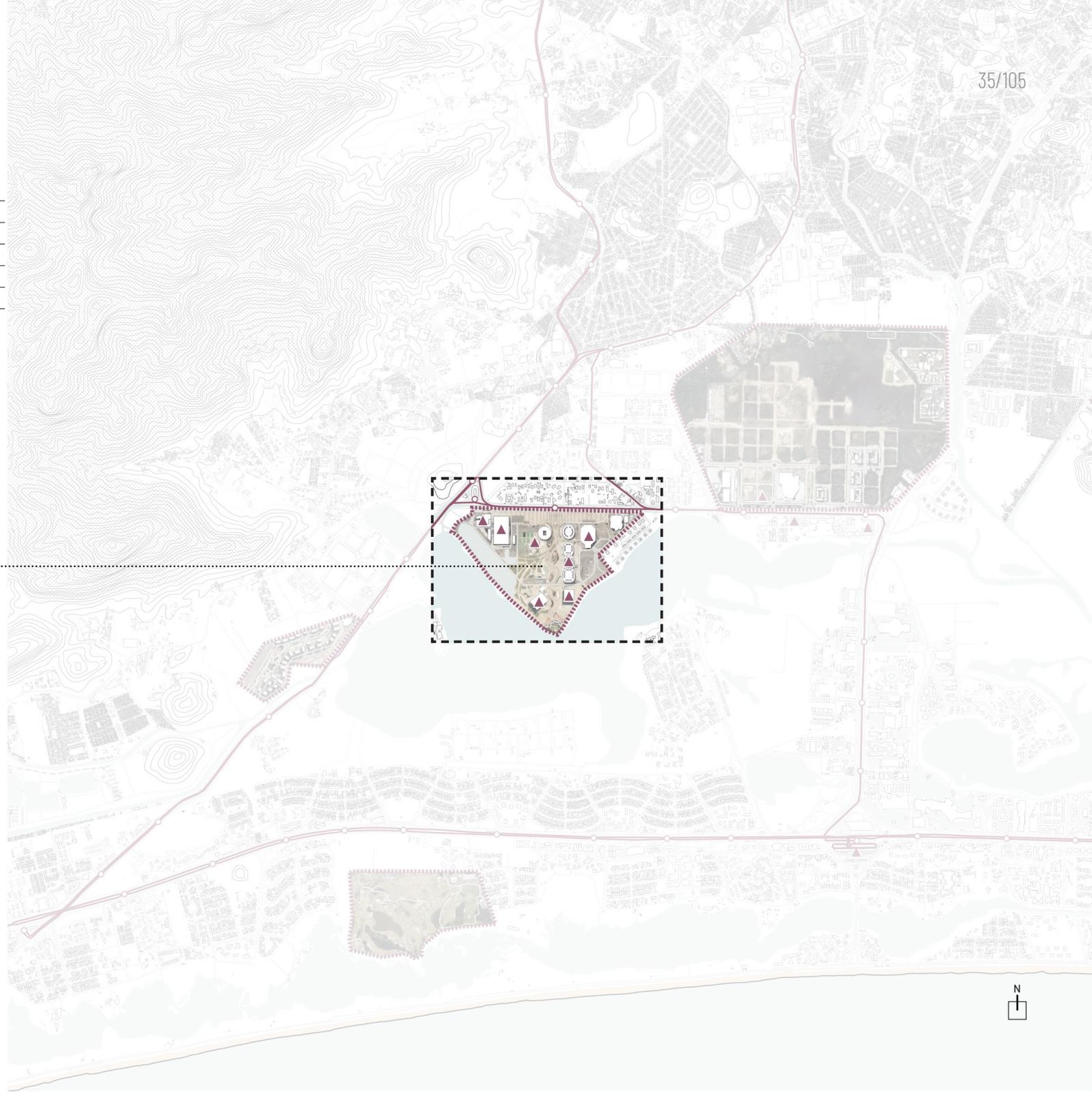
1km
0km

Olympic Park

- water
- beach
- massifs
- buildings
- ferry stations
- airports
- roads
- train
- metro
- tram
- transportation stations
- limit Porto Maravilha
- new tram (VLT)
- new cable car
- new transportation stations
- new buildings

Zoom location: Olympic Park

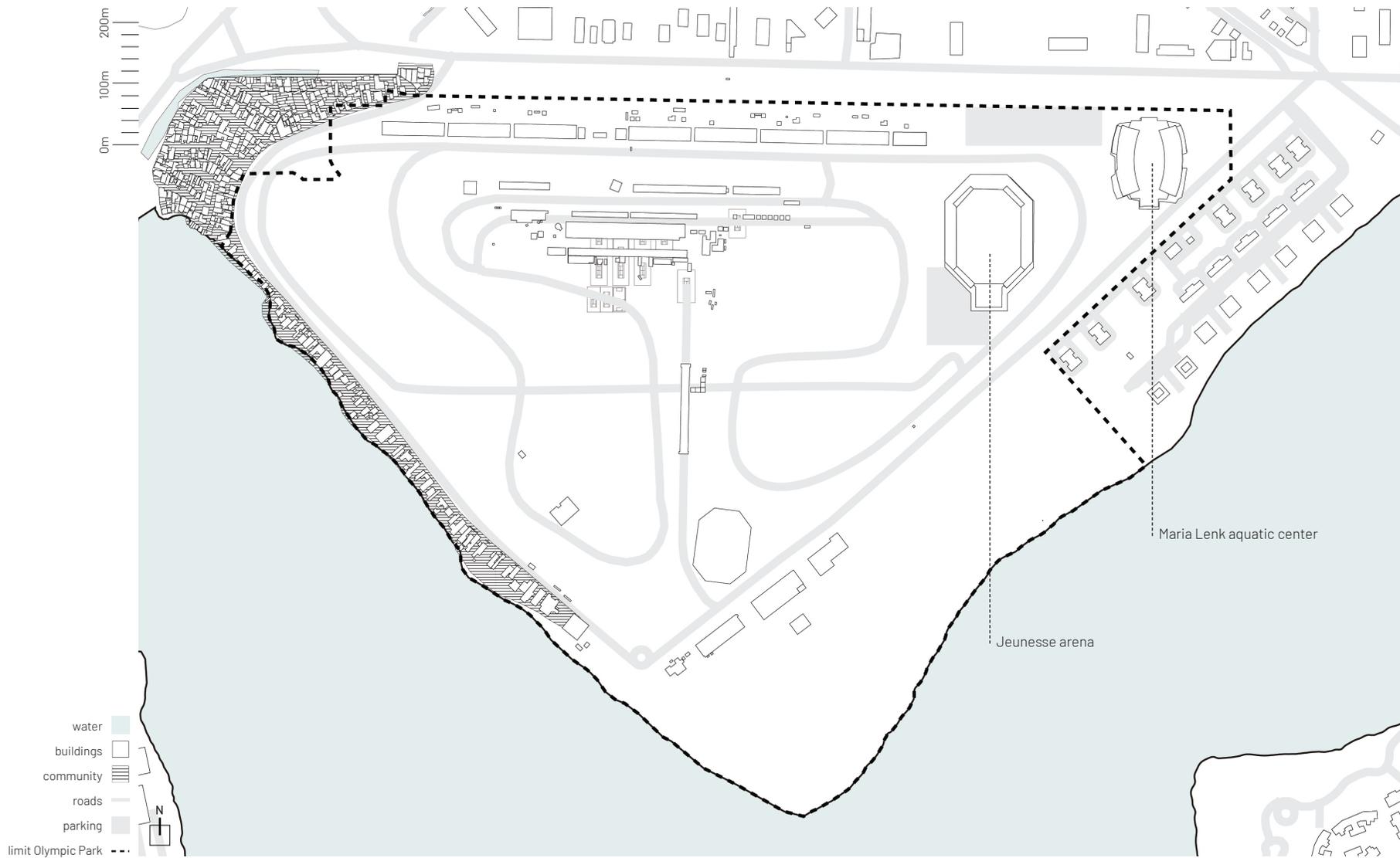
Source: author, based on DataRio, Geofabrik, INEA, IPP, Google Maps



II. Analysis: Process

Olympic Park | Facilities | 2009/2010

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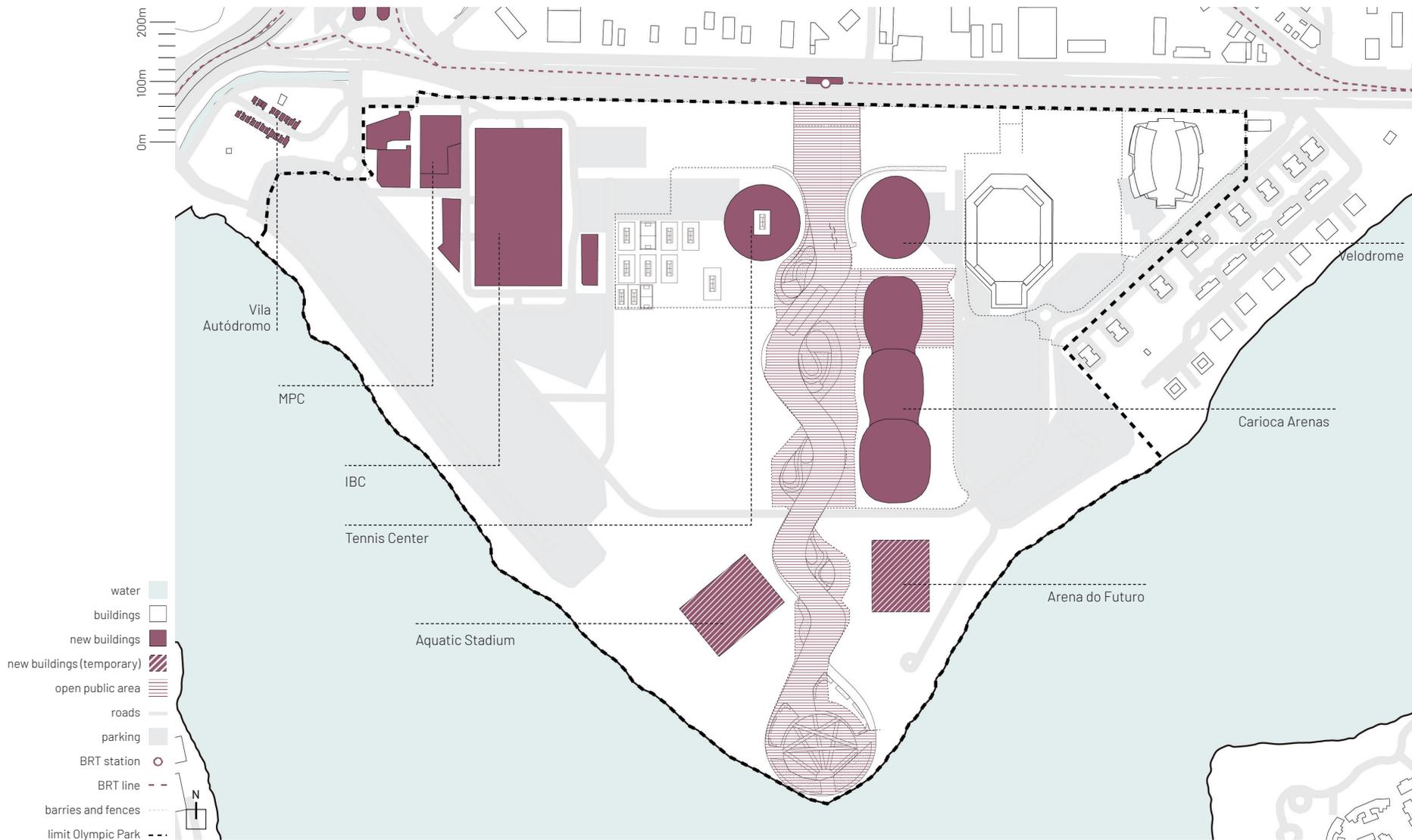
Situation of the area of the Olympic Park before the Olympics

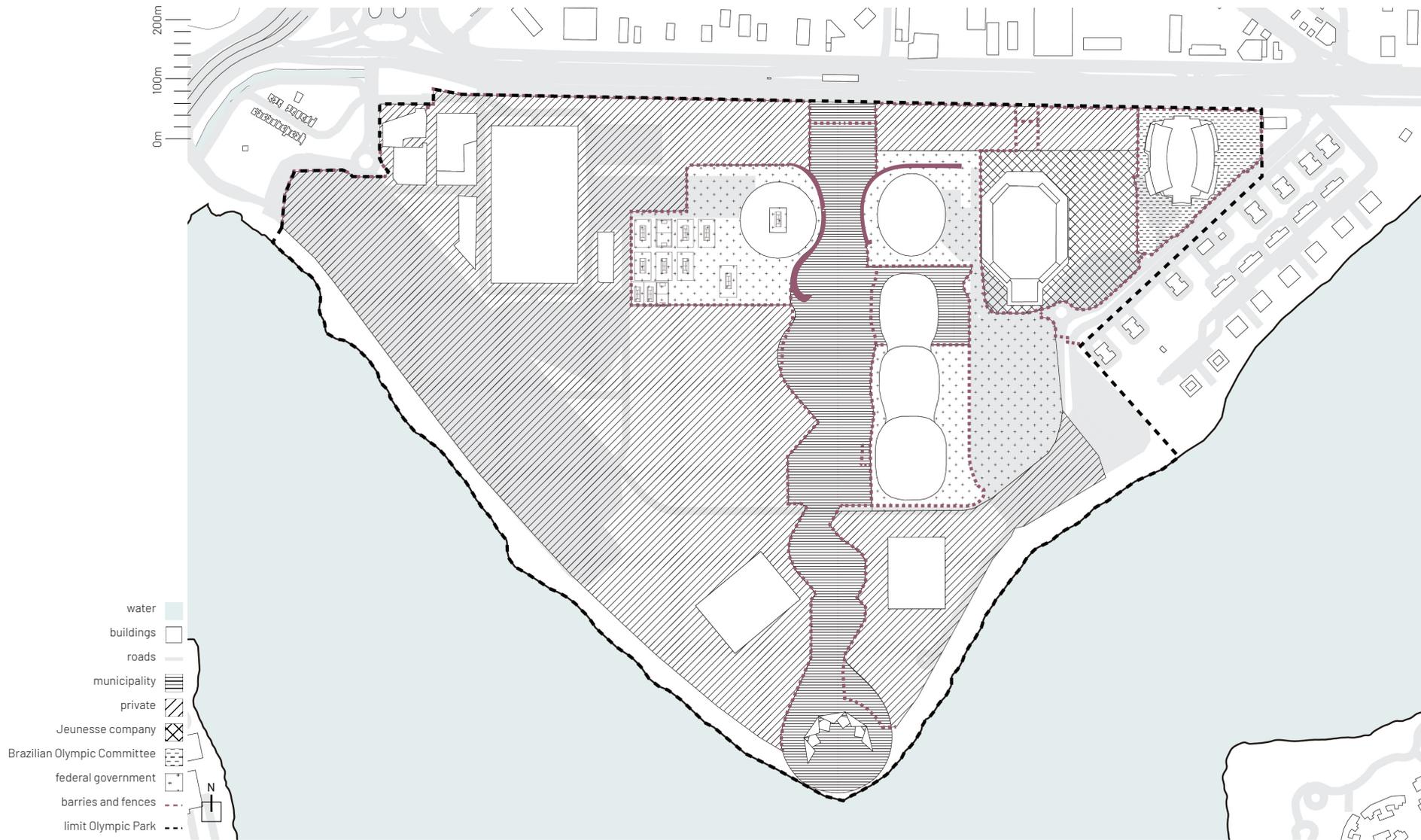
Source: author, based on DataRio, Geofabrik

II. Analysis: Process

Olympic Park | Facilities | 2019/2020

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Management division of the Olympic Park
Source: author, based on DataRio, Geofabrick, Perez & Castellar (2020)

II. Analysis: Process

Olympic Park | Institutional Arrangements

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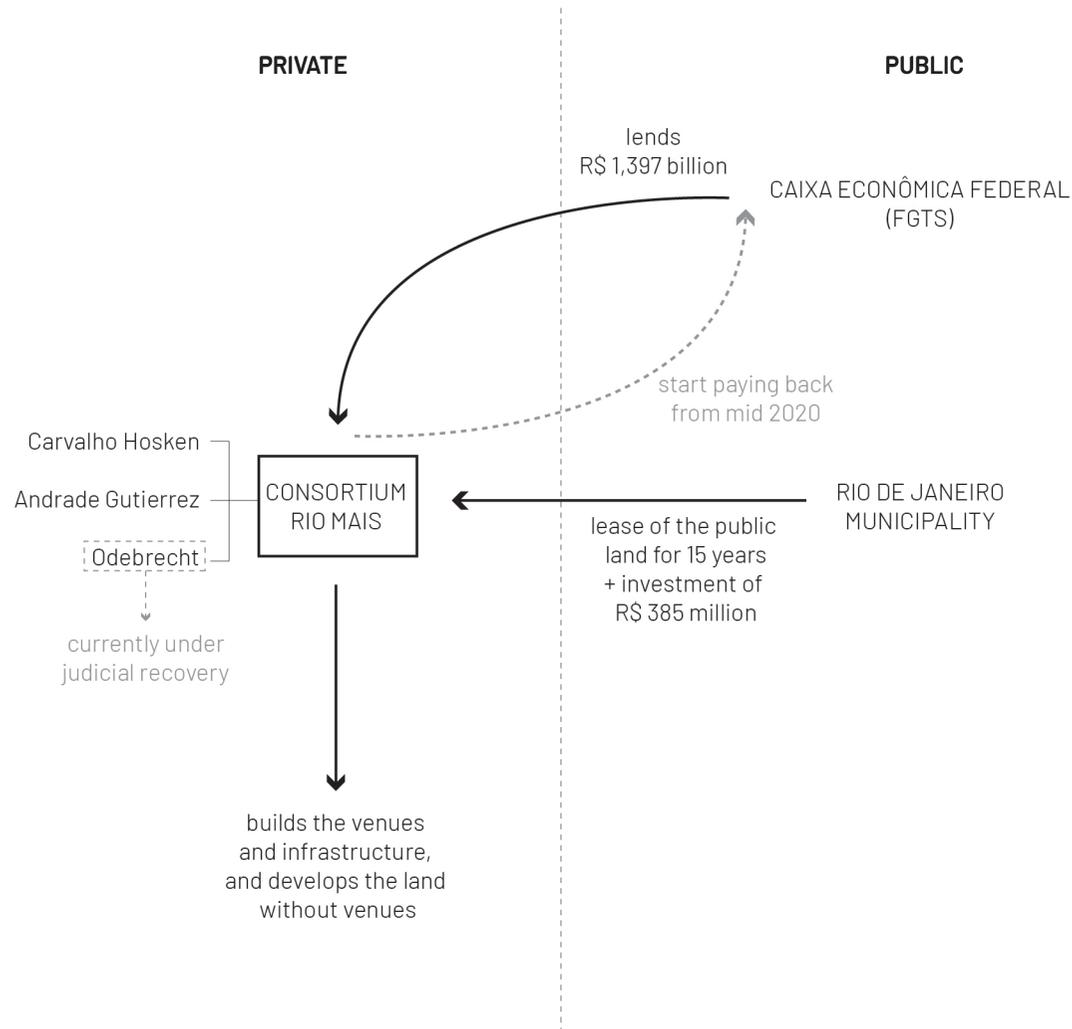


Diagram of the financial and institutional arrangements created for the realization of the Olympic Park

Sources: author, based on Rolnik, R. (2015), Sanchez, R. (2019)

II. Analysis: Process

Olympic Park | Physical Environment | 2009/2010

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The Olympic Park area before the Olympics: racetrack and the 2007 Pan American venues

Source: Google Earth 2009

II. Analysis: Process

Olympic Park | Physical Environment | 2019/2020

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Vila
Autódromo
20 families

The Olympic Park after the Olympics
Source: Google Earth 2019



Before and after of Vila Autódromo

by Mario Tama (Getty Images) | Retrieved from <https://www.latimes.com/world/mexico-americas/la-fg-olympic-land-grab-slider-htlstory.html>



Current state of the Olympic Park: empty and lacking maintenance

by author

II. Analysis: Process

Local Scale | North Zone

- social housing
- favelas
- irregular settlements
- densely built area
- water
- centralities
- favelas with removals
- removals by BRT
- ferry stations
- airports
- train
- main roads
- metro
- tram
- transportation stations
- BRT
- cable cars
- new developments
- enhanced centralities
- selected areas



North zone
implementation of the Transcarioca BRT line

Zoom location: North Zone

Source: author, based on DataRio, Geofabrick, IPP, INEA

II. Analysis: Process

Local Scale | North Zone

1km
0km

BRT TransCarioca

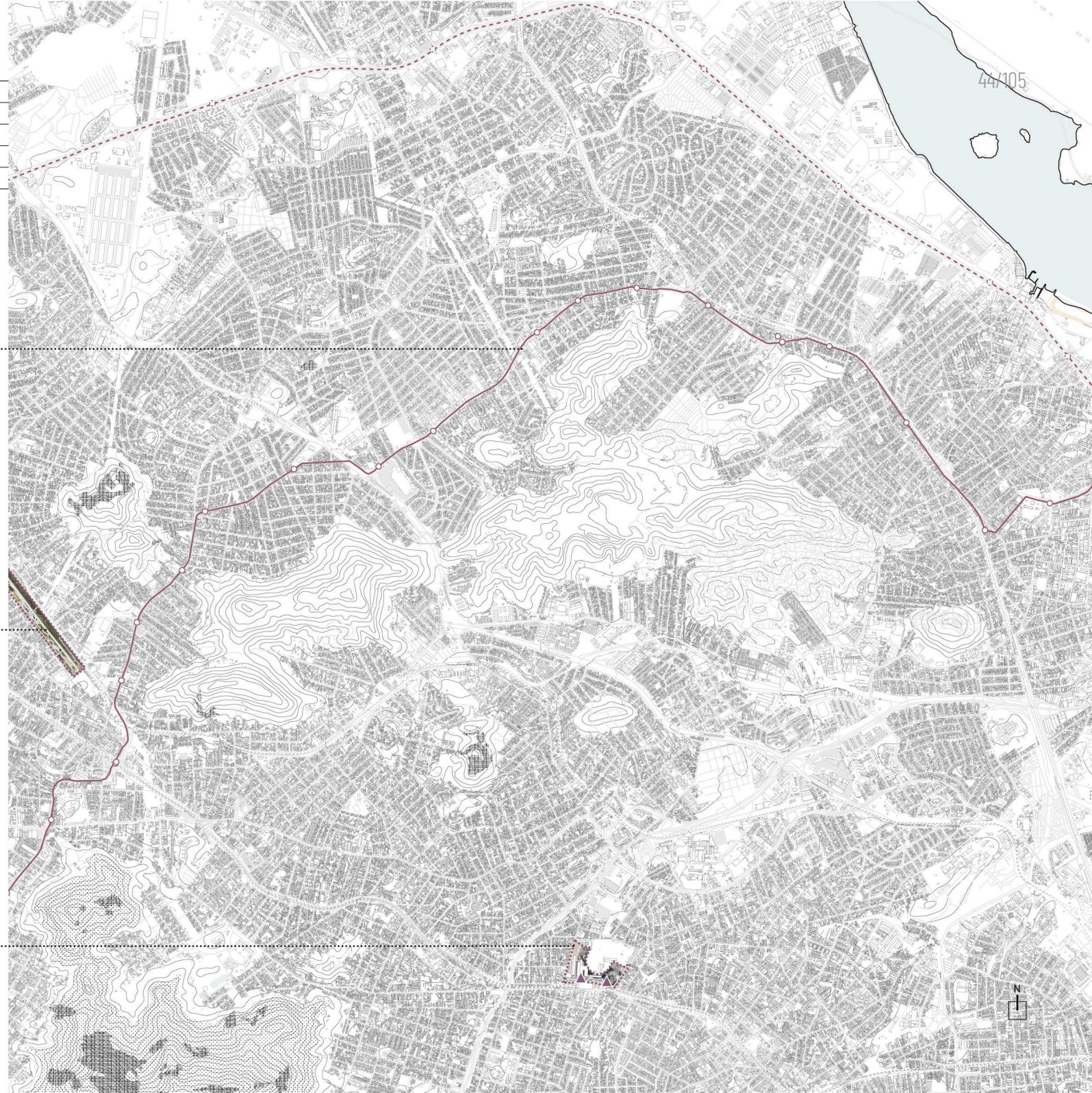
Madureira Park

Engenhão's surrounding
(revitalization)

- water
- massifs
- buildings
- roads
- train
- metro
- transportation stations
- Transcarioca BRT line
- cable car
- new transportation stations
- new buildings

North Zone

Source: author, based on DataRio, Geofabrik, INEA, IPP, Google Maps



II. Analysis: Process

BRT Transcarioca | Institutional Arrangements

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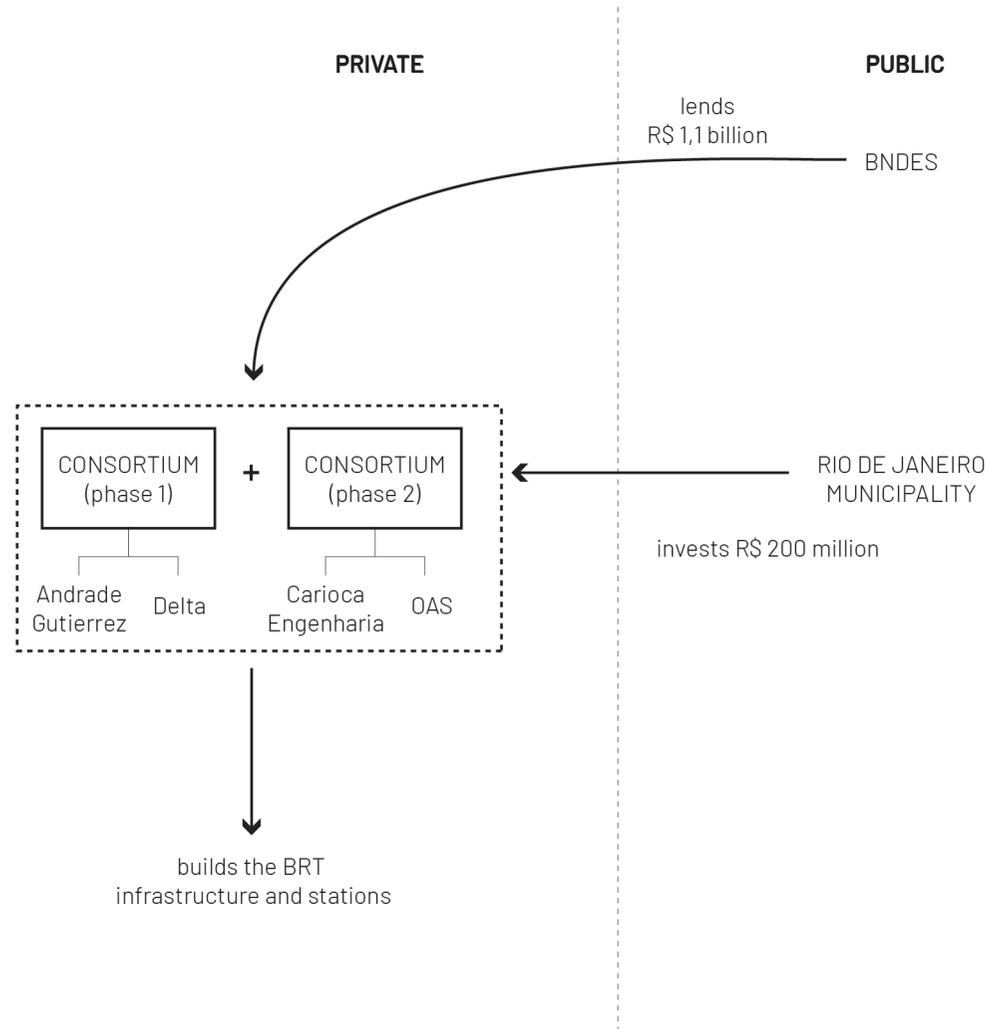


Diagram of the financial and institutional arrangements created for the realization of the Olympic Park

Sources: author, based on Mobilidade Urbana (2012), RJ TV (2017)

II. Analysis: Process

Local Scale | North Zone

1km
0km

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BRT Transcarioca



Vicente de Carvalho



Cardoso de Moraes e Santa Luzia



Campinho

- water
- massifs
- buildings
- roads
- train
- metro
- transportation stations
- Transcarioca BRT line
- cable car
- new transportation stations
- new buildings

Zoom location: Transcarioca BRT stations
Source: author, based on DataRio, Geofabrik, INEA, IPP, Google Maps





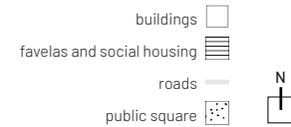
Cardoso de Moraes



Vicente de Carvalho



Campinho



II. Analysis: Process

BRT | Infrastructure | 2019/2020

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Cardoso de Moraes



Vicente de Carvalho



Campinho

Surroundings of BRT stations after the implementation of the Transcarioca

Source: author, based on DataRio, Geofabrik, IPP, INEA

II. Analysis: Process

BRT | Physical Environment | 2009/2010

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Cardoso de Moraes



Vicente de Carvalho



Campinho

Surroundings of the BRT stations before the implementation of the Transcarioca
Source: Google Earth 2009

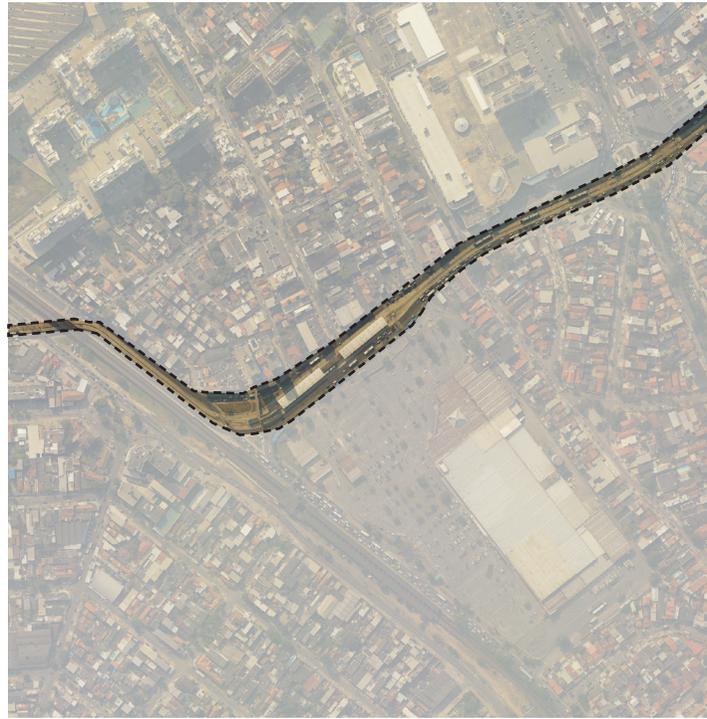
II. Analysis: Process

BRT | Physical Environment | 2019/2020

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Cardoso de Moraes



Vicente de Carvalho



Campinho

Surroundings of BRT stations after the implementation of the Transcarioca

Source: Google Earth 2019



Cardoso de Moraes



Vicente de Carvalho



Campinho



Cardoso de Moraes



Vicente de Carvalho

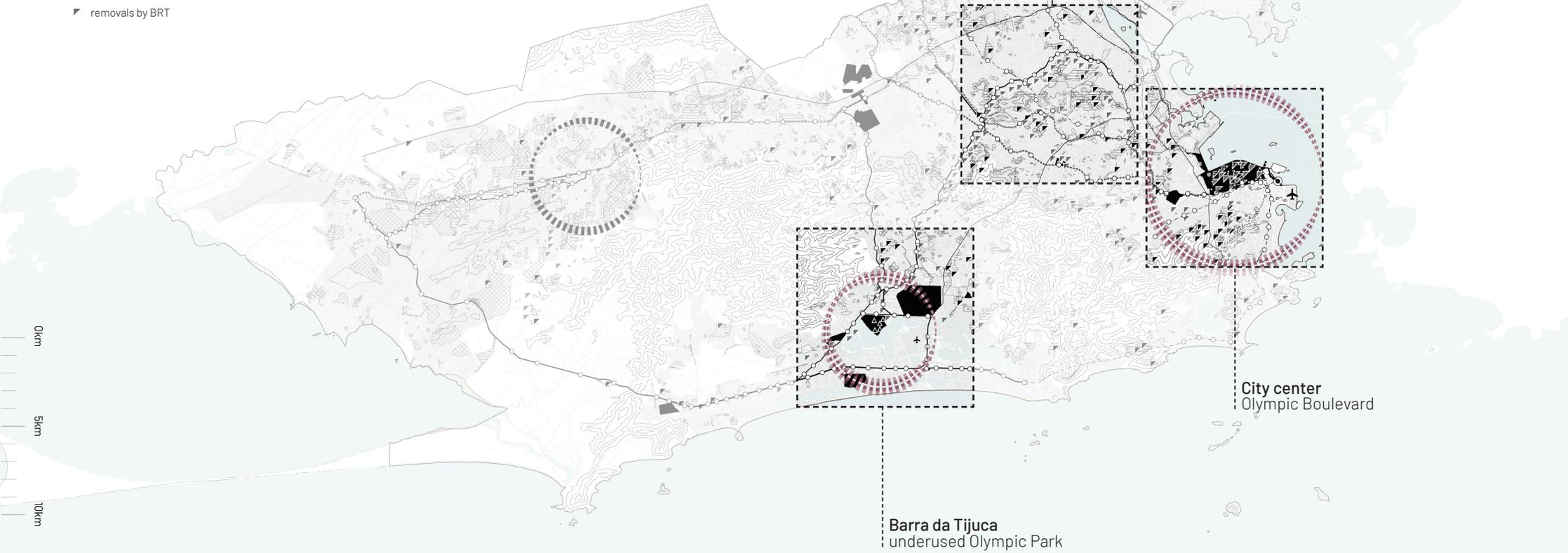


Campinho

II. Analysis: Process

Conclusion

- social housing
- favelas
- irregular settlements
- densely built area
- water
- centralities
- favelas with removals
- removals by BRT
- ferry stations
- airports
- train
- main roads
- metro
- tram
- transportation stations
- BRT
- cable cars
- new developments
- enhanced centralities
- selected areas



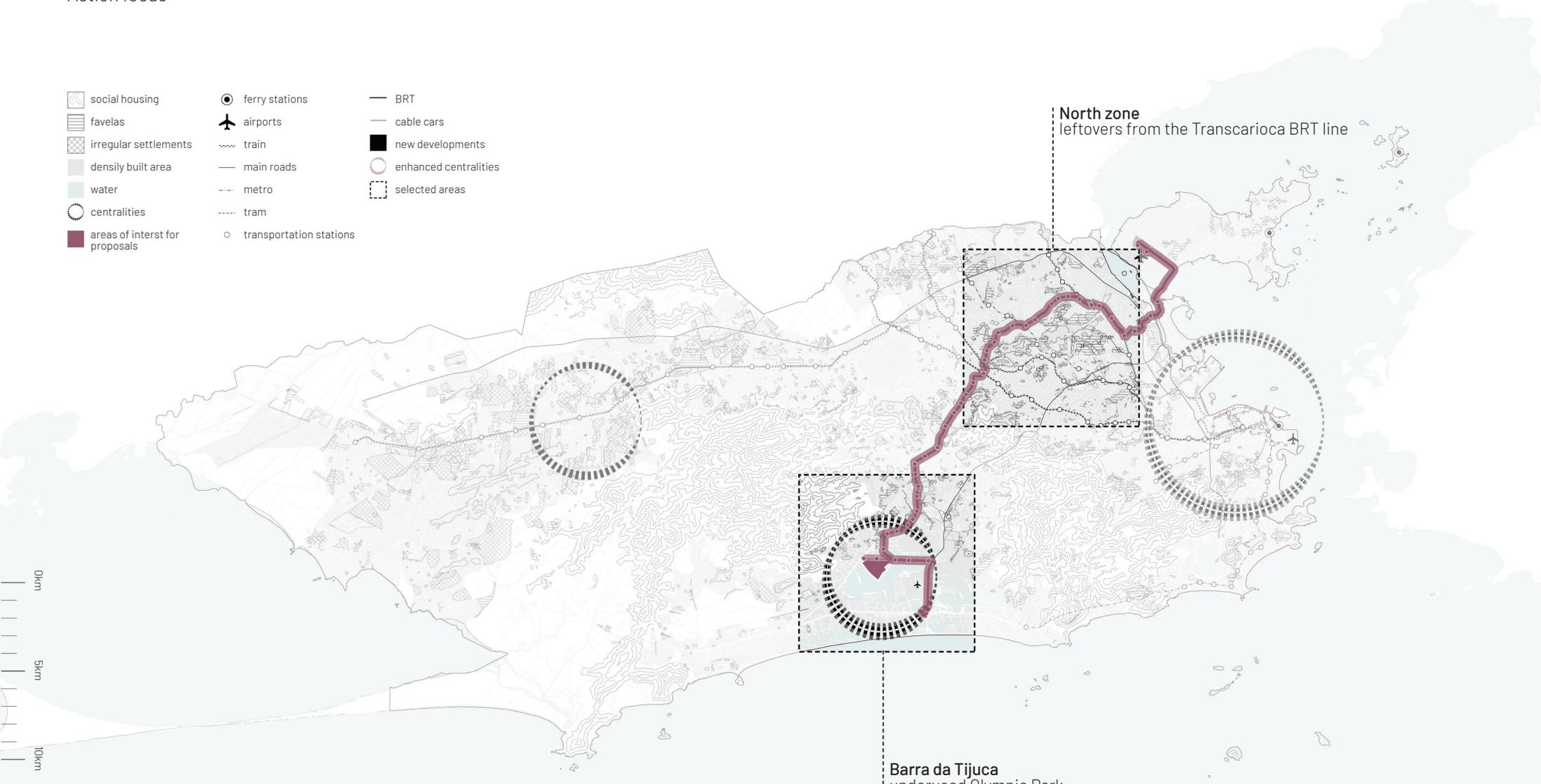
Focus areas

Source: author, based on DataRio, Geofabriek, IPP, INEA

II. Analysis: Process

Action focus

-  social housing
-  favelas
-  irregular settlements
-  densely built area
-  water
-  centralities
-  areas of interest for proposals
-  ferry stations
-  airports
-  train
-  main roads
-  metro
-  tram
-  transportation stations
-  BRT
-  cable cars
-  new developments
-  enhanced centralities
-  selected areas



North zone
leftovers from the Transcarioca BRT line

Barra da Tijuca
underused Olympic Park

Areas of interest: Olympic Park and surroundings of BRT stations

Source: author, based on DataRio, Geofabrick, IPP, INEA

I. Framework

the Olympics in the segregated city

II. Analysis: Process

from the Olympic dream to the legacy

III. Analysis: Context

finding challenges and opportunities

IV. Strategies

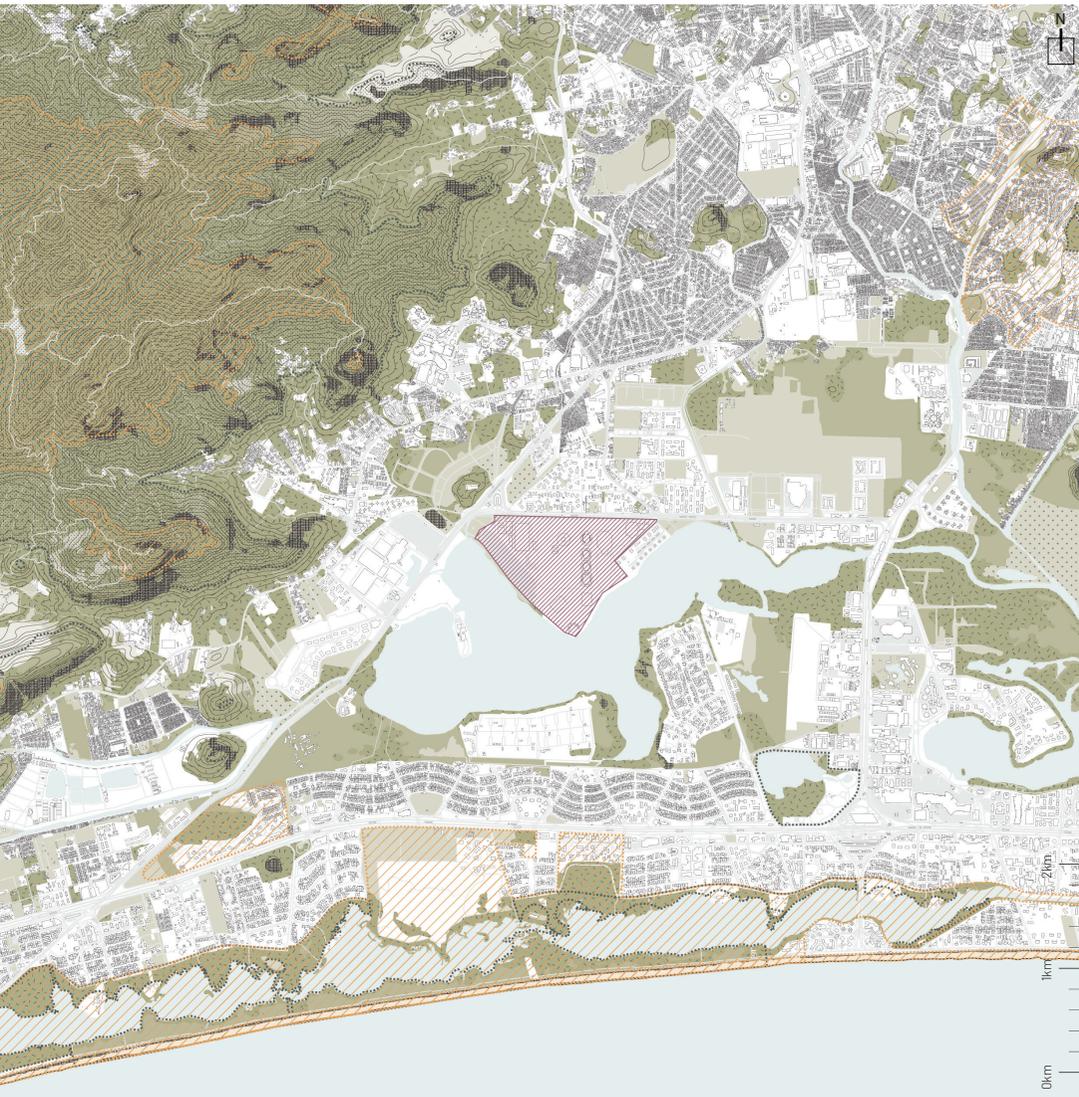
reframing the legacy

V. Conclusions

design assessment and reflection

III. Analysis: Context

Physical Environment



Barra da Tijuca's urban fabric
Source: author, based on DataRio, Geofabrik, INEA

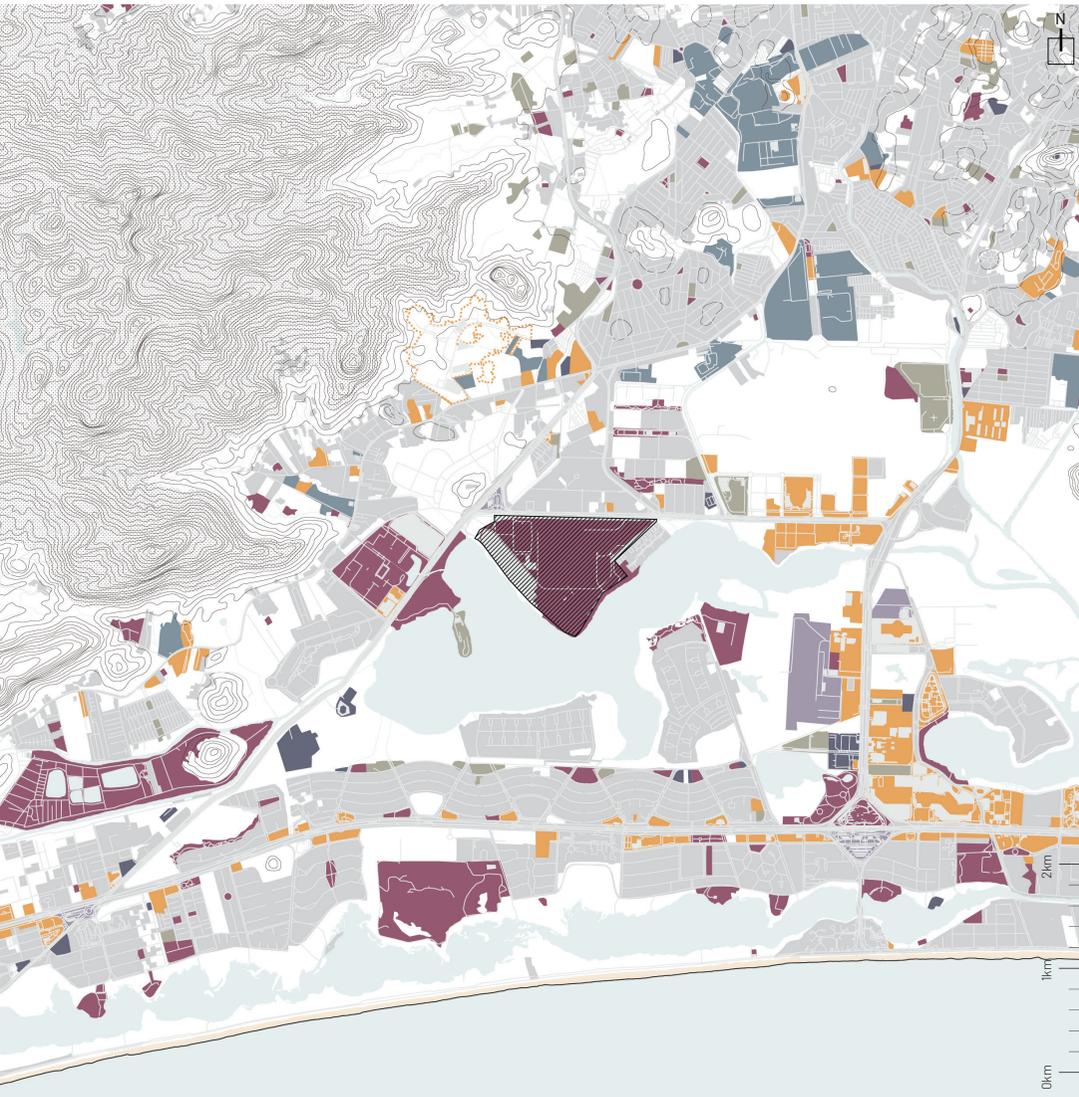
- vegetation 56/105
- environmental protection areas
- environmental park
- area of interest



City Center's urban fabric
Source: author, based on DataRio, Geofabrik, INEA

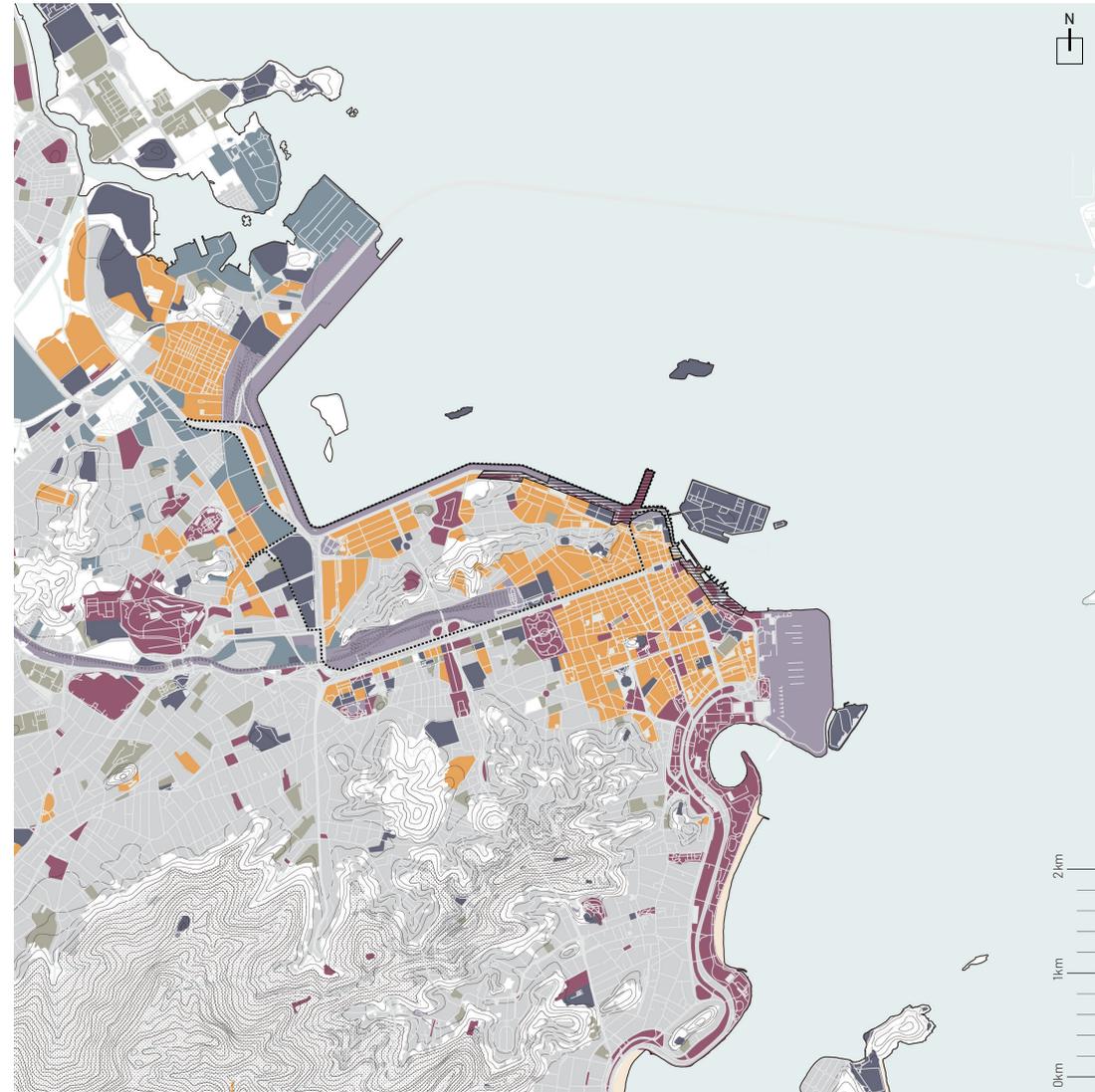
III. Analysis: Context

Physical Environment



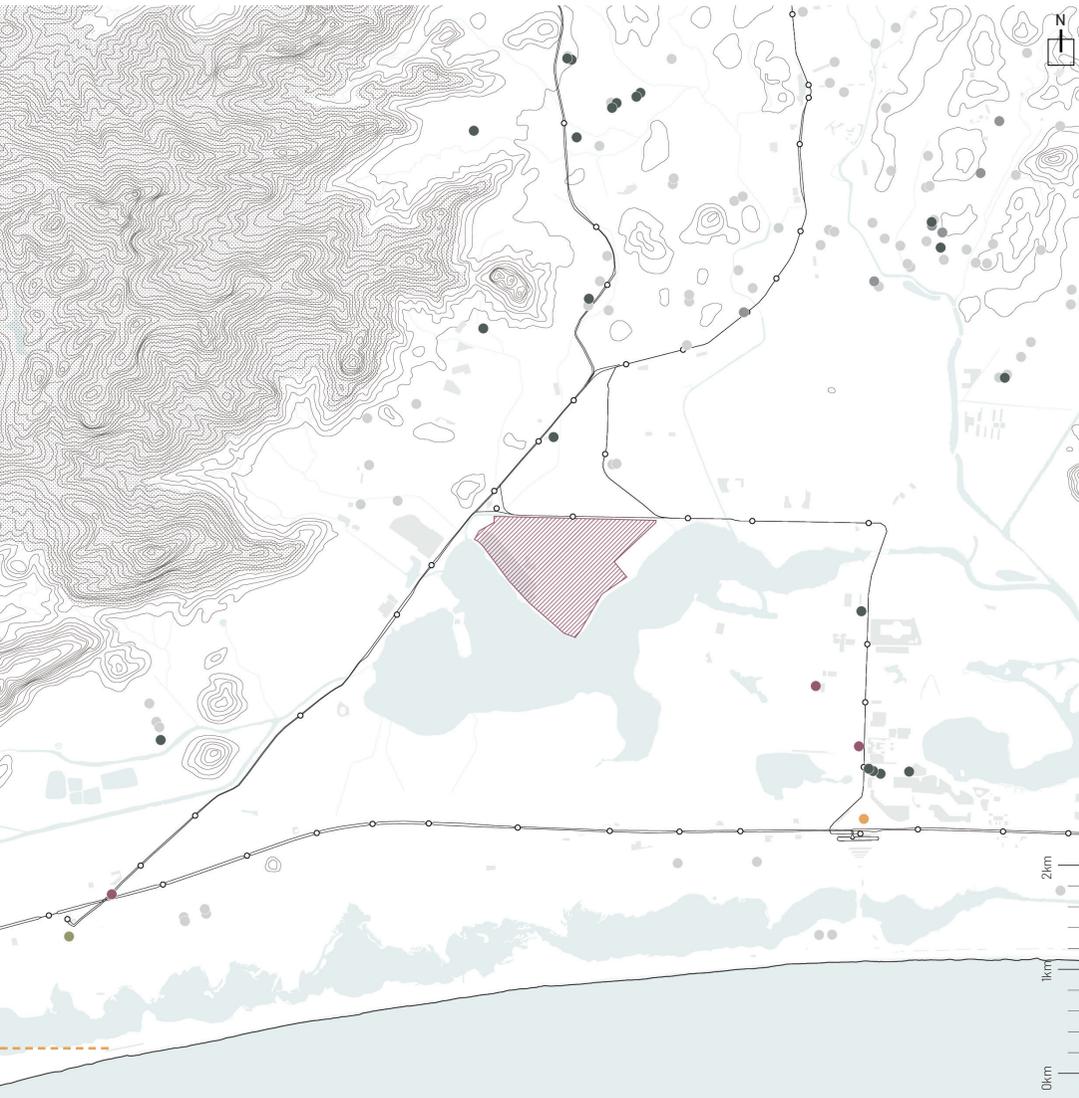
Barra da Tijuca's land use
Source: author, based on DataRio, Geofabrik, INEA

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- health and education
 - public facilities
 - transportation
 - commercial
 - residential
 - leisure
 - industry
- area of interest

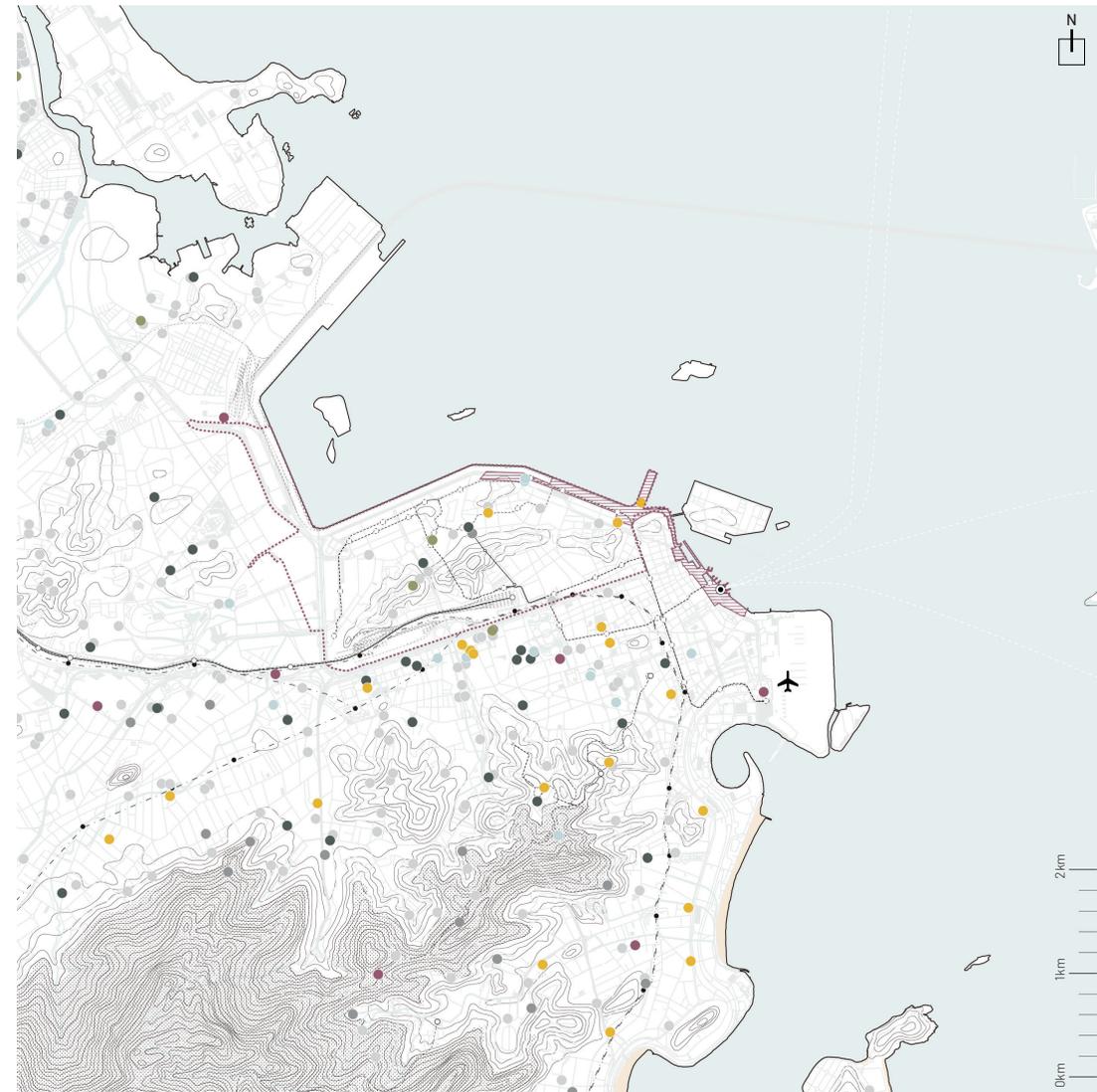
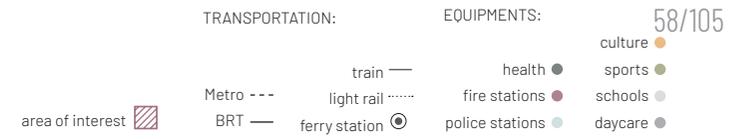


City Center's land use
Source: author, based on DataRio, Geofabrik, INEA

III. Analysis: Context Facilities



Barra da Tijuca's distribution of public transportation and equipments
Source: author, based on DataRio, Geofabriek, INEA



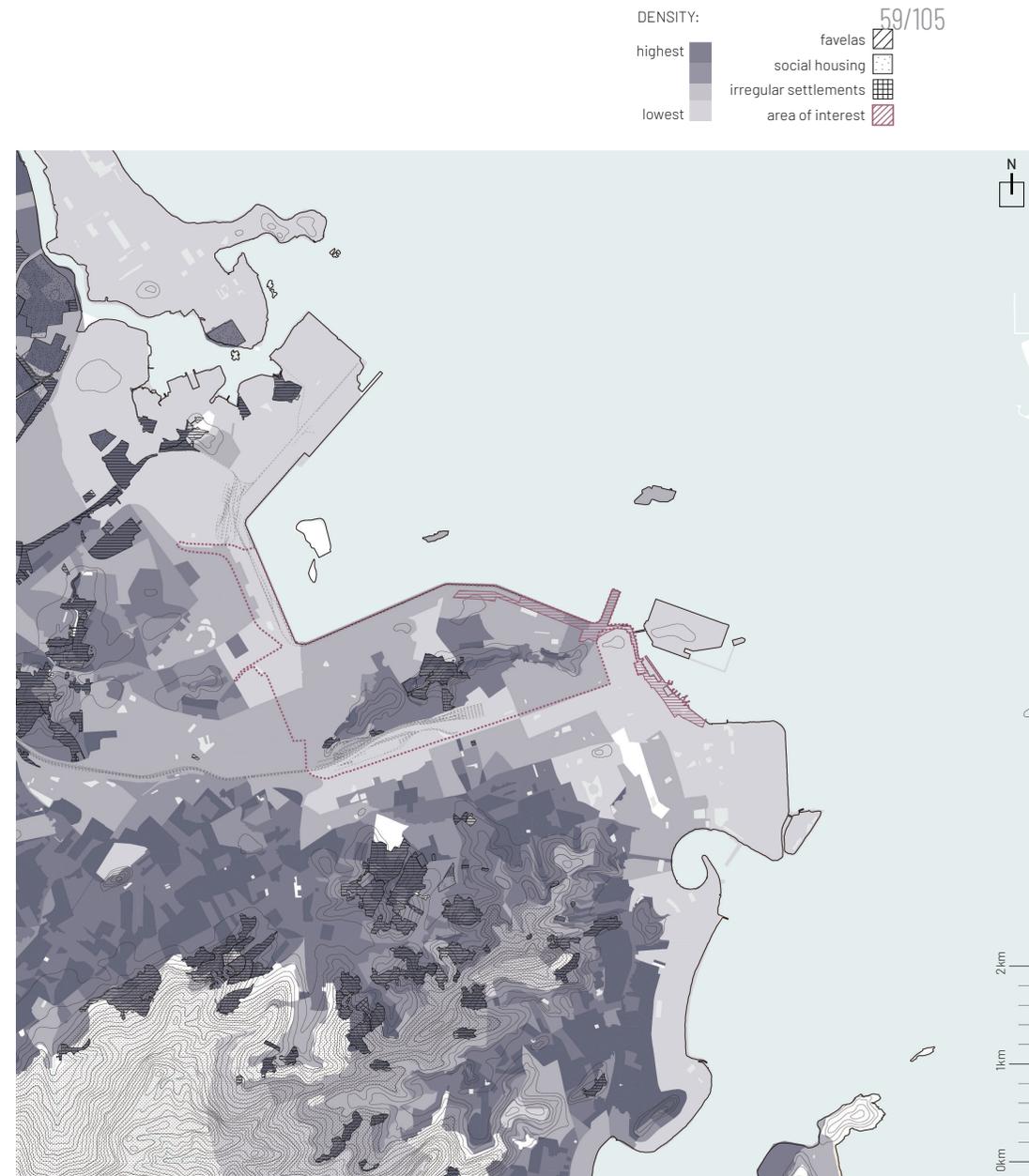
City Center's distribution of public transportation and equipments
Source: author, based on DataRio, Geofabriek, INEA

III. Analysis: Context

Identity



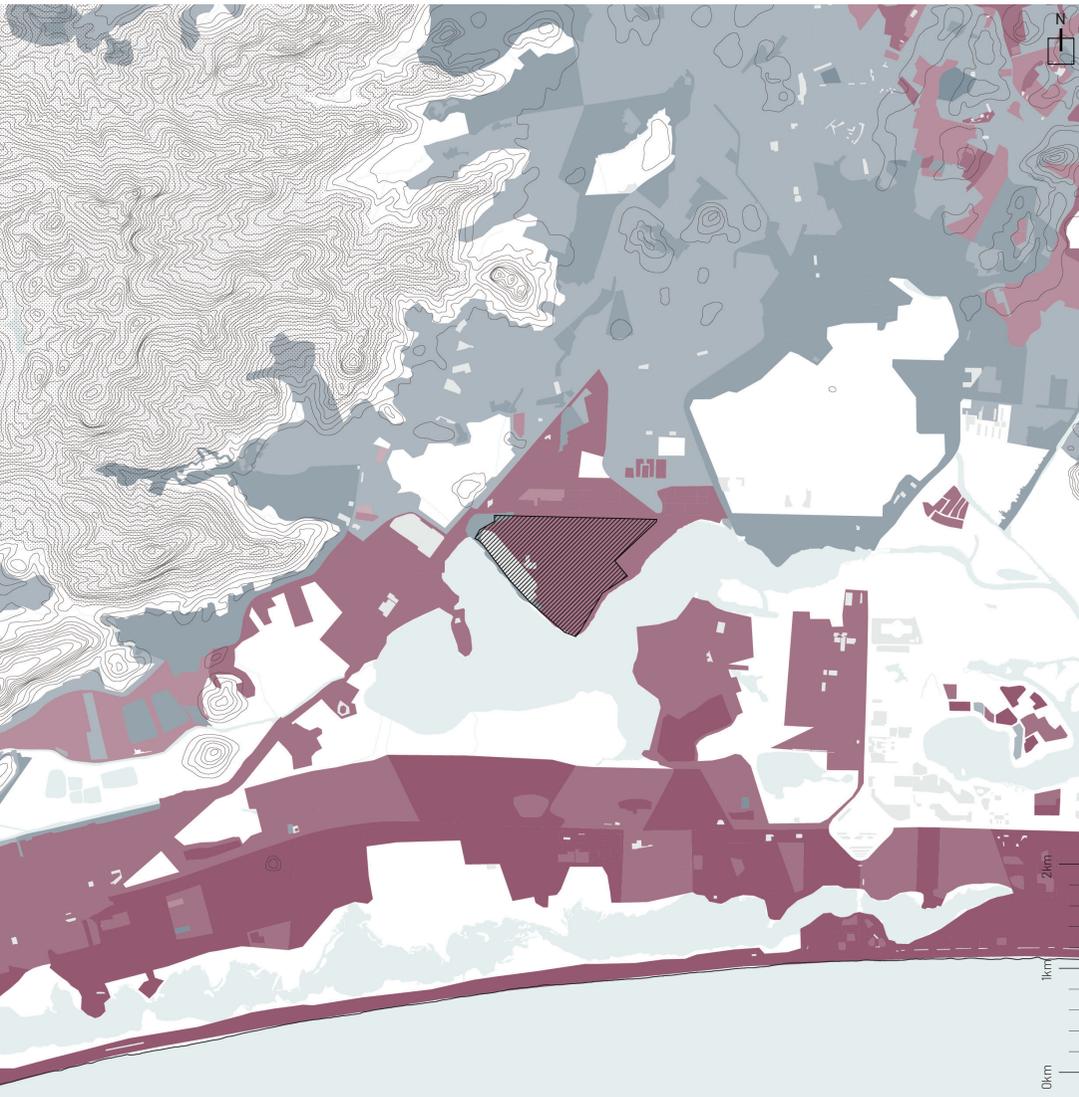
Barra da Tijuca's population density and distribution of informal settlements
Source: author, based on DataRio, Geofabrick, INEA, IPP, IBGE



City Center's population density and distribution of informal settlements
Source: author, based on DataRio, Geofabrick, INEA, IPP, IBGE

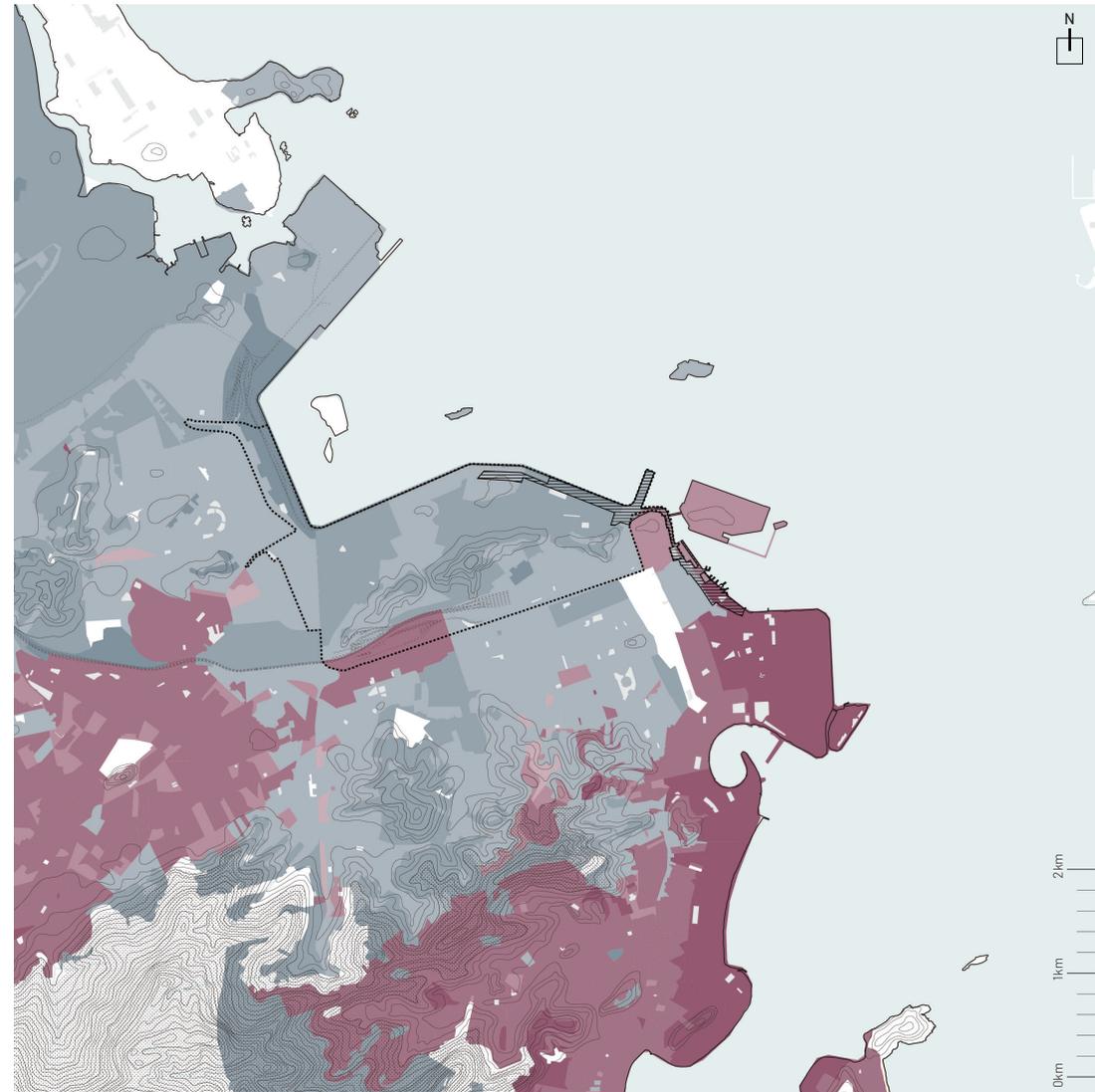
III. Analysis: Context

Identity

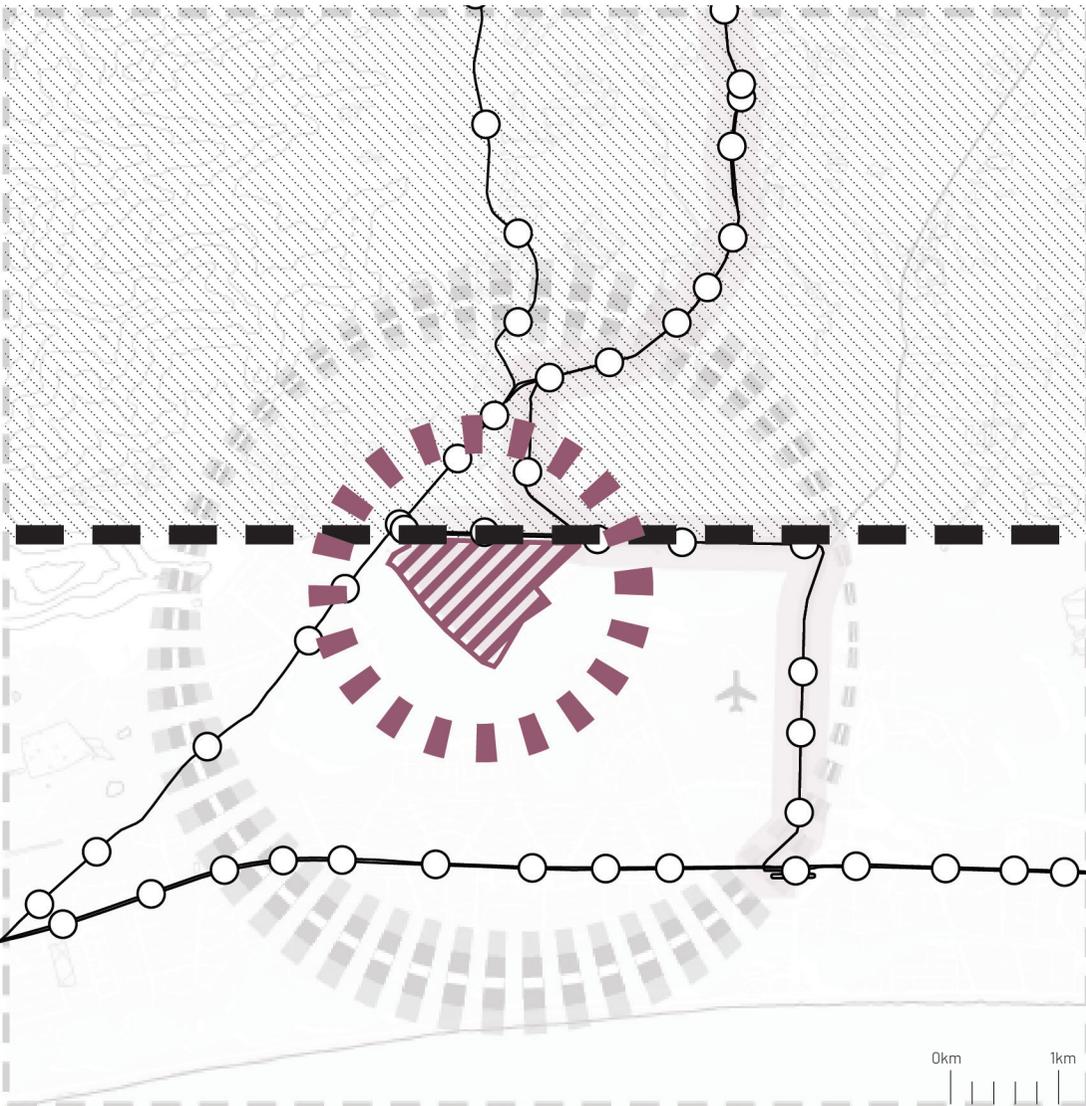


Barra da Tijuca's population income
Source: author, based on DataRio, Geofabrik, INEA, IBGE

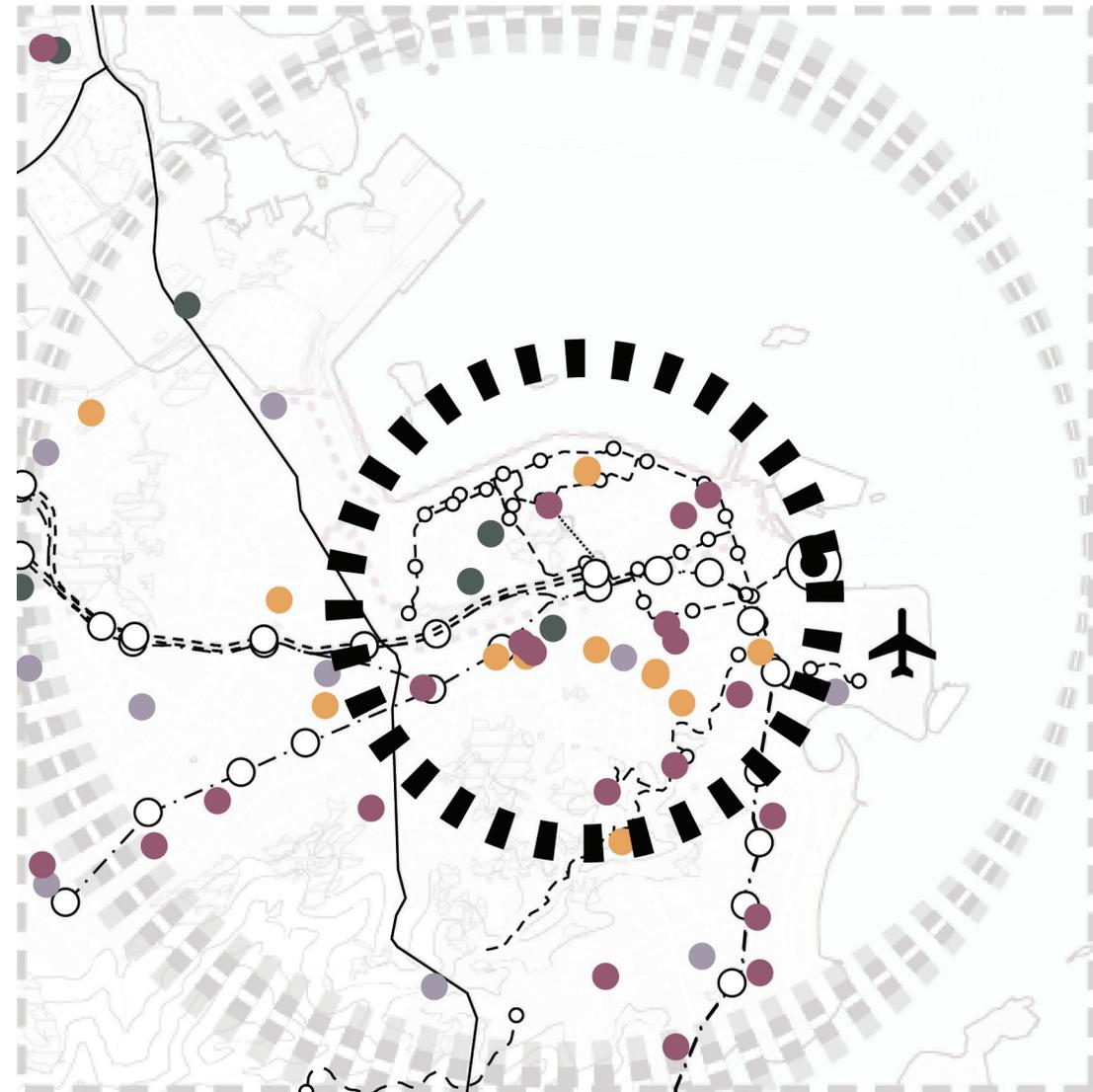
DENSITY: 60/105
highest
lowest
area of interest



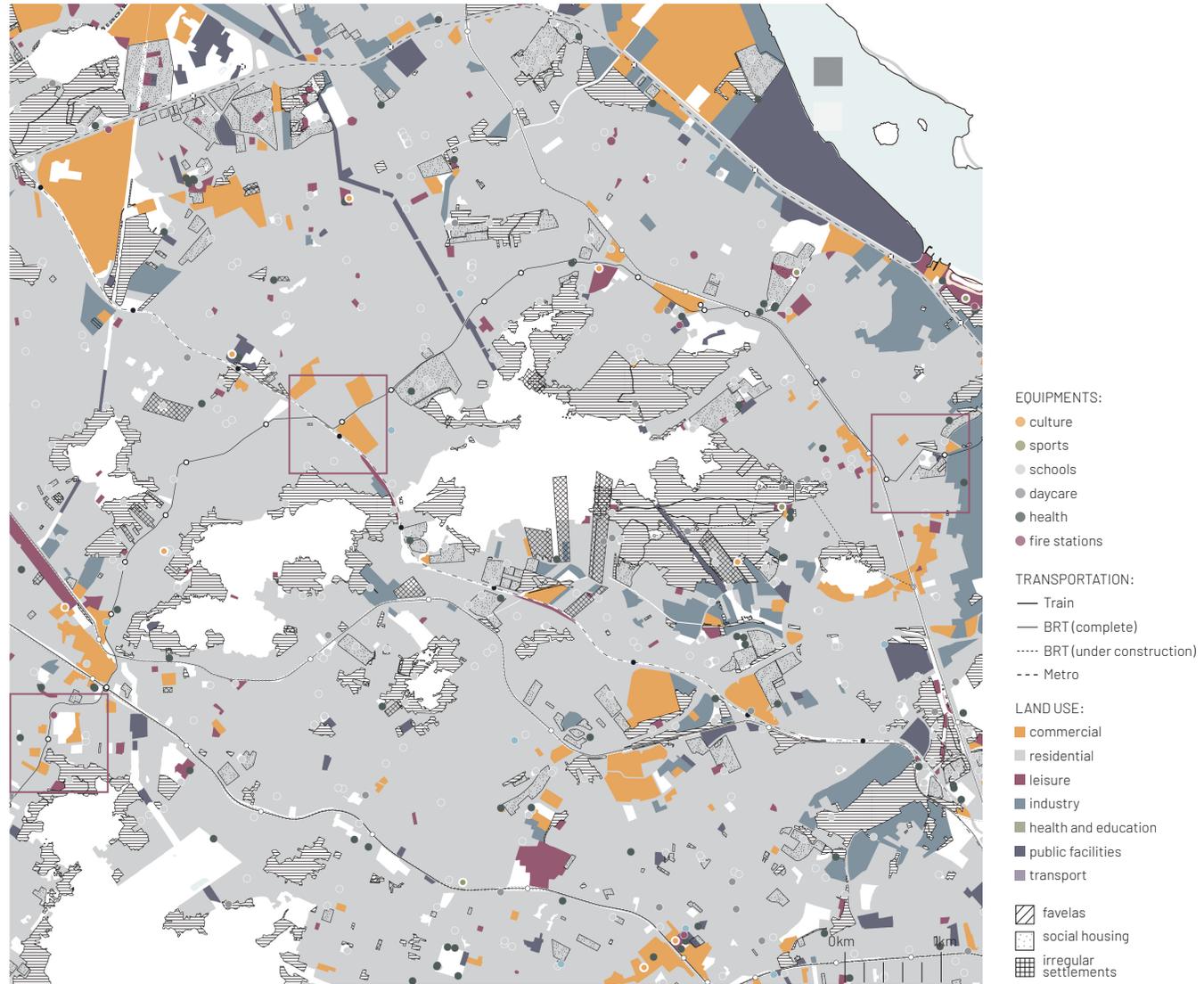
City Center's population income
Source: author, based on DataRio, Geofabrik, INEA, IBGE



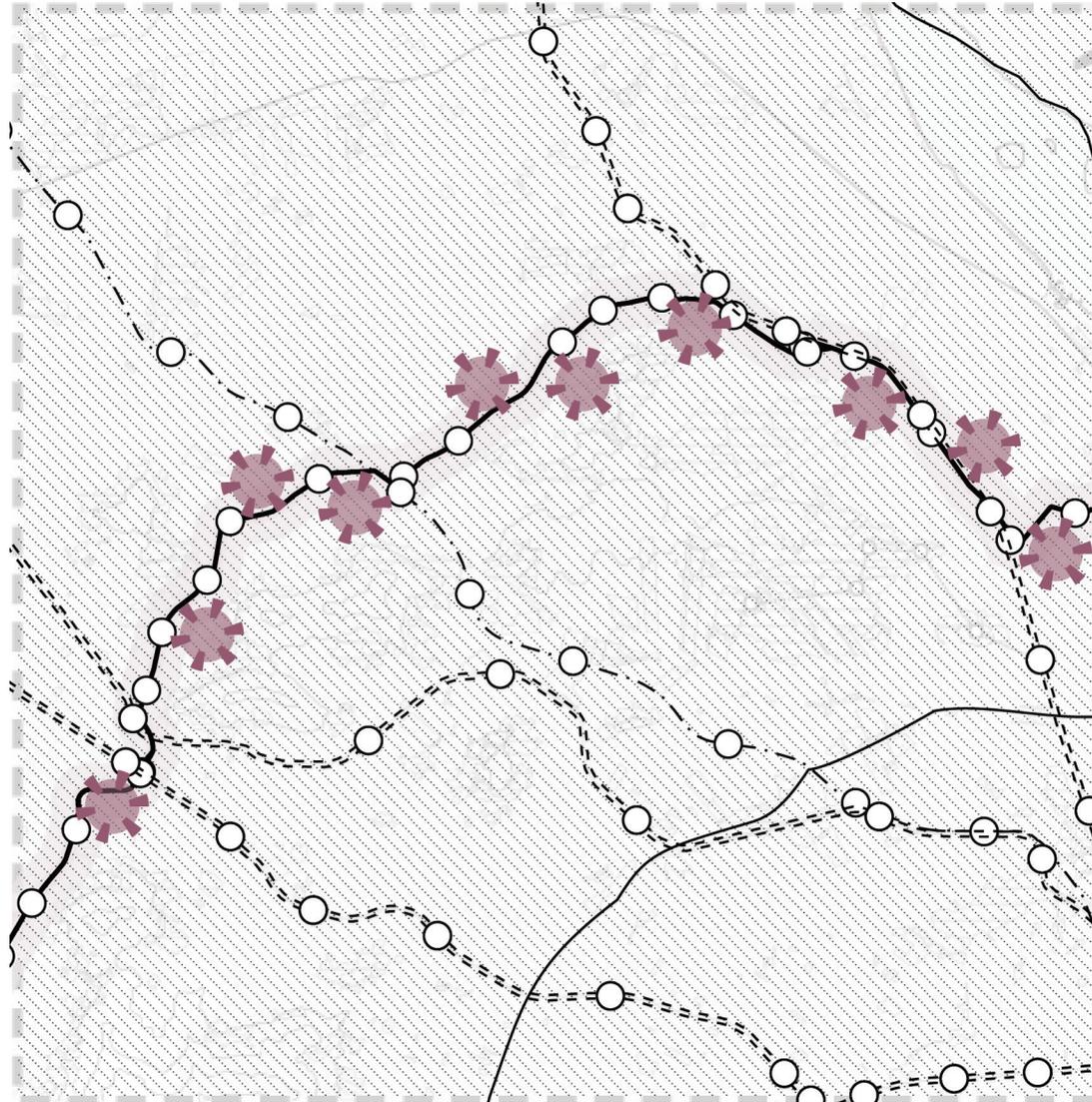
Barra da Tijuca's conclusion diagram
Source: author, based on DataRio, Geofabrik



City Center's conclusion diagram
Source: author, based on DataRio, Geofabrik



North Zone's analysis conclusion map
Source: author, based on DataRio, Geofabrick, INEA, IPP, IBGE



North Zone's conclusion diagram
Source: author, based on DataRio, Geofabriek

I. Framework

the Olympics in the segregated city

II. Analysis: Process

from the Olympic dream to the legacy

III. Analysis: Context

finding challenges and opportunities

IV. Strategies

reframing the legacy

V. Conclusions

design assessment and outlooks



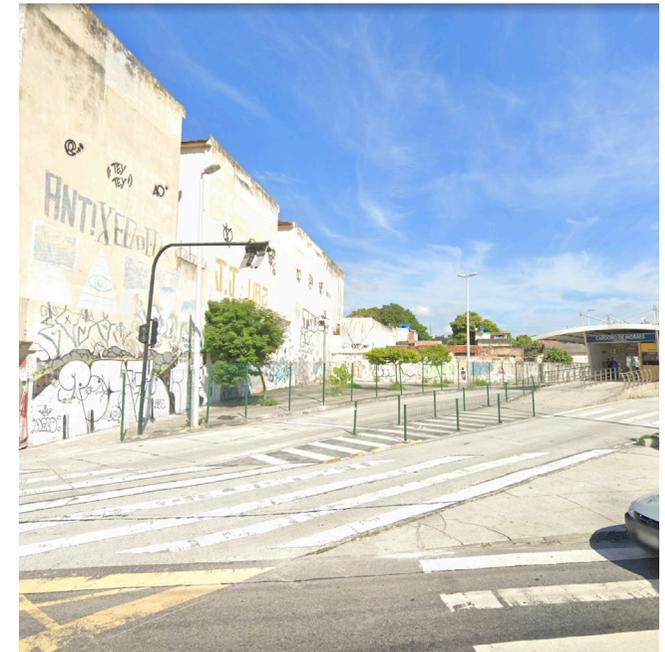
Absence of social participation and abrupt measures

by Mario Tama (Getty Images) | Retrieved from <https://www.latimes.com/world/mexico-americas/la-fg-olympic-land-grab-slider-htlstory.html>



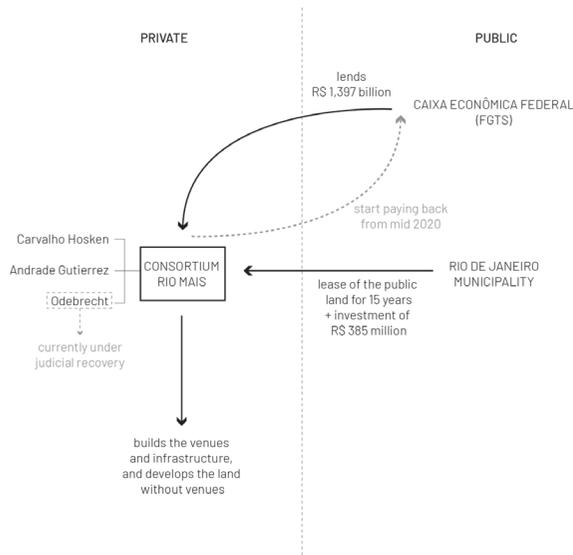
Spaces detached from the local reality

by Natalia da Luz | Retrieved from <http://www.pordentrodaafrica.com/videos/cais-do-valongo-no-rio-de-janeiro-e-eleito-patrimonio-da-humanidade>

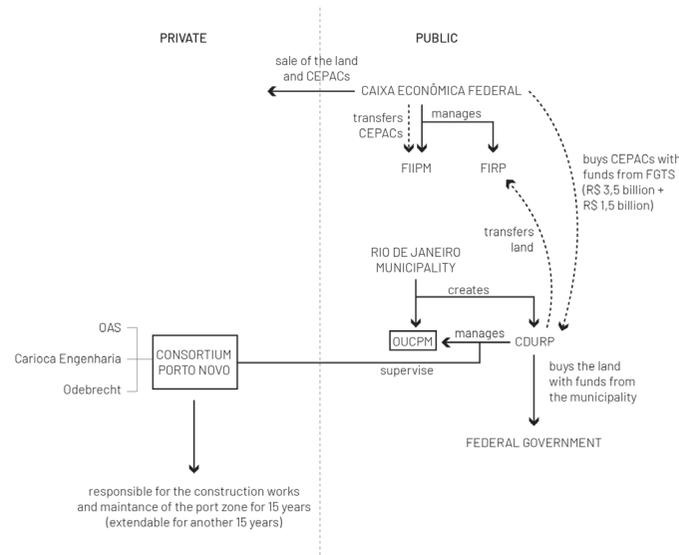


Fragmented spaces

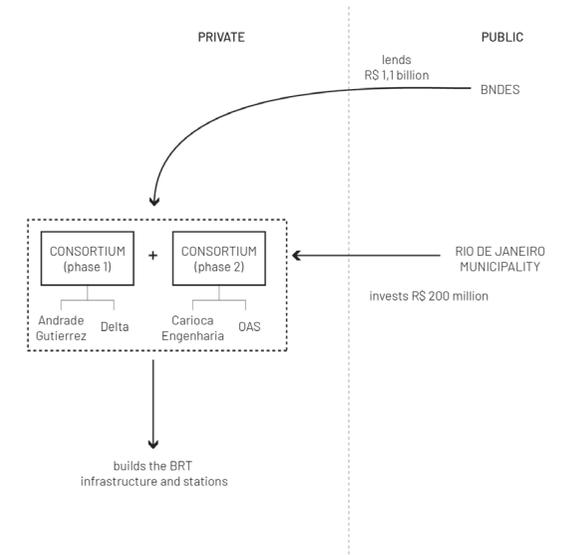
Retrieved from Google Street View 2019



Olympic Park's financial and institutional arrangement



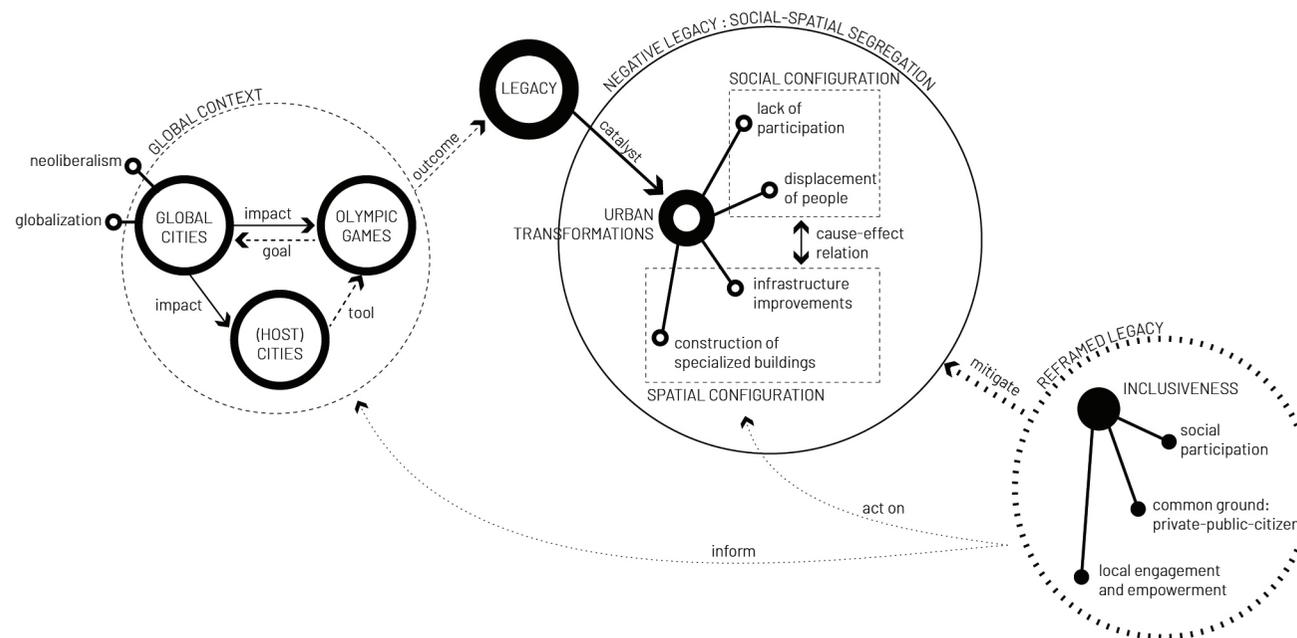
Port's financial and institutional arrangement



BRT's financial and institutional arrangement

"[...] integrated approach that combines physical and social measures, building local capacity, providing adequate financial resources"

(Schreiber & Carius, 2016, p. 324)



IV. Strategies

Principles

68/105

PHYSICAL ENVIRONMENT: improve and integrate



create new/better
connections



remove
barriers



enhance/create
green infrastructure



reorganize
physical structures

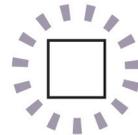


create protection
against traffic and climate

FACILITIES: enhance and create



repurpose existing
underused equipments



improve existing
functional equipments



create mixed use
equipments



create supporting
equipments



improve/create
urban furniture

IDENTITY: activate and connect



integrate
local activities



stimulate
seasonal events



create infrastructure
that support multiple uses



create
community centers



create social programmes
with community support

INSTITUTIONAL: incentive and support



flexibility on
existence of
informal activity



land lease of public land
for local community or
small enterprises
to develop



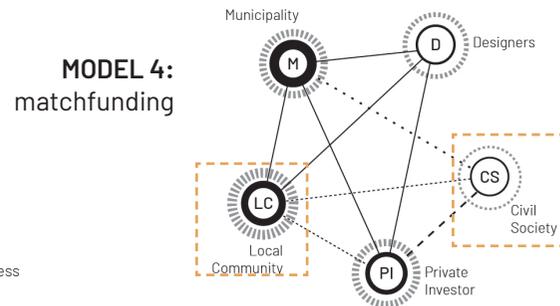
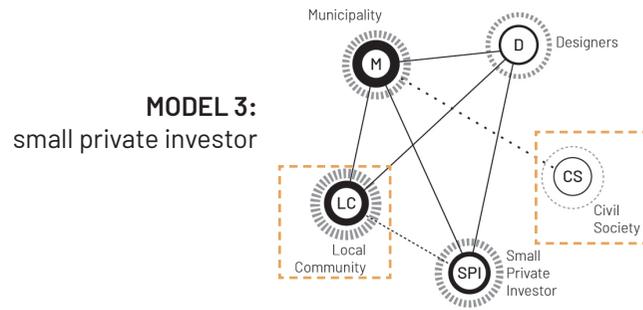
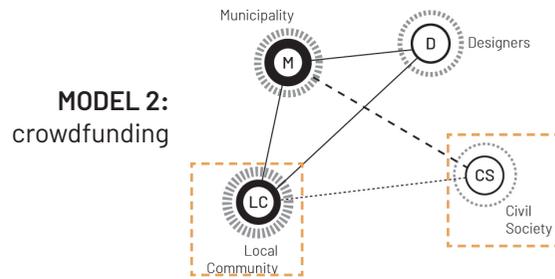
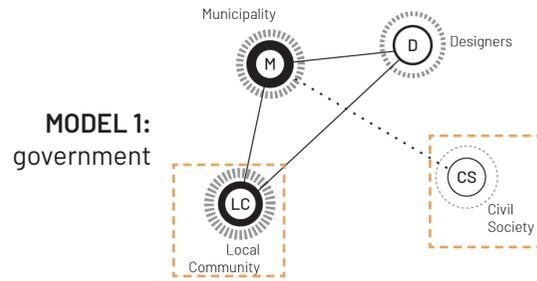
facilitate legal matters for
temporary appropriation
of spaces



tax deduction for
companies willing to
invest in local
community projects



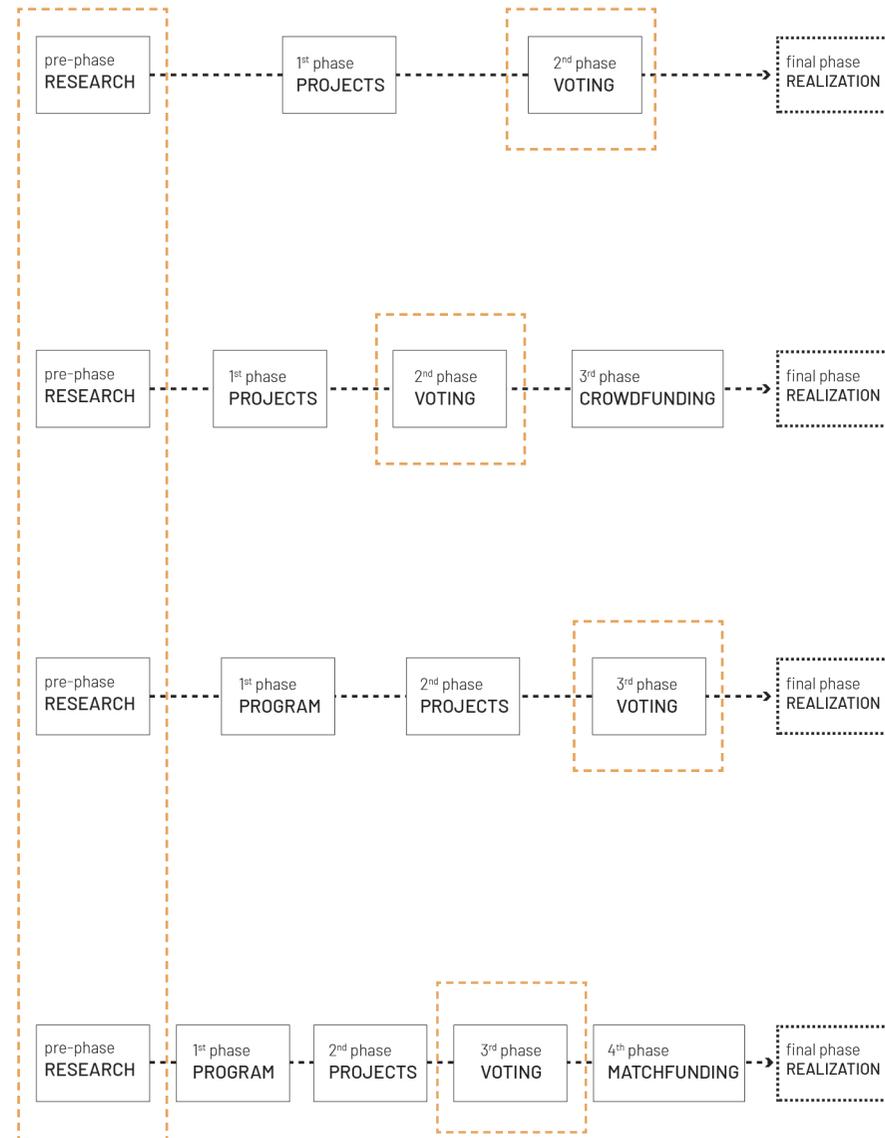
create public bidding
for development of
public spaces with the
local community



Power:
highest lowest

Interest:
highest lowest

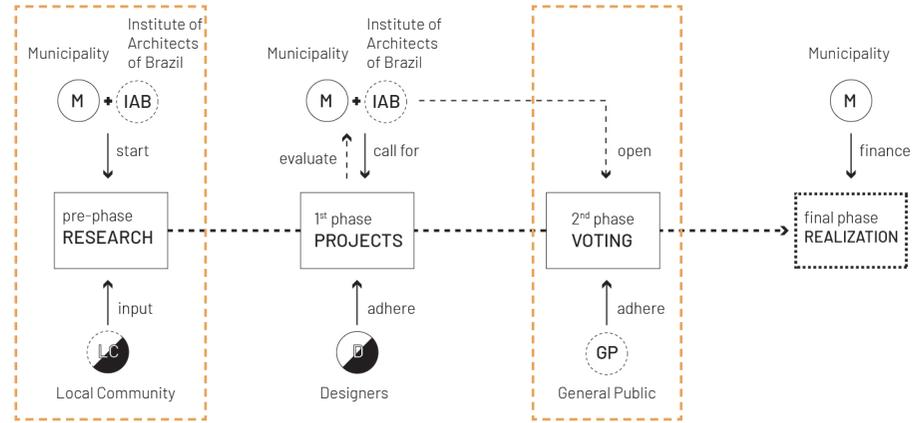
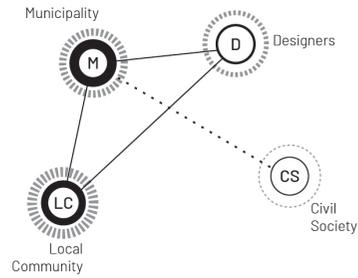
Connections:
 — direct connection
 - - direct connection via financing
 . . . direct connection via decision-making process
 indirect connection via financing



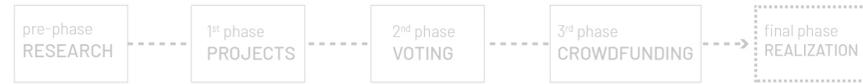
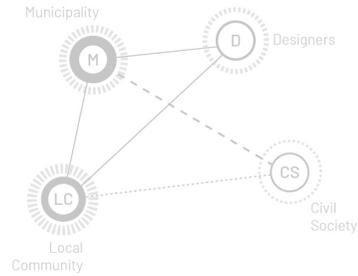
IV. Strategies

Institutional models

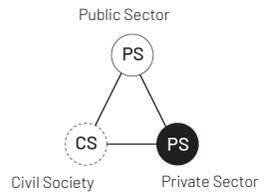
MODEL 1:
government



MODEL 2:
crowdfunding



MODEL 3:
small private investor

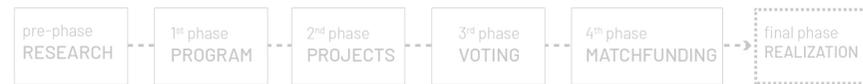
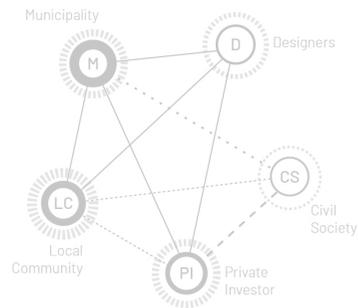


Power:
highest lowest

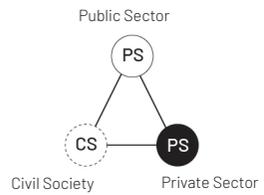
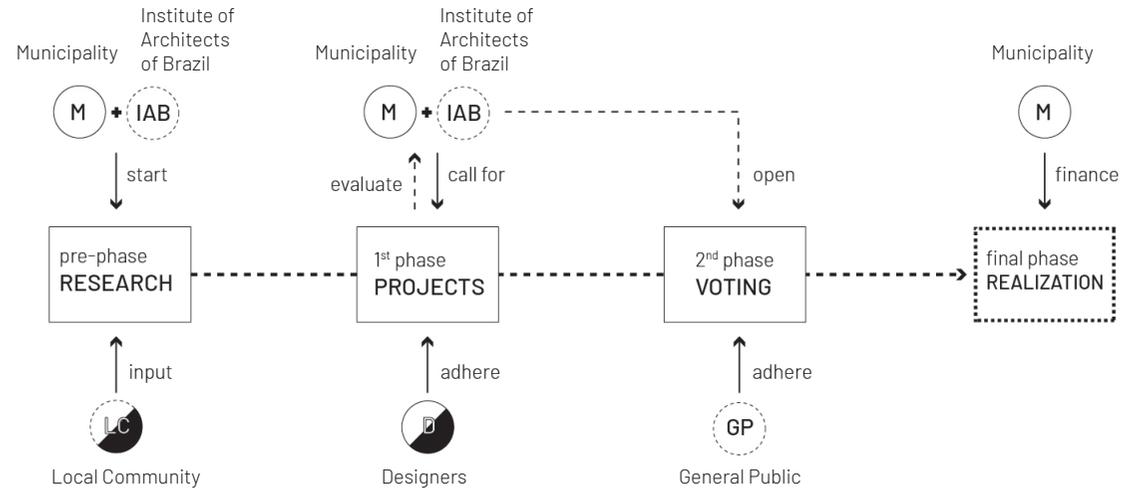
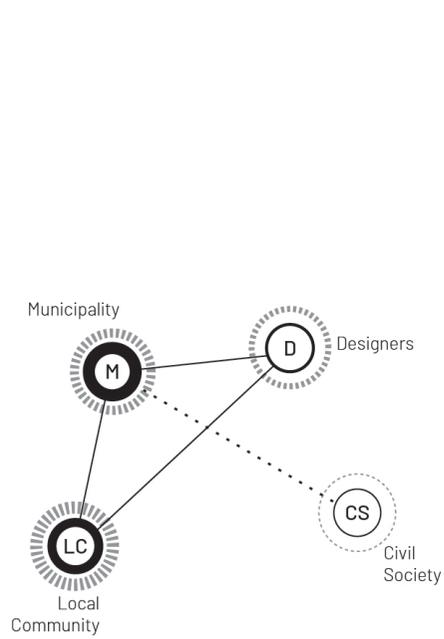
Interest:
highest lowest

Connections:
 — direct connection
 - - direct connection via financing
 . . . direct connection via decision-making process
 indirect connection via financing

MODEL 4:
matchfunding



MODEL 1:
government

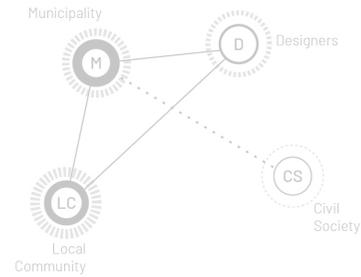


Power:
highest lowest

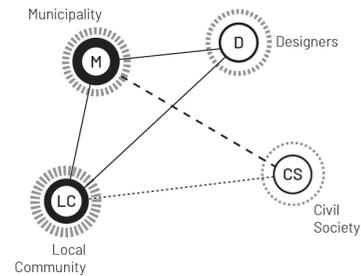
Interest:
highest lowest

Connections:
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MODEL 1:
government



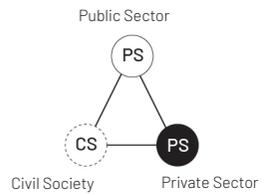
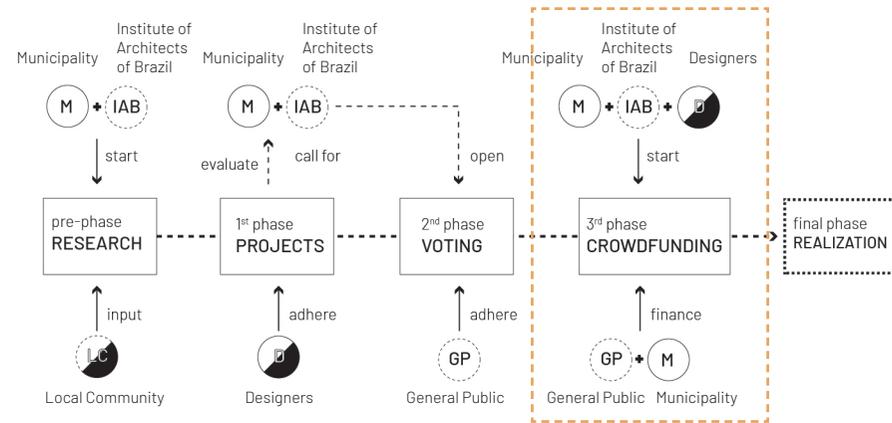
MODEL 2:
crowdfunding



MODEL 3:
small private investor



MODEL 4:
matchfunding

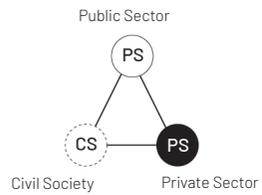
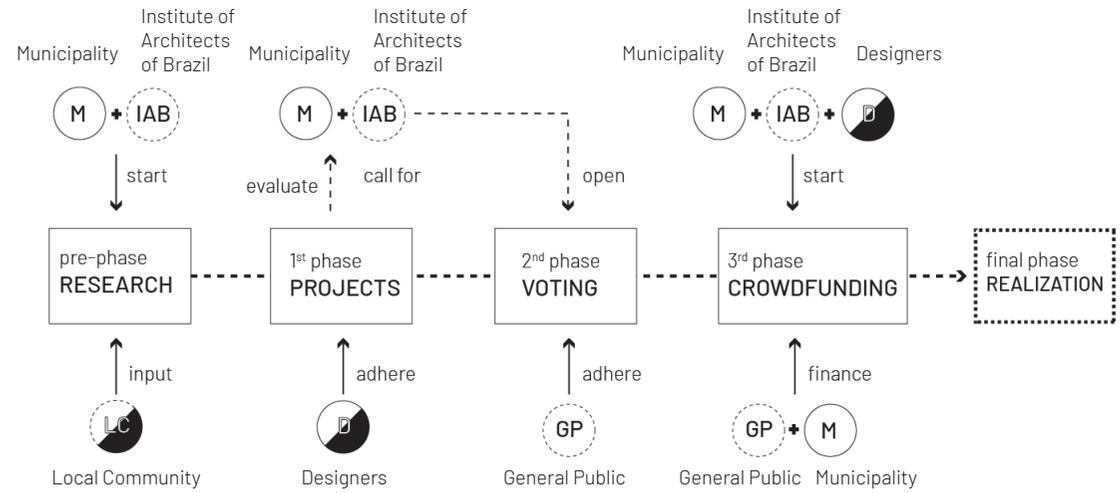
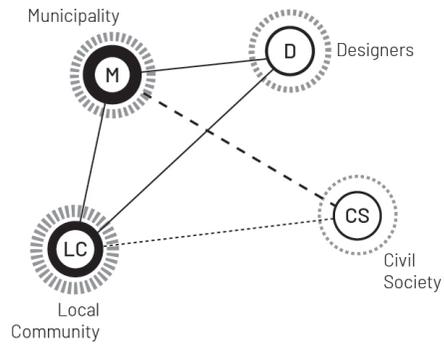


Power:
highest lowest

Interest:
highest lowest

Connections:
 — direct connection
 - - direct connection via financing
 . . . direct connection via decision-making process
 indirect connection via financing

MODEL 2:
crowdfunding



Power:
highest lowest

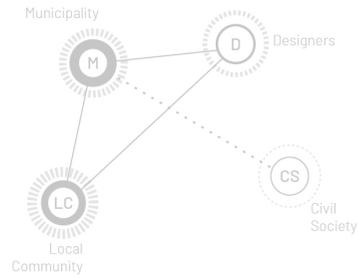
Interest:
highest lowest

Connections:
 — direct connection
 - - direct connection via financing
 . . . direct connection via decision-making process
 indirect connection via financing

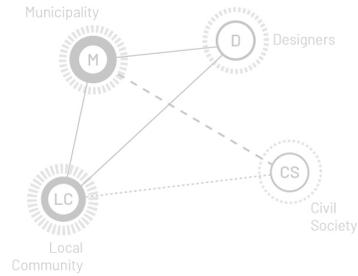


by Teto Brasil/Divulgação | Retrieved from <https://casavogue.globo.com/Arquitetura/Casas/noticia/2019/07/ong-constroi-casas-emergenciais-para-comunidades.html>

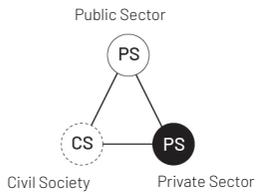
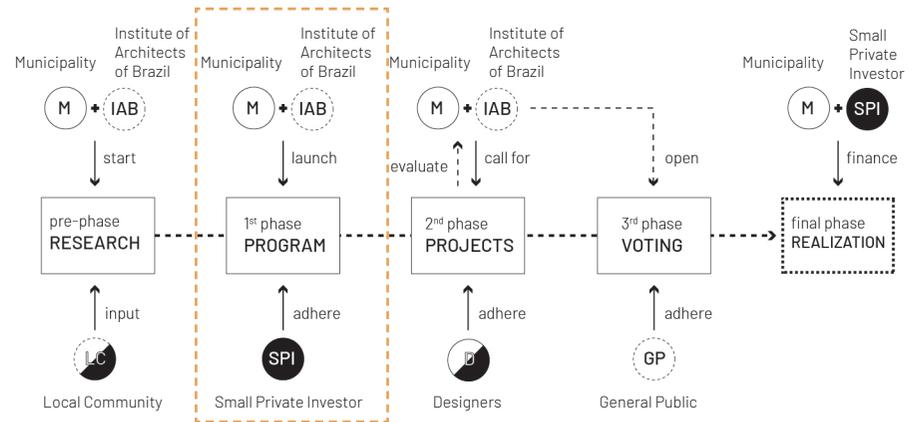
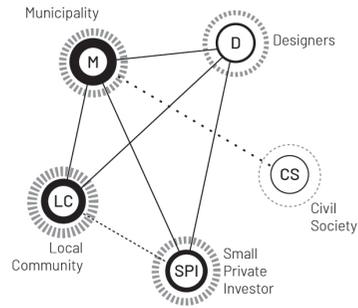
MODEL 1:
government



MODEL 2:
crowdfunding



MODEL 3:
small private investor

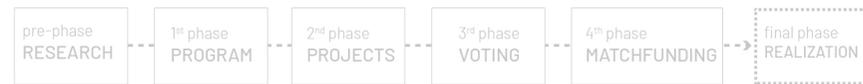
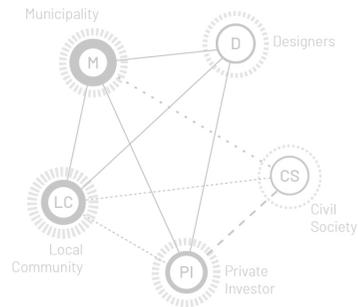


Power:
highest lowest

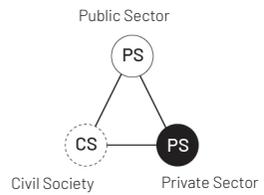
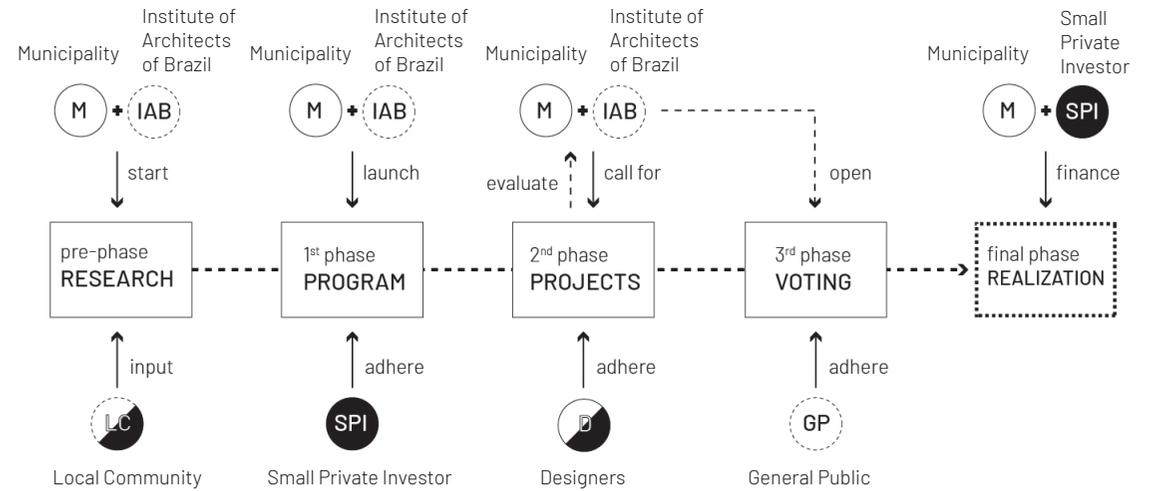
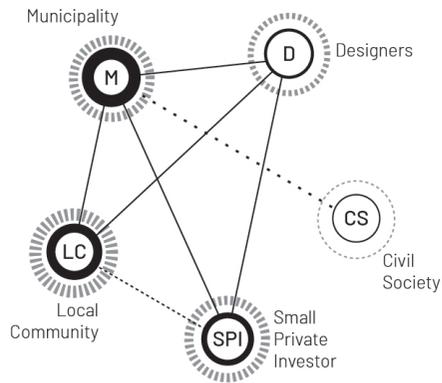
Interest:
highest lowest

Connections:
 — direct connection
 - - direct connection via financing
 . . . direct connection via decision-making process
 indirect connection via financing

MODEL 4:
matchfunding



MODEL 3:
small private investor

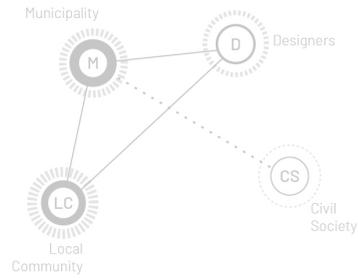


Power:
highest lowest

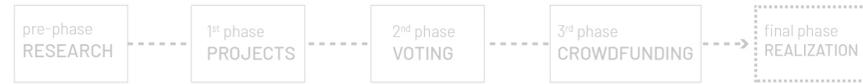
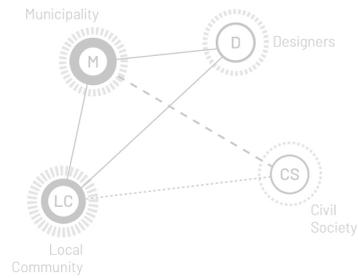
Interest:
highest lowest

Connections:
 — direct connection
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 indirect connection via financing

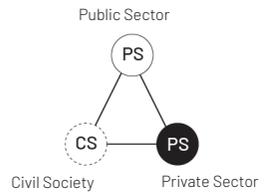
MODEL 1:
government



MODEL 2:
crowdfunding



MODEL 3:
small private investor

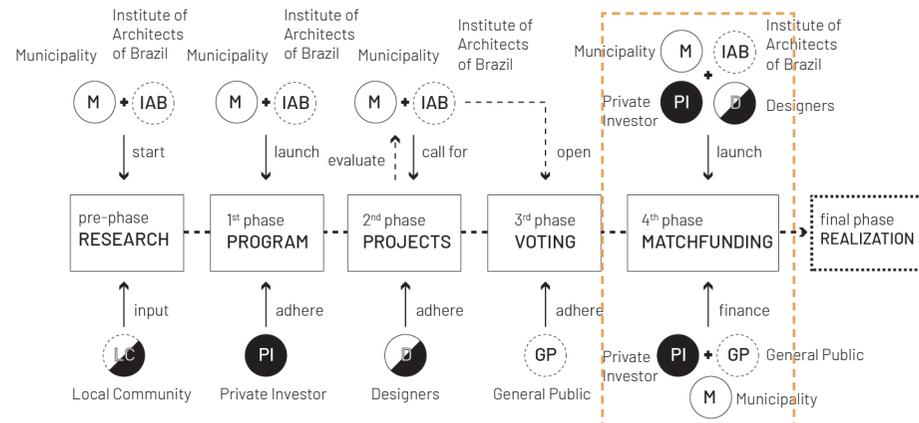
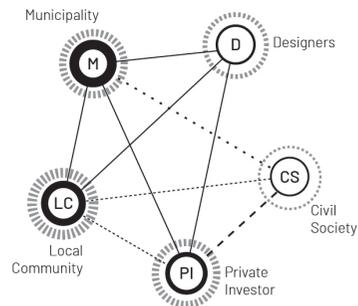


Power:
highest lowest

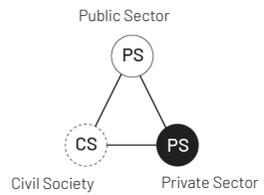
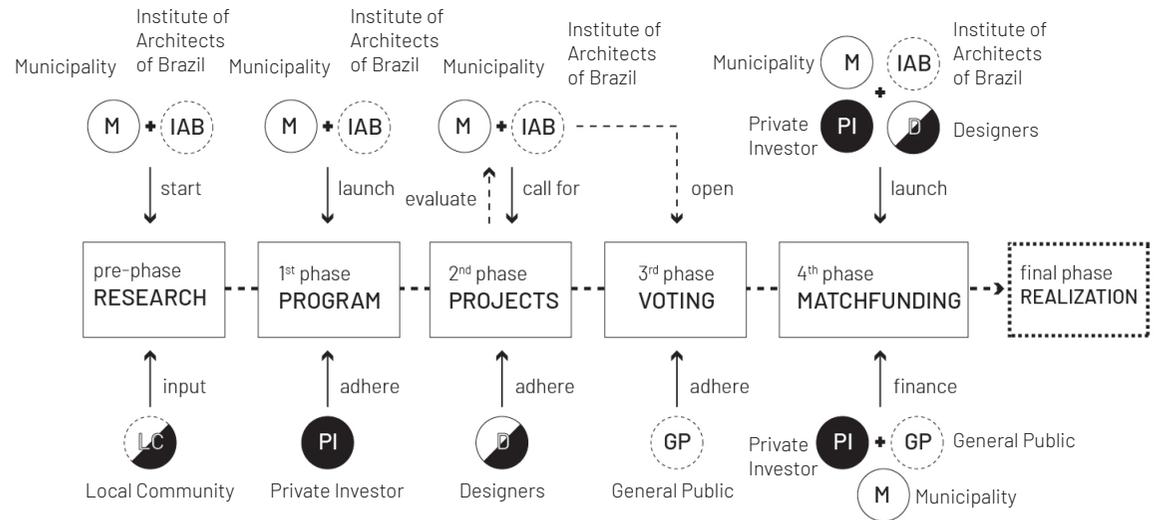
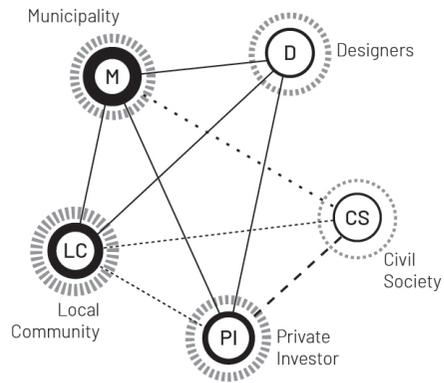
Interest:
highest lowest

Connections:
— direct connection
- - direct connection via financing
... direct connection via decision-making process
..... indirect connection via financing

MODEL 4:
matchfunding



MODEL 4:
matchfunding



Power:
highest lowest

Interest:
highest lowest

Connections:
 — direct connection
 - - direct connection via financing
 . . . direct connection via decision-making process
 indirect connection via financing

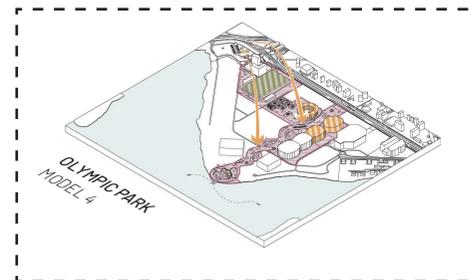
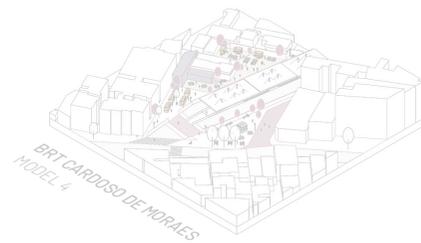
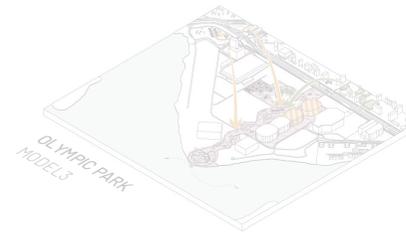
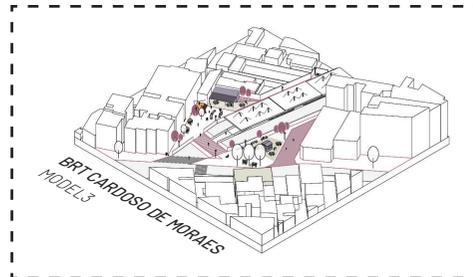
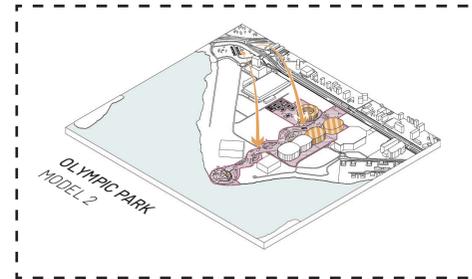
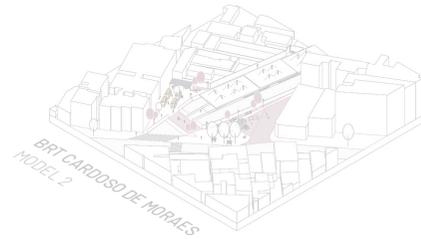
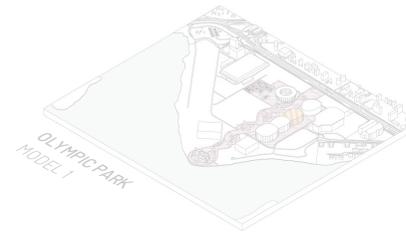
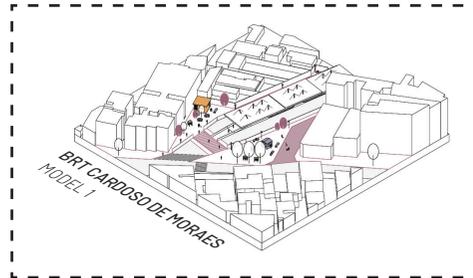


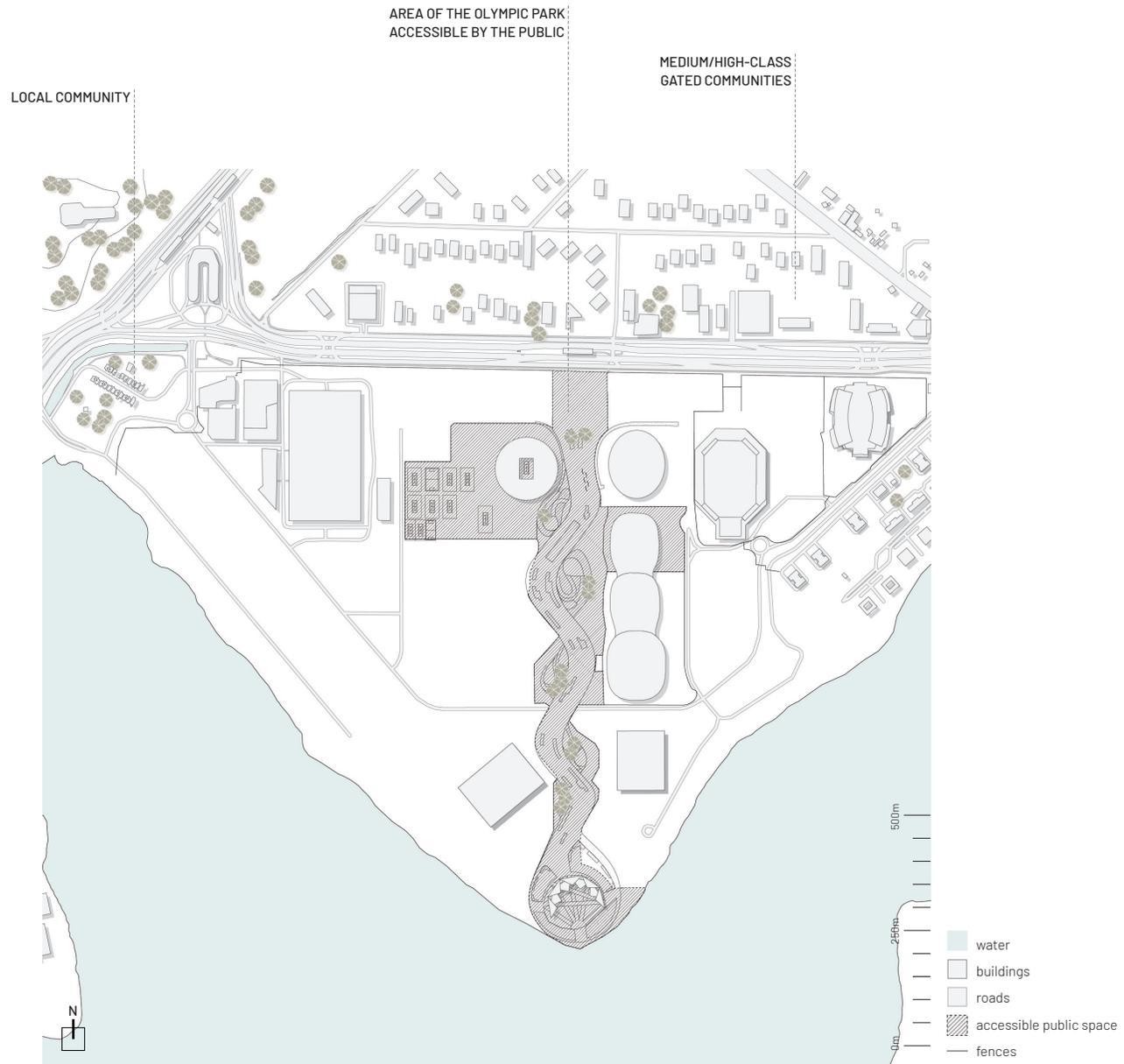
The image is a promotional graphic for the Matchfunding BNDÉS+ Patrimônio Cultural 2020 campaign. It features a background of a narrow, colorful street in a Brazilian favela. In the top left, a diagram shows a person icon connected to a 'PARTNER INVESTOR' circle, which then points to a lightbulb icon, symbolizing investment in ideas. The text 'EDIÇÃO 2020' is in a green banner. The main title 'Matchfunding BNDÉS+' is in large white letters, with a green plus sign. Below it, 'PATRIMÔNIO CULTURAL' is written in white. At the bottom, a white text box contains the campaign message: 'Participe do matchfunding que vai triplicar a arrecadação de projetos que deixem legado para o patrimônio cultural brasileiro! Para cada R\$1 arrecadado, o BNDÉS coloca + R\$2.'



Location of cases

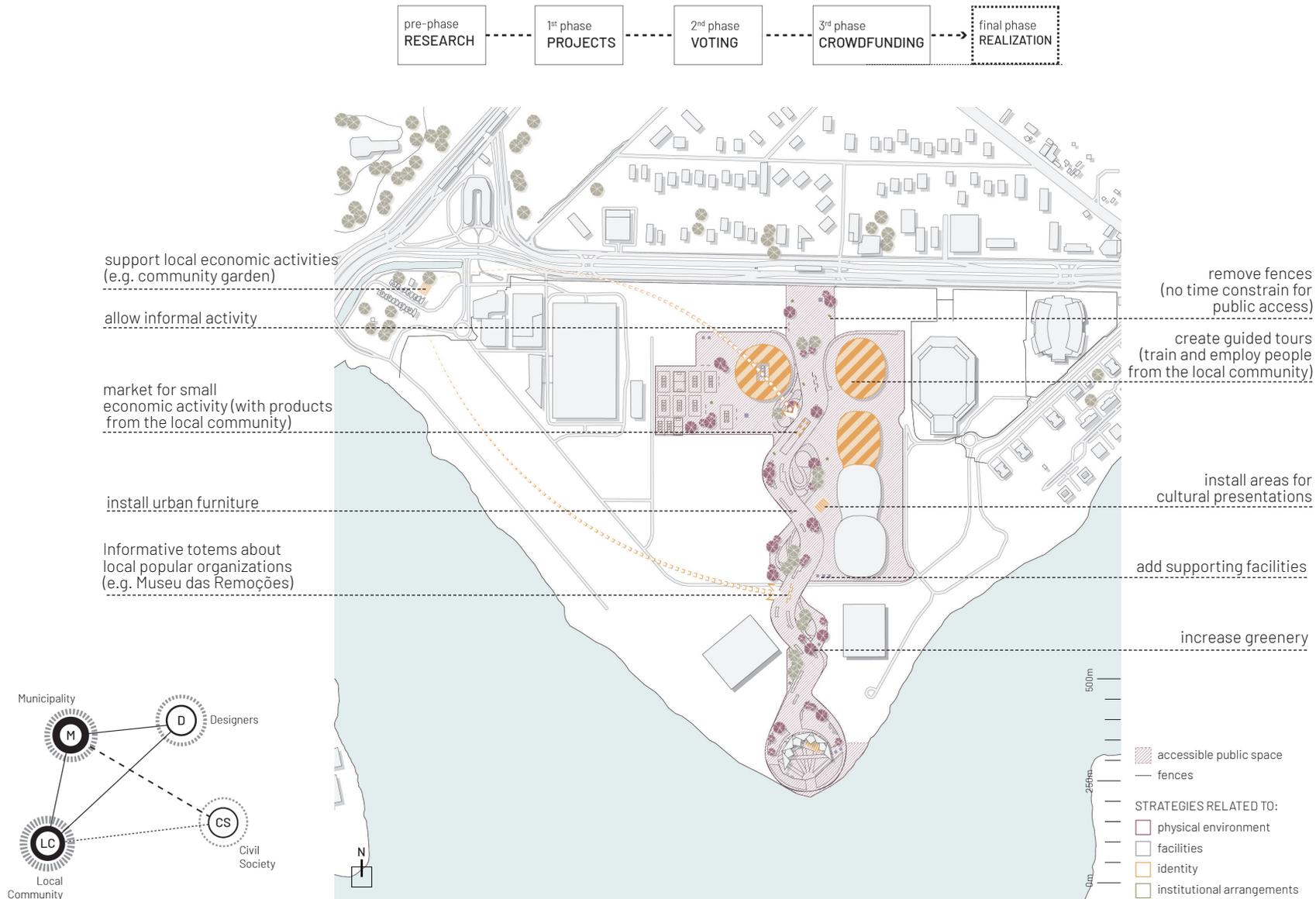
Source: author, based on DataRio, Geofabriek, INEA, IPP



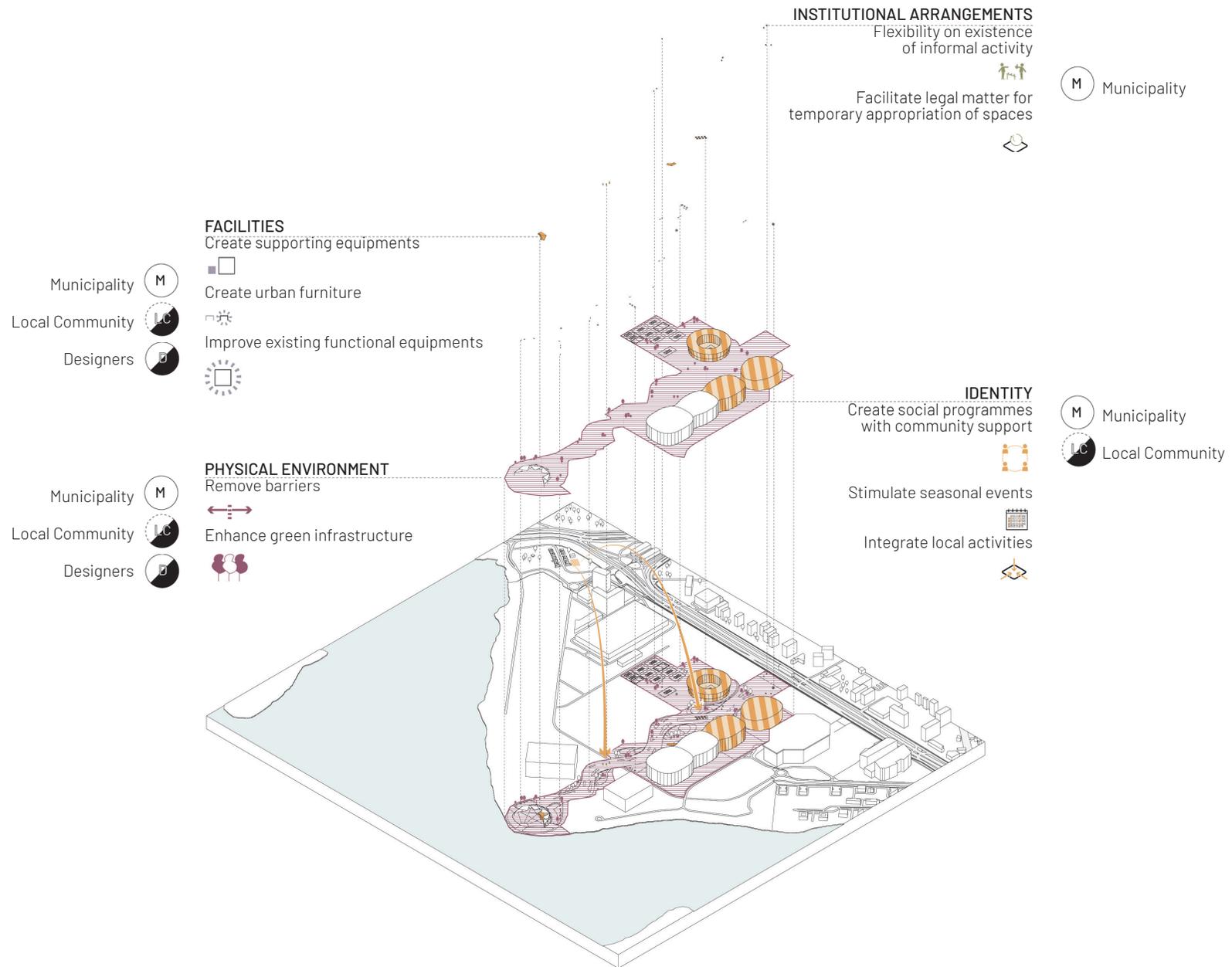


Olympic Park: current situation

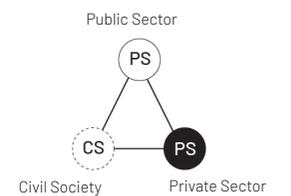
Sources: author, based on DataRio, Geofabrik, INEA

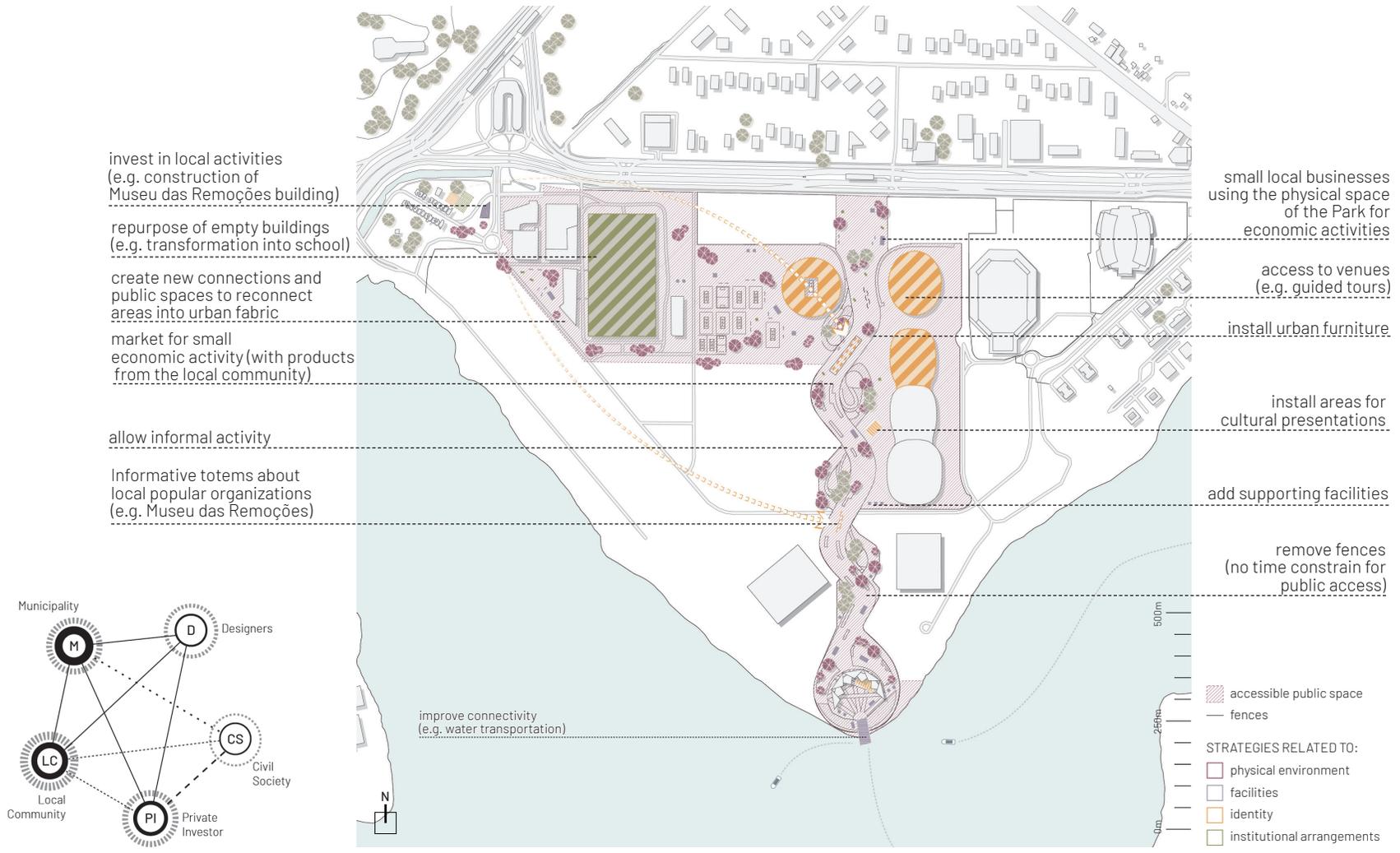
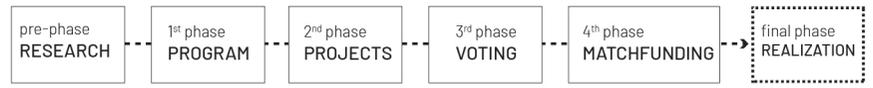


Olympic Park: model 2 - crowdfunding
Sources: author, based on DataRio, Geofabriek, INEA

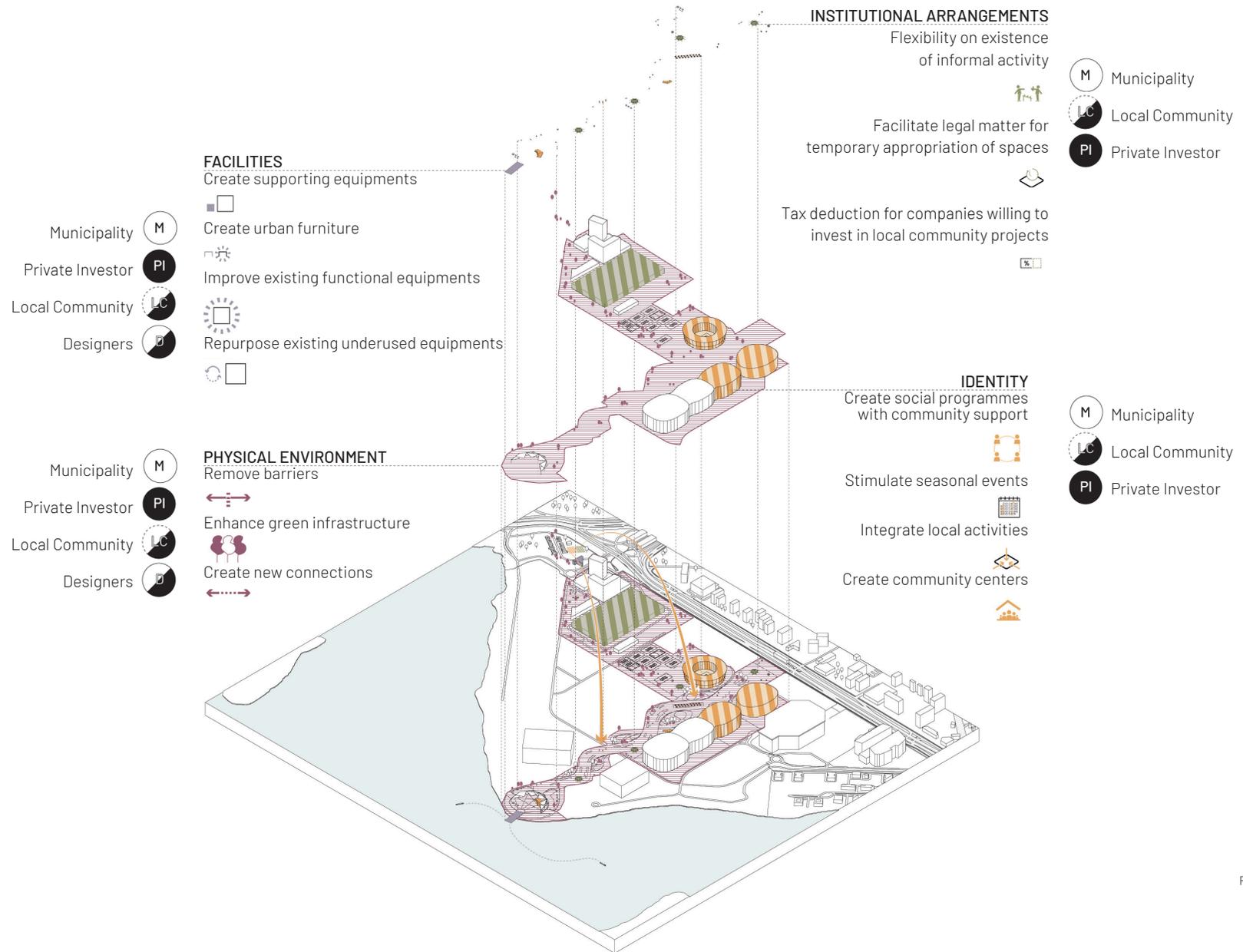


Olympic Park: model 2 - crowdfunding
Sources: author, based on DataRio, Geofabrik, INEA

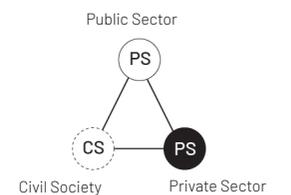


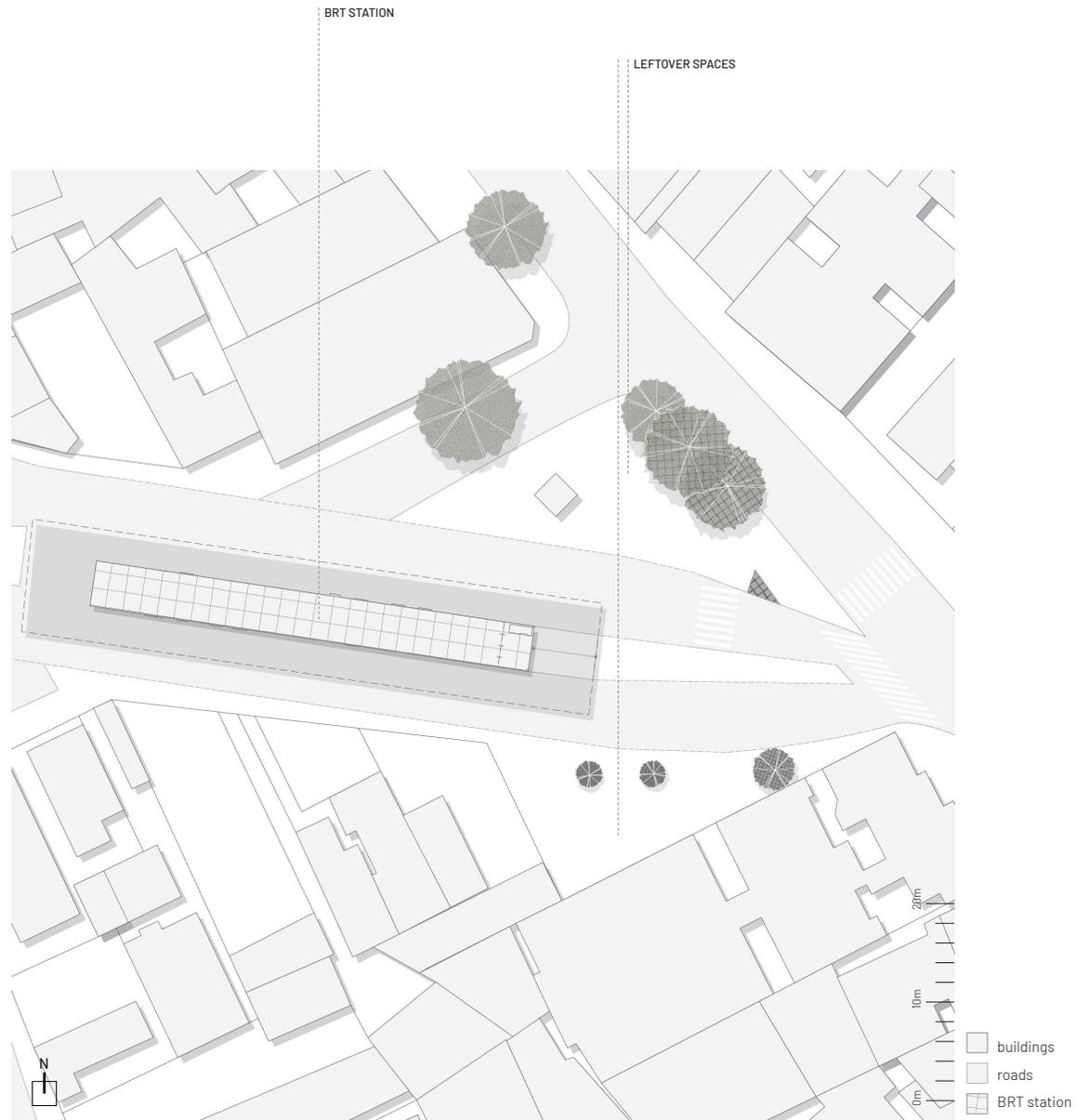


Olympic Park: model 4 - matchfunding
Sources: author, based on DataRio, Geofabrik, INEA

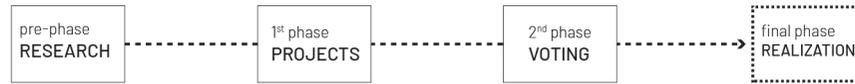


Olympic Park: model 4 - matchfunding
 Sources: author, based on DataRio, Geofabriek, INEA

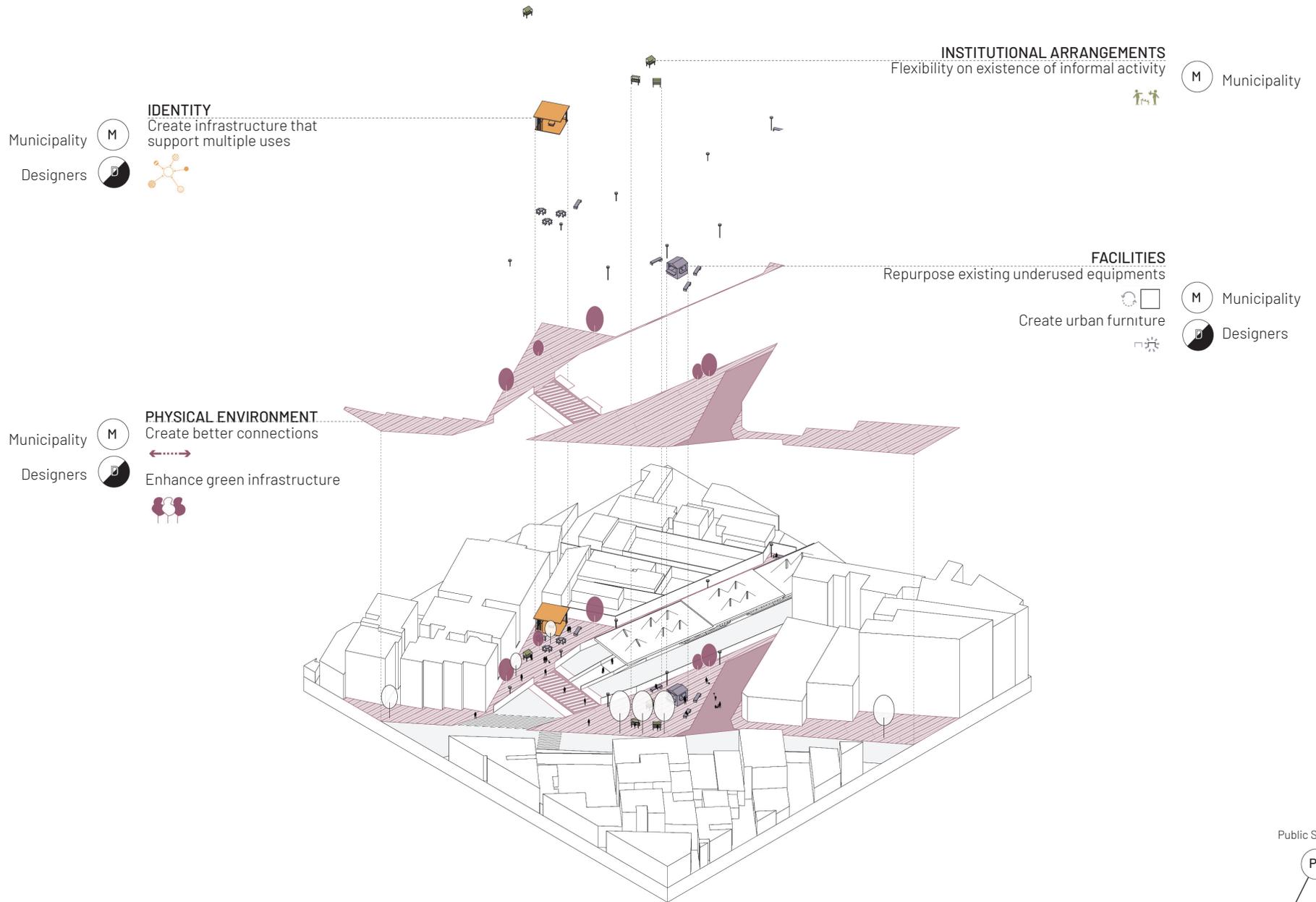




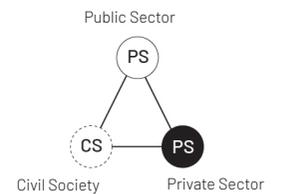
BRT station Cardoso de Moraes: current situation
Sources: author, based on DataRio, Geofabrik, INEA

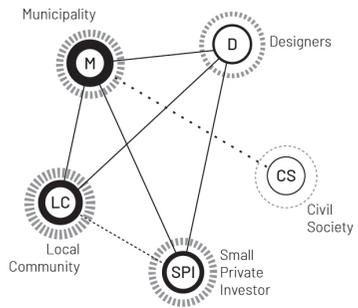
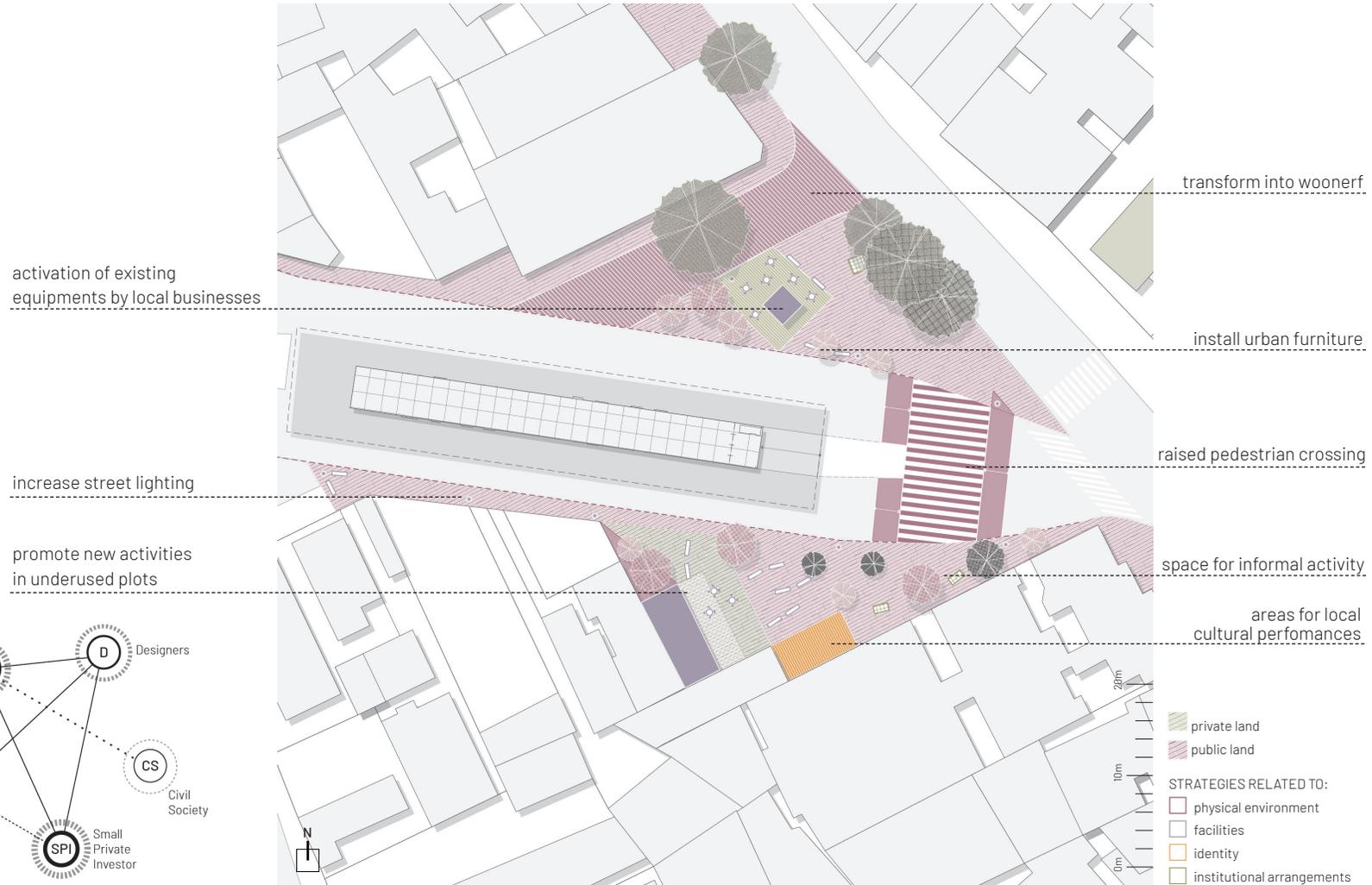


BRT station Cardoso de Moraes: model 1 – government
 Sources: author, based on DataRio, Geofabriek, INEA

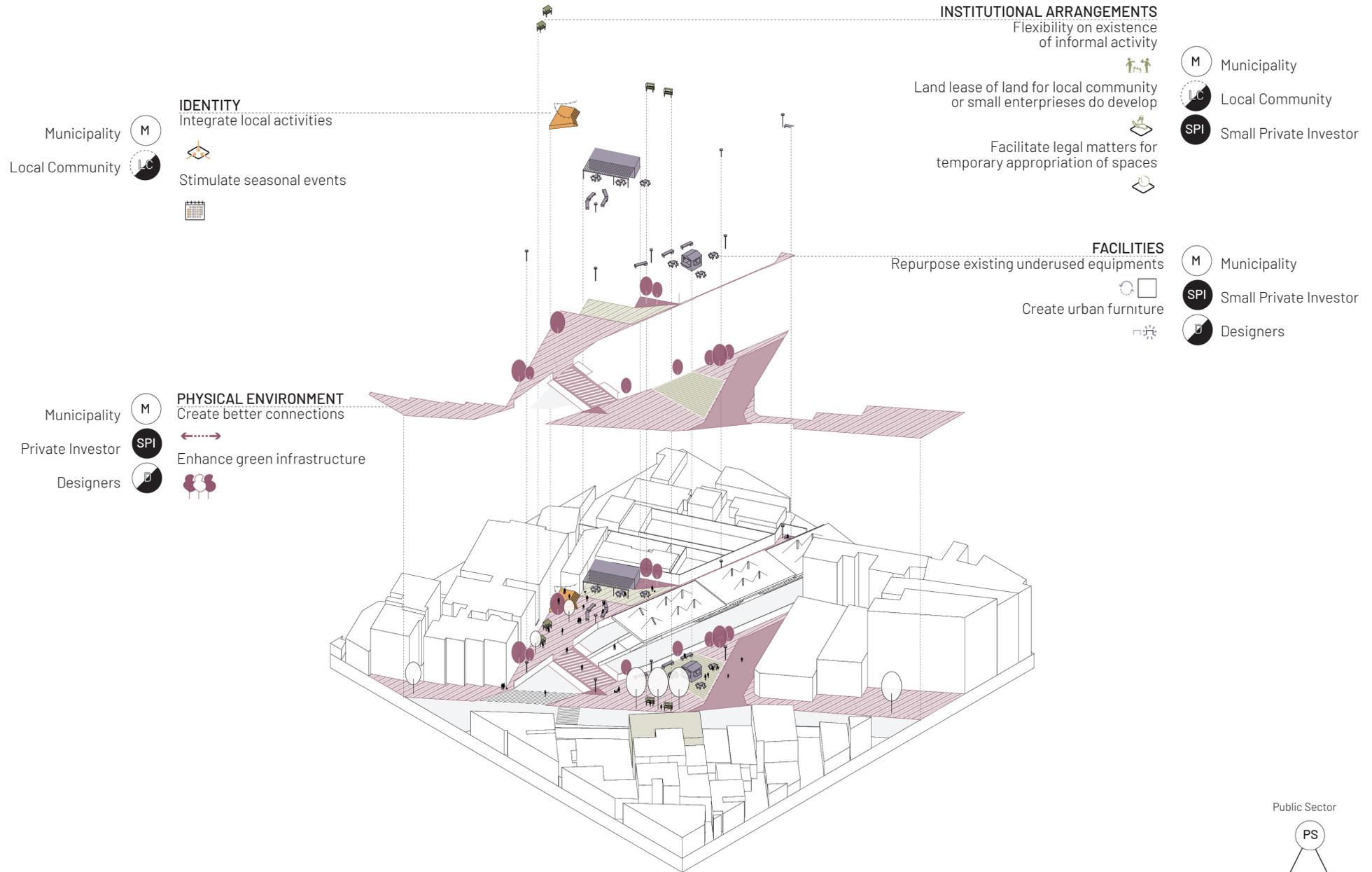


BRT station Cardoso de Moraes: model 1 - government
Sources: author, based on DataRio, Geofabrik, INEA

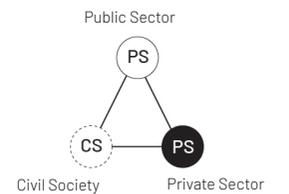




BRT station Cardoso de Moraes: model 3 - small private investor
Sources: author, based on DataRio, Geofabrik, INEA



BRT station Cardoso de Moraes: model 3 - small private investor
Sources: author, based on DataRio, Geofabrik, INEA



I. Framework

the Olympics in the segregated city

II. Analysis: Process

from the Olympic dream to the legacy

III. Analysis: Context

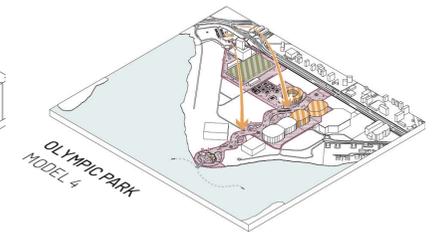
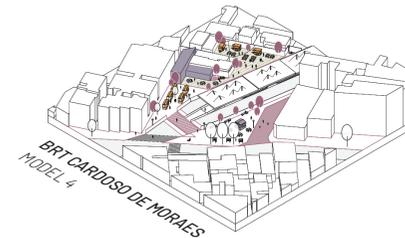
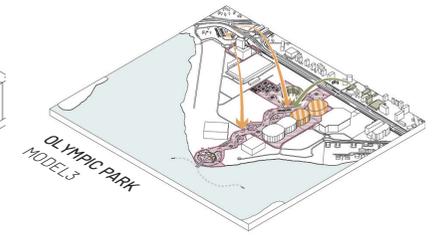
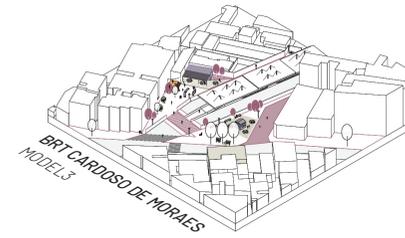
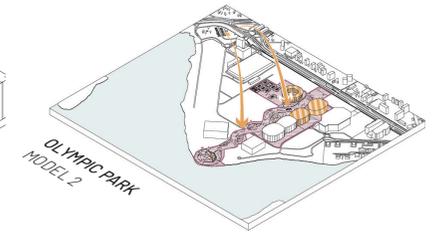
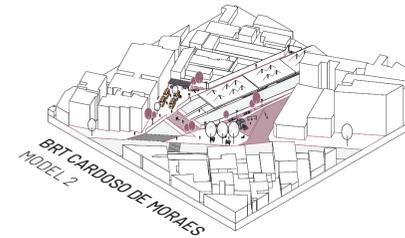
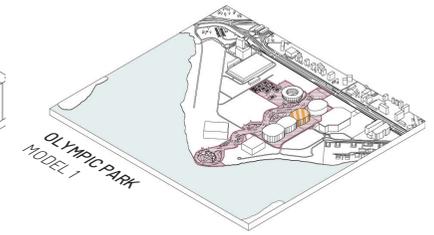
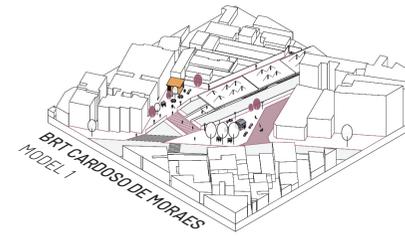
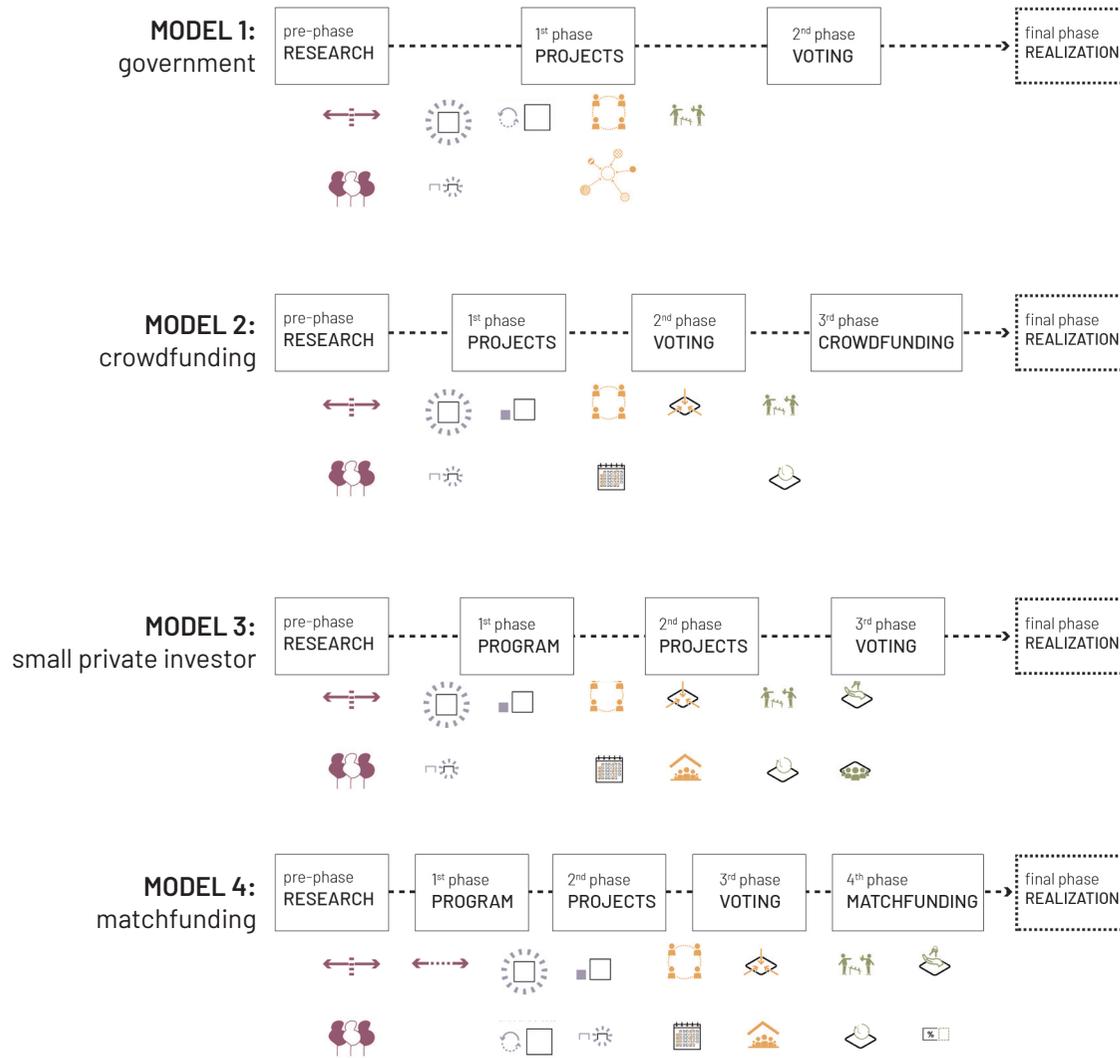
finding challenges and opportunities

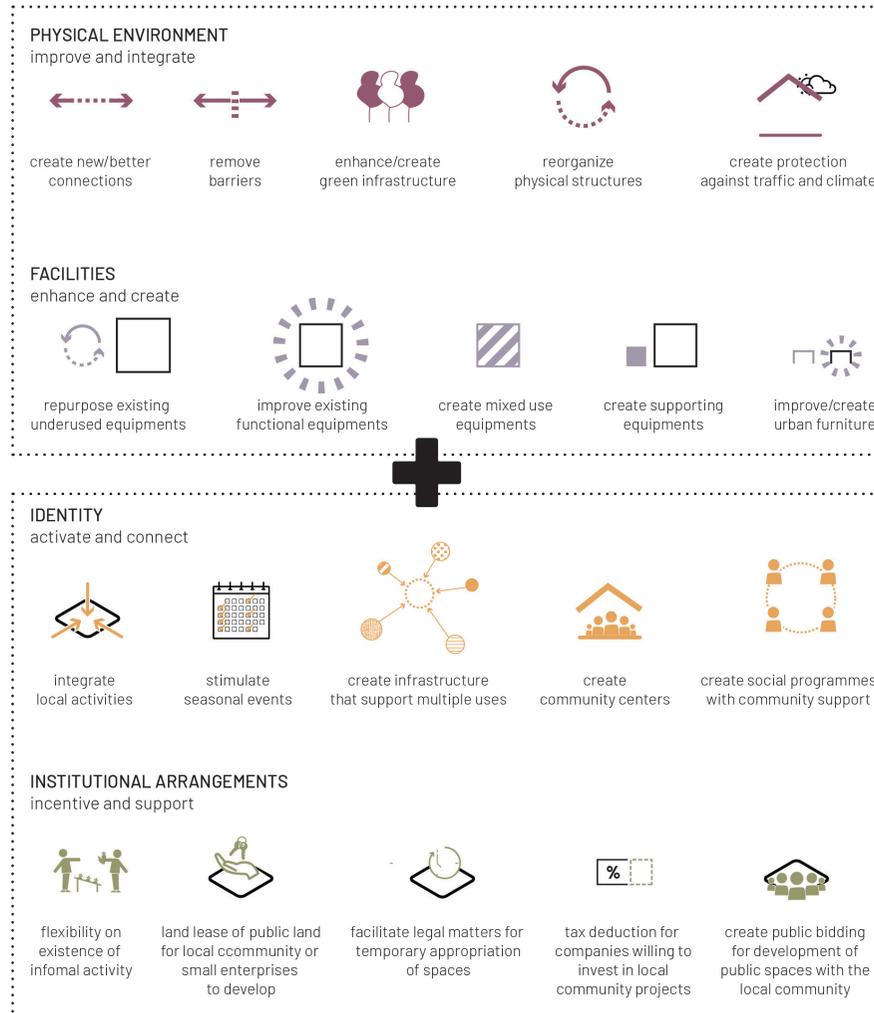
IV. Strategies

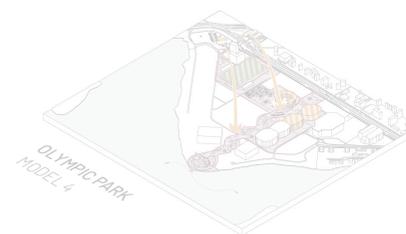
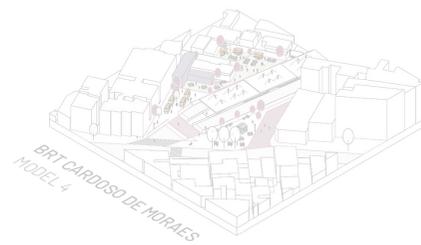
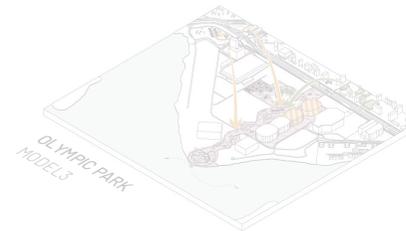
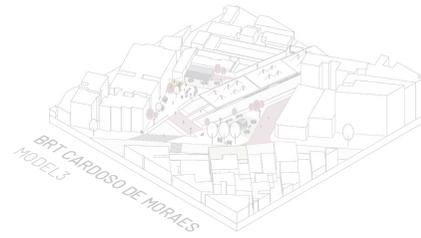
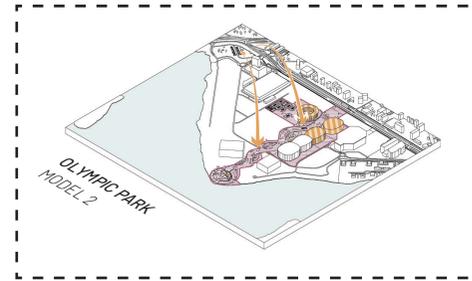
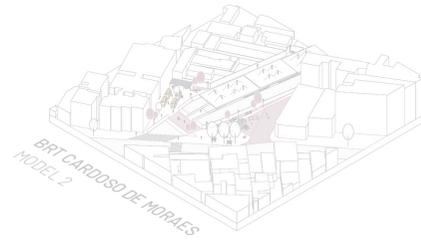
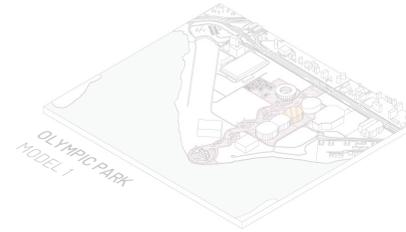
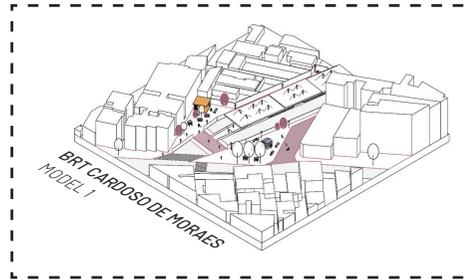
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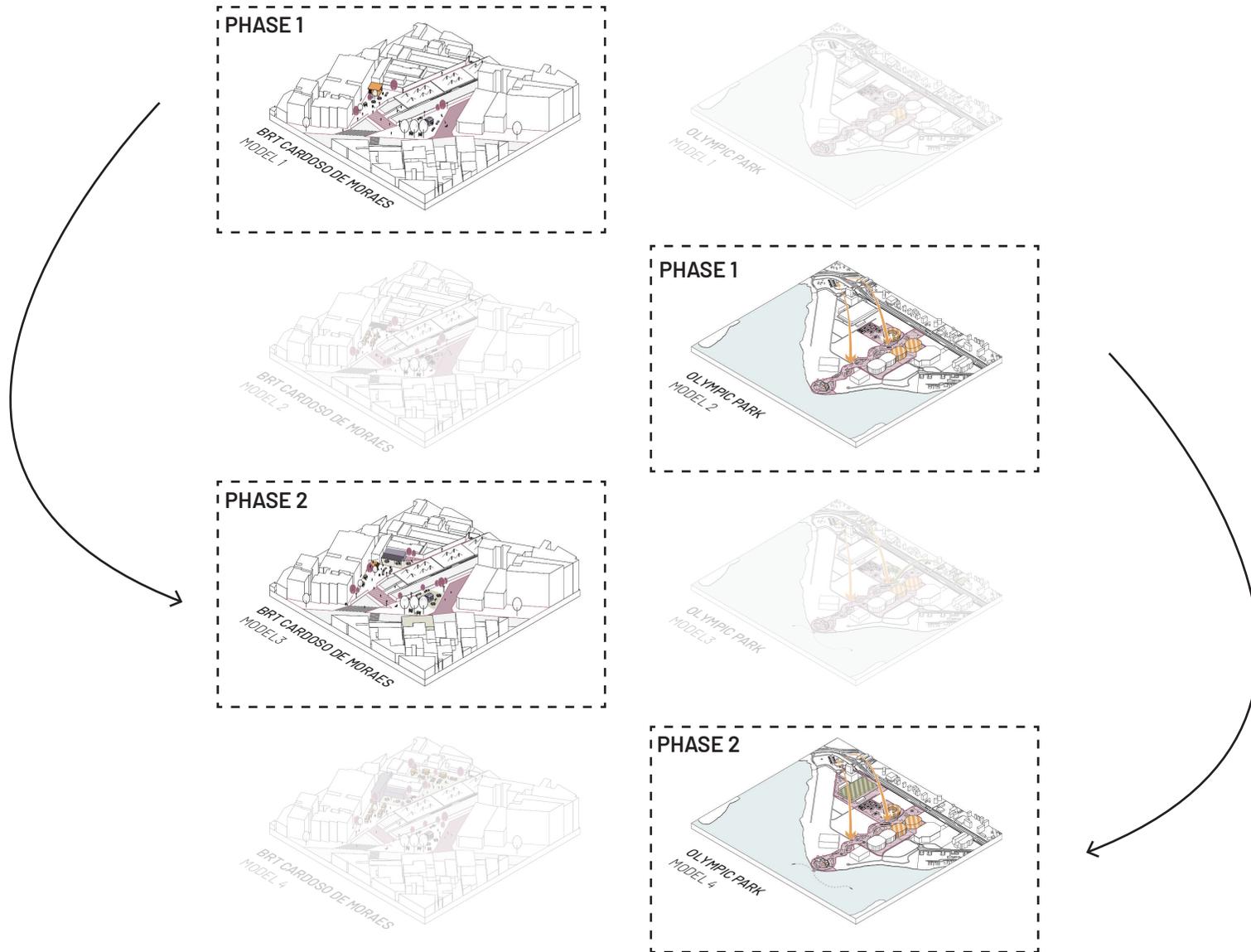
V. Conclusions

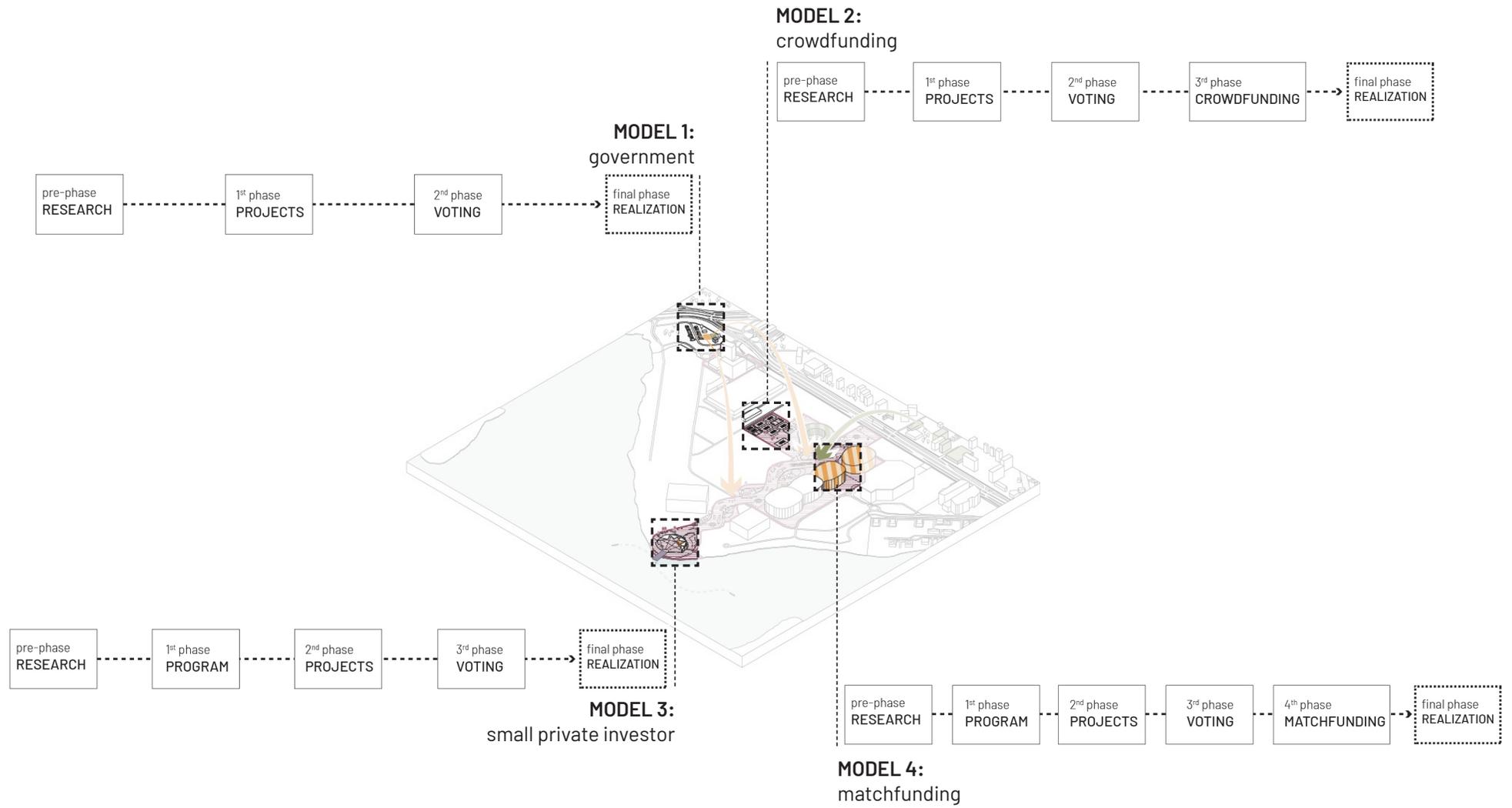
design assessment and reflection

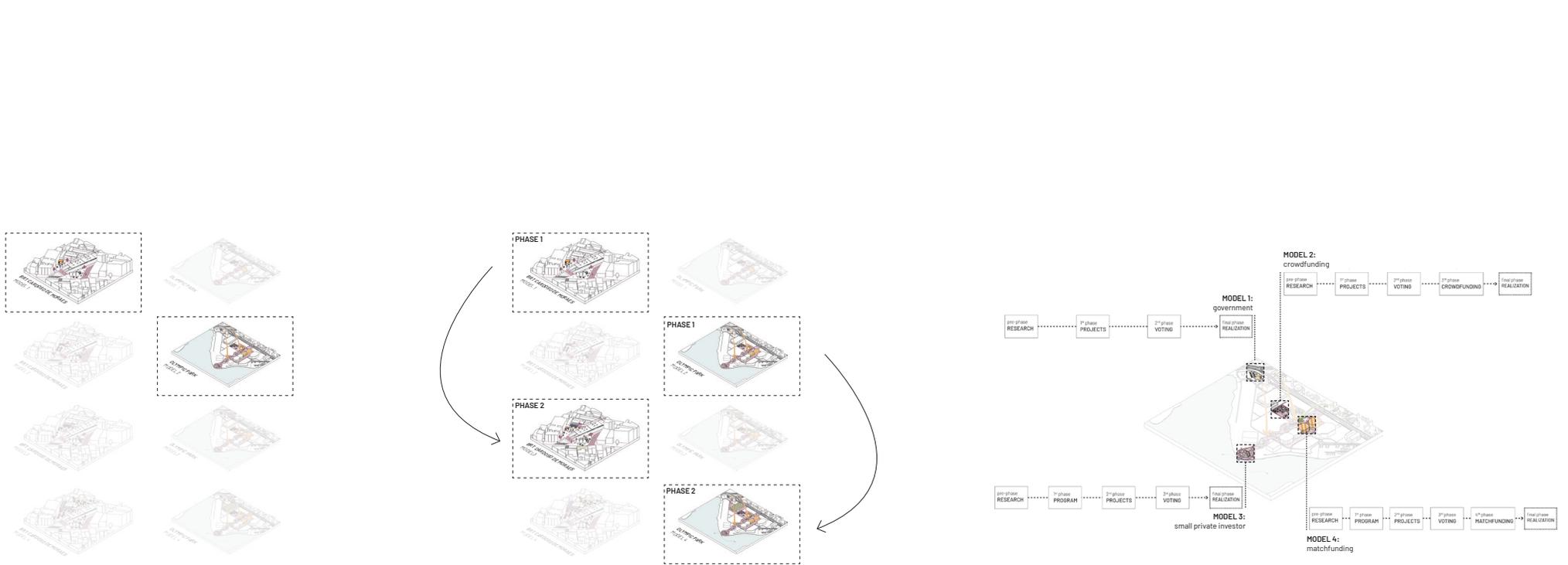












Absence of social participation and abrupt measures

by Mario Tama (Getty Images) | Retrieved from <https://www.latimes.com/world/mexico-americas/la-fg-olympic-land-grab-slider-htlstory.html>

Spaces detached from the local reality

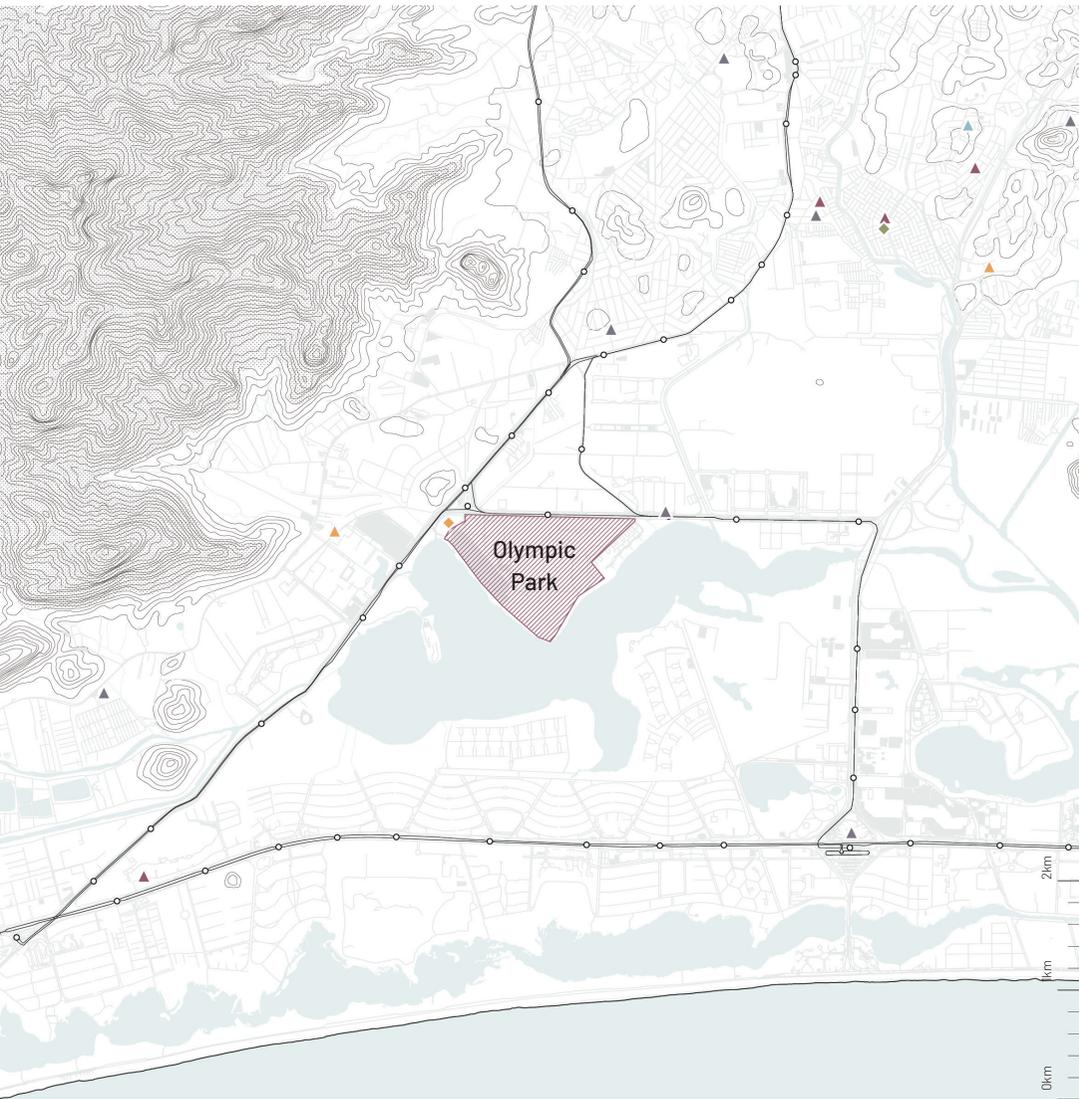
by Natalia da Luz | Retrieved from <http://www.pordentrodafrica.com/videos/cais-do-valongo-no-rio-de-janeiro-e-eleito-patrimonio-da-humanidade>

Fragmented spaces

Retrieved from Google Street View 2019

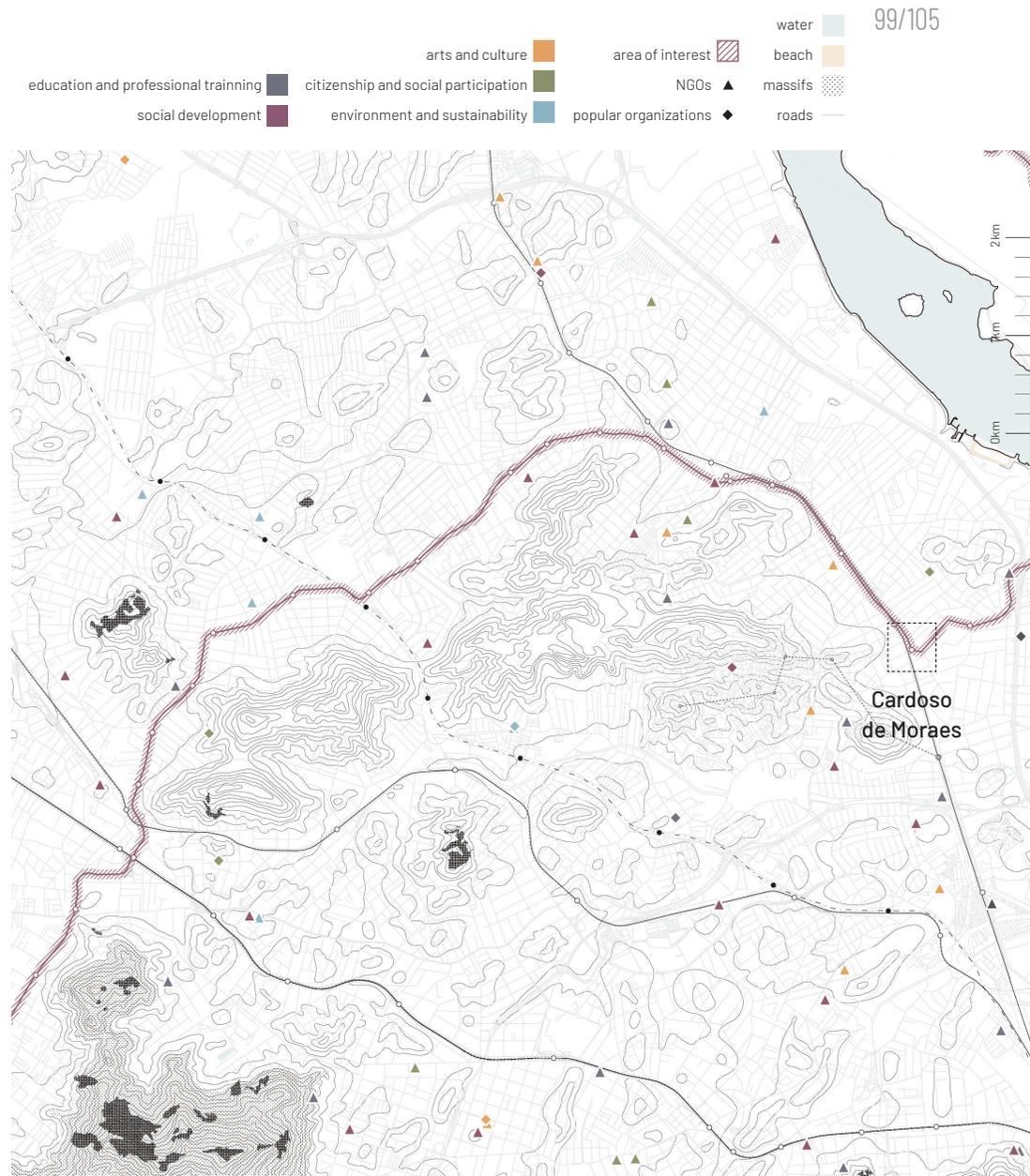
V. Conclusions

Scalability



NGOs and popular organizations close to the Olympic Park

Source: author, based on DataRio, Geofabrik, INEA, participation map from Casa Fluminense and atados NGOs map



NGOs and popular organizations close to the Transcarioca BRT line

Source: author, based on DataRio, Geofabrik, INEA, participation map from Casa Fluminense and atados NGOs map

V. Conclusions

Transferability

- Olympic areas for
- ▲ NGOs
- ◇ popular organizations
- ferry stations
- ✈ airports
- ~ train
- main roads
- - - metro
- · · · · tram
- transportation stations
- BRTs
- cable cars
- area of influence of BRT station
- area of influence of Olympic Park



Locations of implementation of strategies

Source: author, based on DataRio, Geofabrick, INEA, IPP, participation map from Casa Fluminense and atados NGOs map

V. Conclusions

Transferability

■ Olympic areas

- ▲ NGOs
- ◇ popular organizations
- ⊙ ferry stations

- ✈ airports
- train
- main roads
- metro
- tram
- transportation stations

- BRTs
- cable cars
- area of influence of Transcarioca's stations: 1st phase
- area of influence of Transcarioca's stations: 2nd phase
- area of influence of Transcarioca's stations: 3rd phase
- area of influence of Olympic Park
- area of influence of BRT lines
- area of influence of Olympic sites

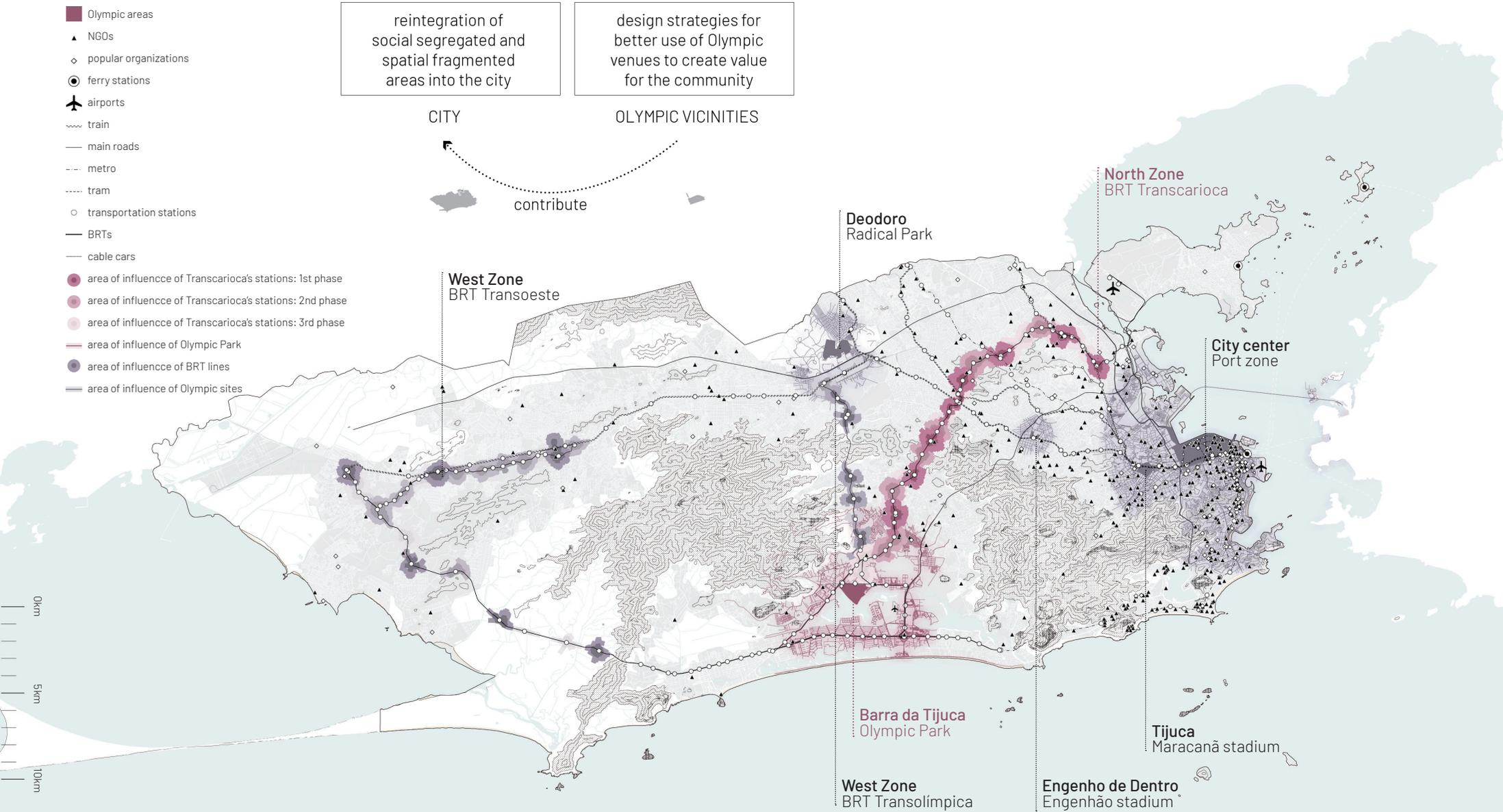
reintegration of social segregated and spatial fragmented areas into the city

design strategies for better use of Olympic venues to create value for the community

CITY

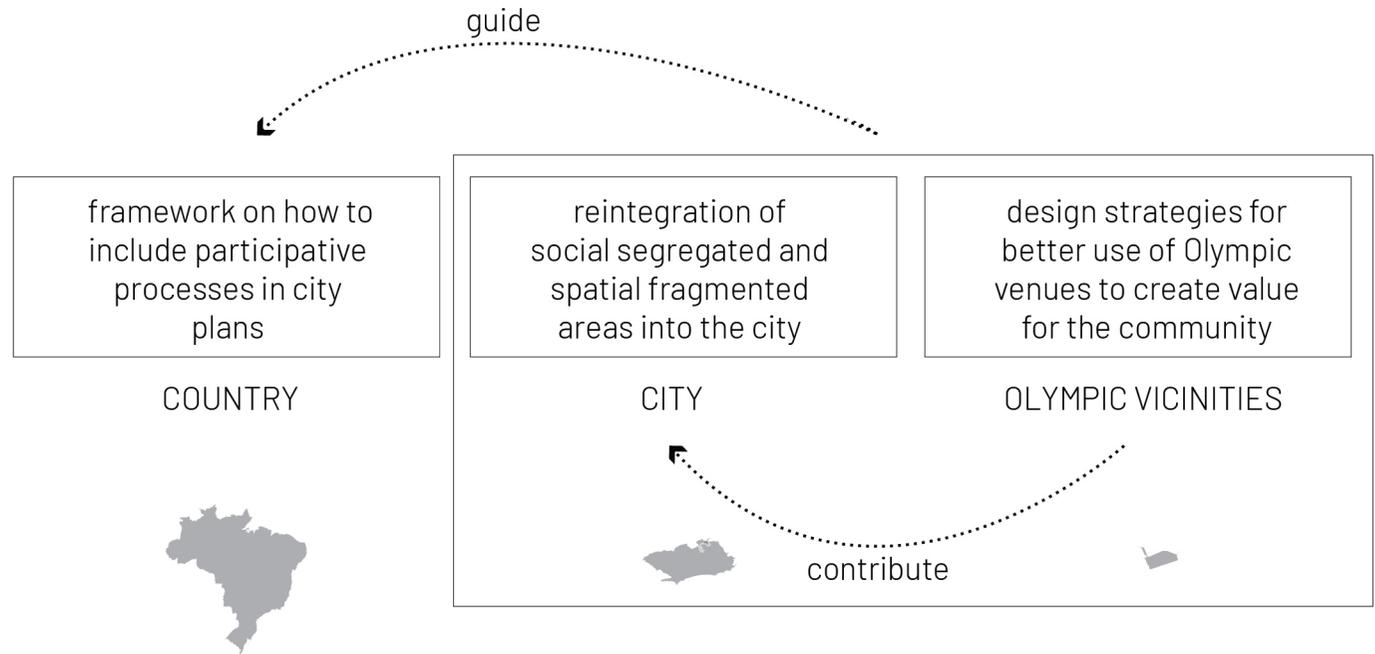
OLYMPIC VICINITIES

contribute



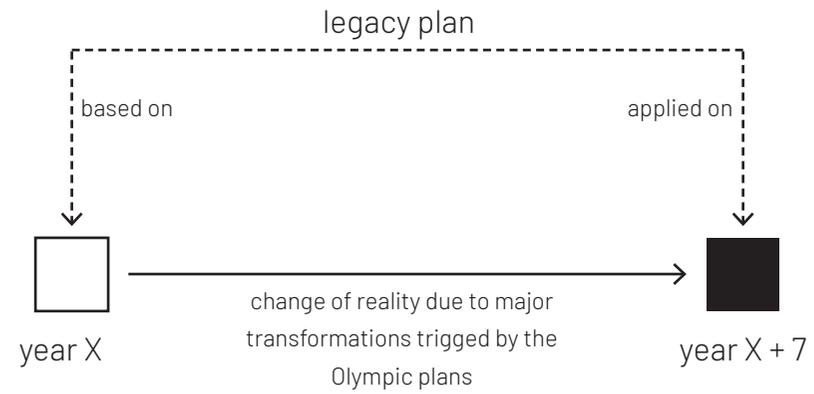
Perspective on locations for implementation of strategies throughout the city

Source: author, based on DataRio, Geofabriek, INEA, IPP, participation map from Casa Fluminense and atados NGOs map



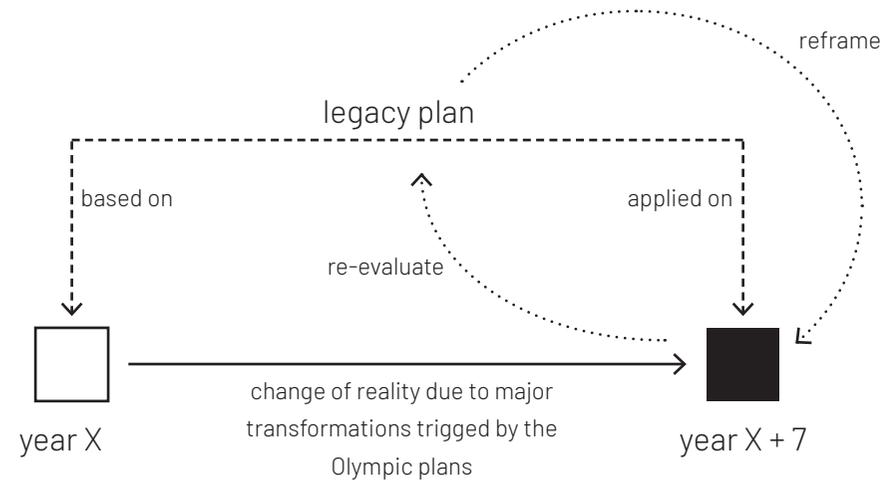
awareness of the importance
of including a re-evaluation of
the legacy plans in the
post-event period

GLOBAL CONTEXT



awareness of the importance
of including a re-evaluation of
the legacy plans in the
post-event period

GLOBAL CONTEXT



MODEL 1:
government

MODEL 2:
crowdfunding

MODEL 3:
small private investor

MODEL 4:
matchfunding

BARRA DA TIJUCA:
Olympic Park

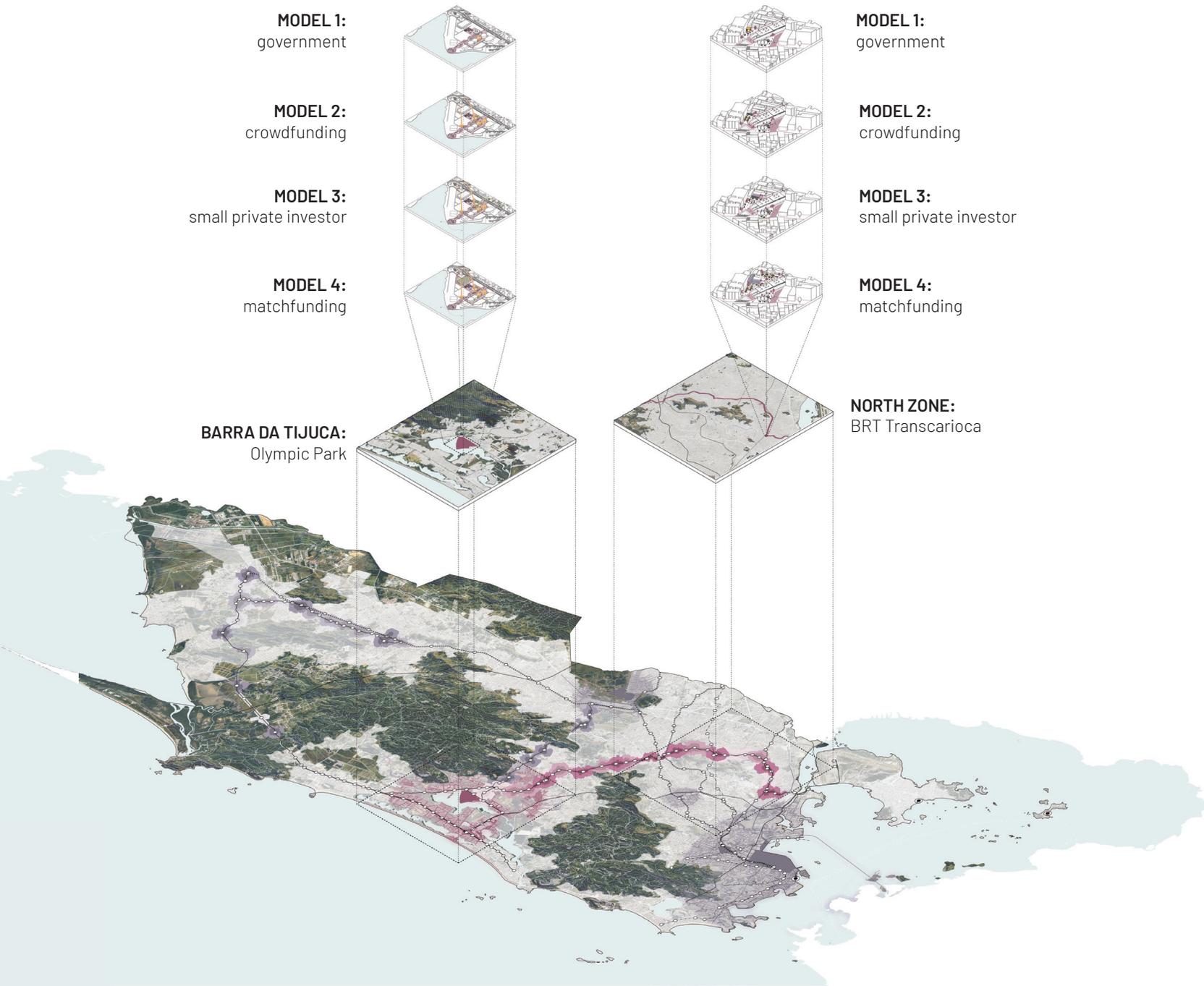
MODEL 1:
government

MODEL 2:
crowdfunding

MODEL 3:
small private investor

MODEL 4:
matchfunding

NORTH ZONE:
BRT Transcarioca



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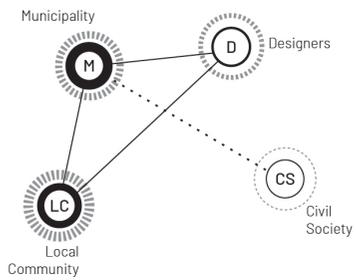
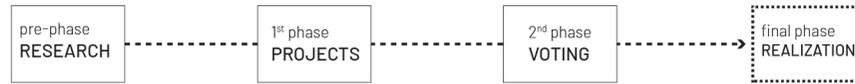
IV. Strategies

reframing the legacy

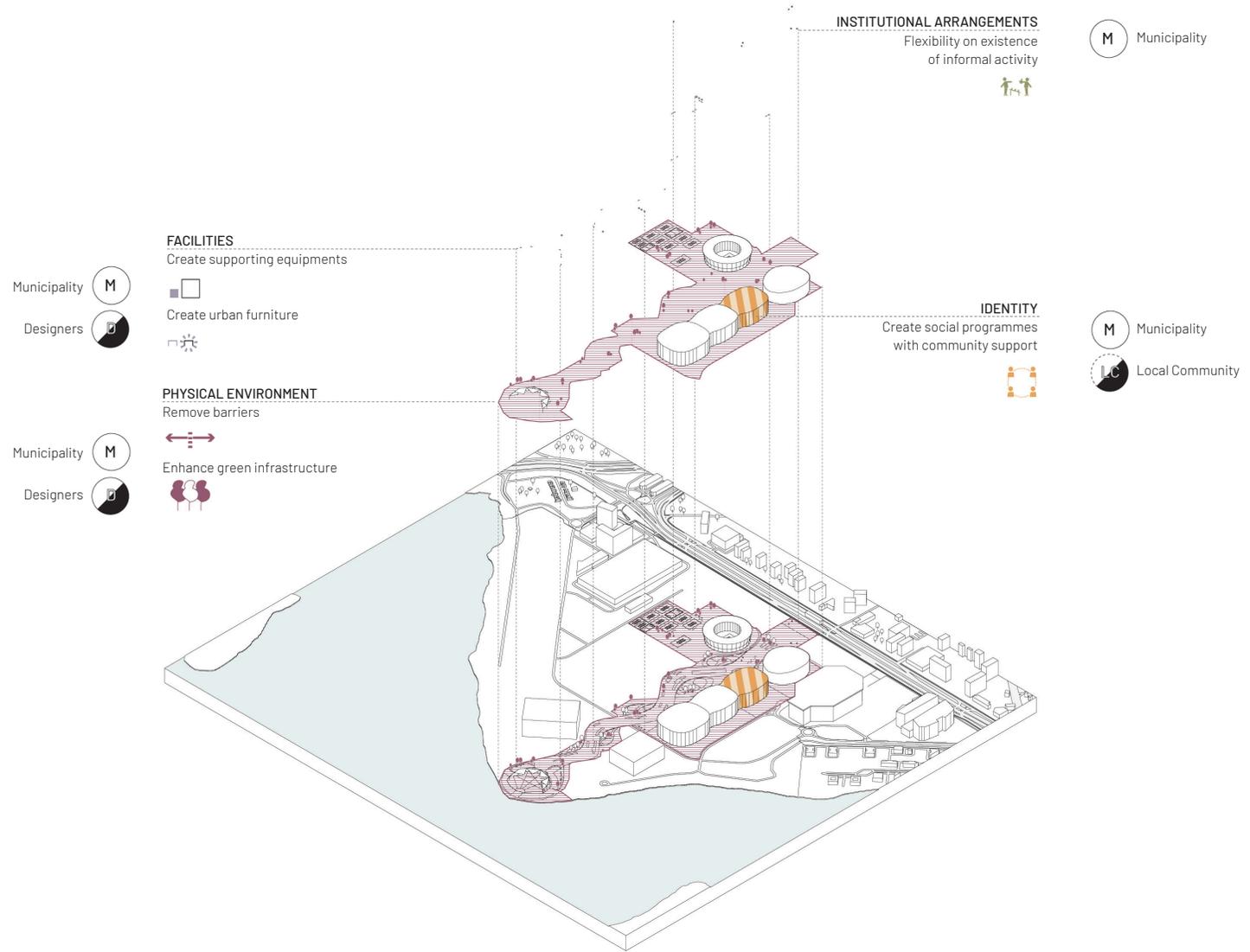
V. Conclusions

design assessment and reflection

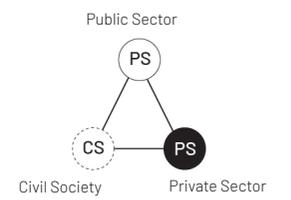
VI. APPENDIX



Olympic Park: model 1 - government
Sources: author, based on DataRio, Geofabriek, INEA

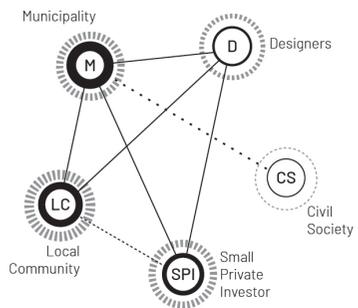


Olympic Park: model 1 - government
Sources: author, based on DataRio, Geofabrik, INEA

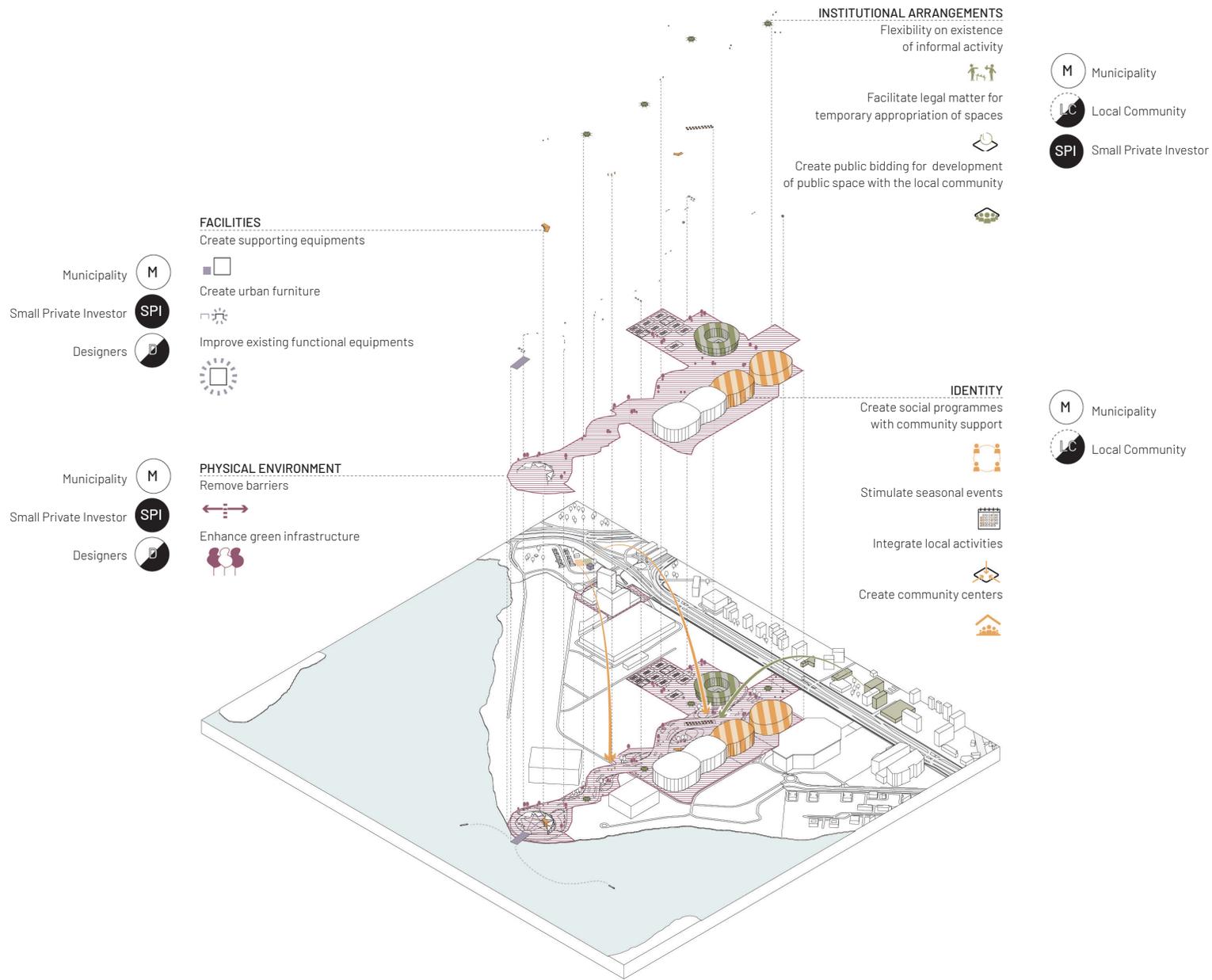




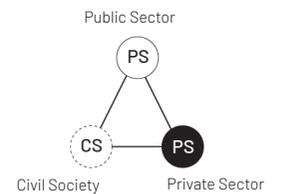
- accessible public space
- fences
- STRATEGIES RELATED TO:
- physical environment
- facilities
- identity
- institutional arrangements

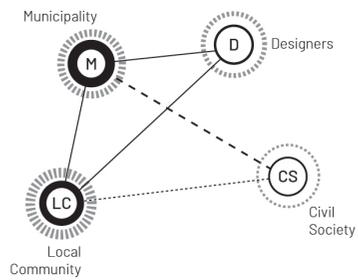
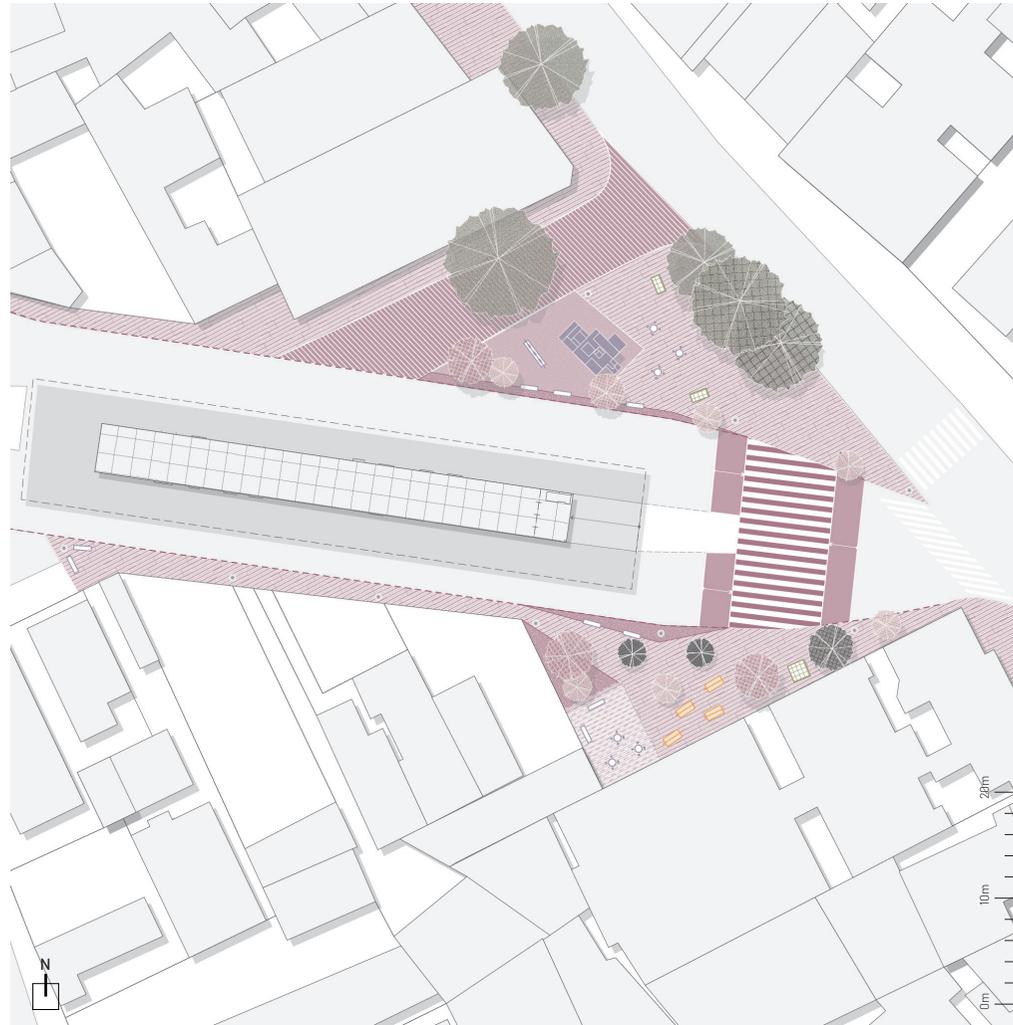


Olympic Park: model 3 - small private investor
Sources: author, based on DataRio, Geofabrik, INEA



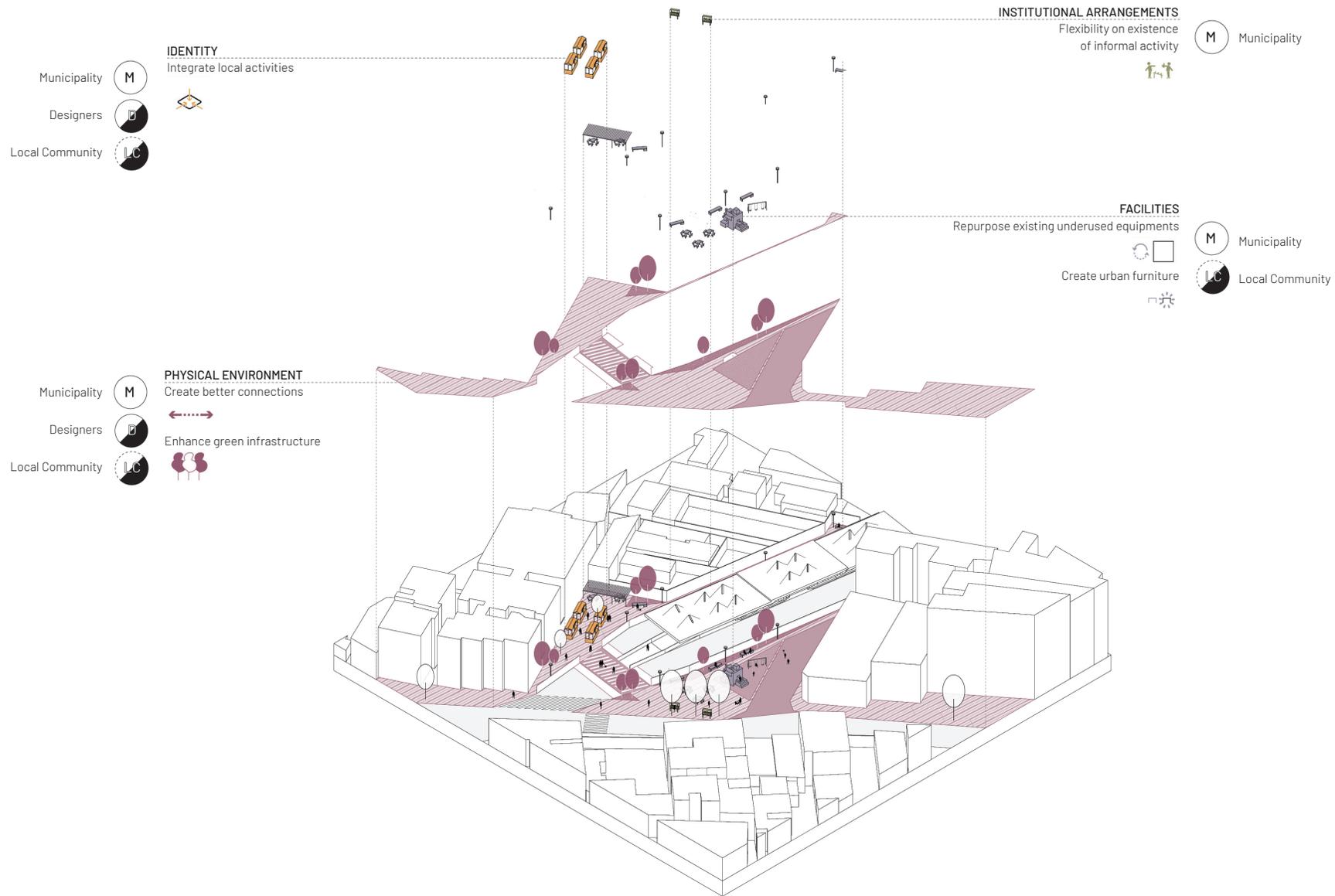
Olympic Park: model 3 - small private investor
Sources: author, based on DataRio, Geofabrik, INEA



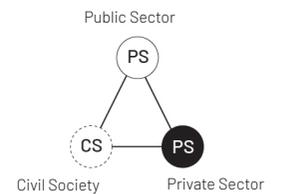


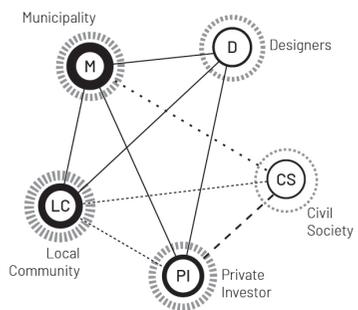
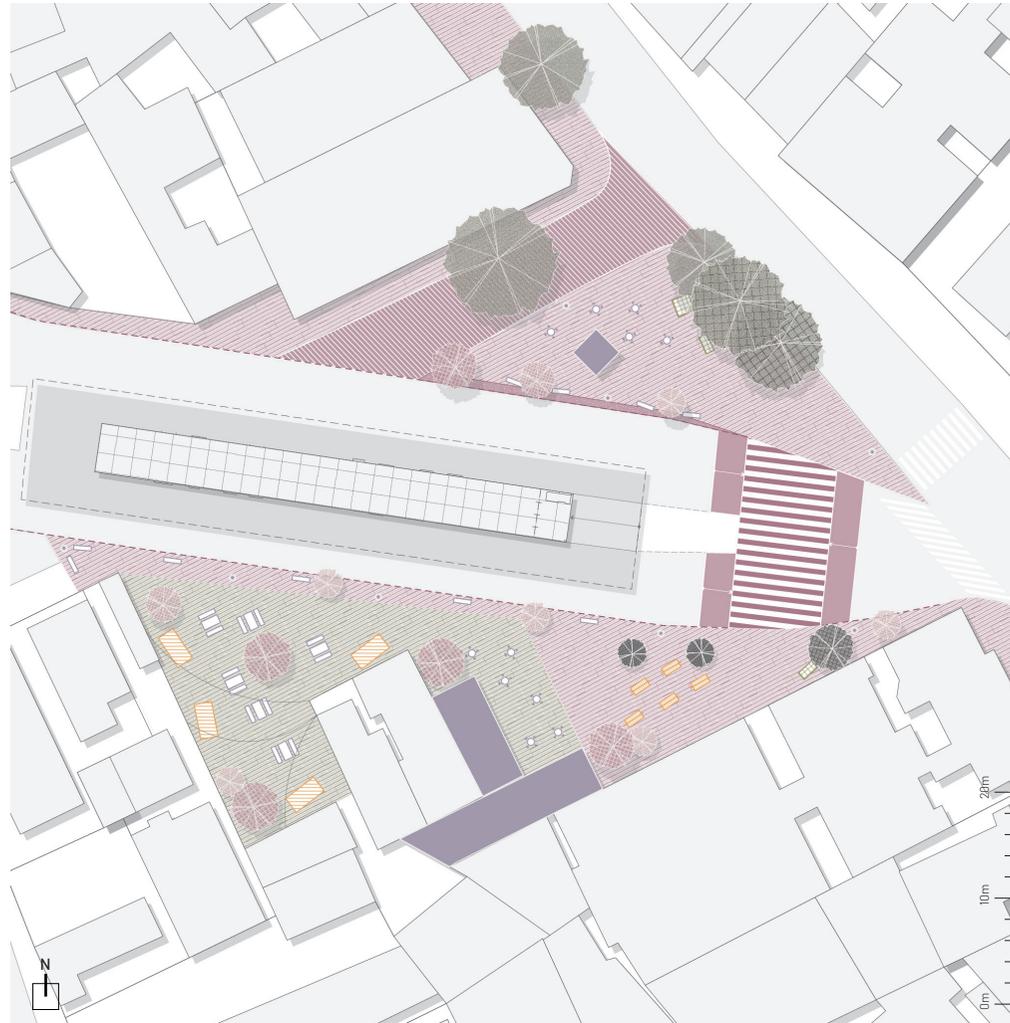
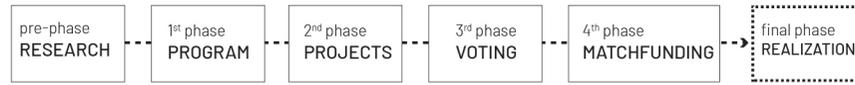
- public land
- STRATEGIES RELATED TO:
 - physical environment
 - facilities
 - identity
 - institutional arrangements

BRT station Cardoso de Moraes: model 2 - crowdfunding
Sources: author, based on DataRio, Geofabrik, INEA

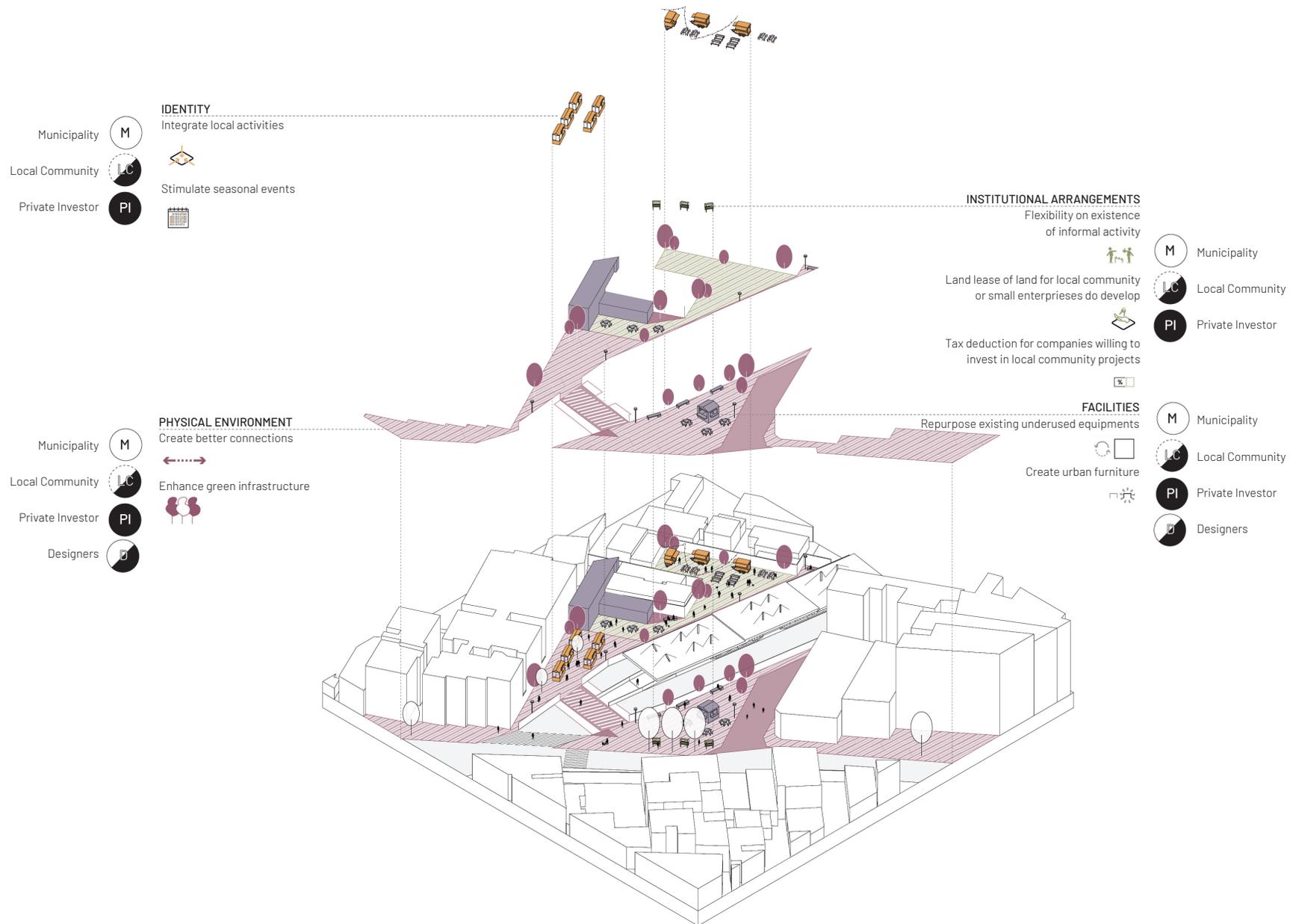


BRT station Cardoso de Moraes: model 2 - crowdfunding
Sources: author, based on DataRio, Geofabrik, INEA





BRT station Cardoso de Moraes: model 4 - matchfunding
Sources: author, based on DataRio, Geofabrik, INEA



BRT station Cardoso de Moraes: model 4 - matchfunding
Sources: author, based on DataRio, Geofabrik, INEA

