4E Bryan C. Clift, University of Bath
“Left in Lula’s passion: The politics of Rio 2016 and Dilma Rousseff”

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 agenda and legacy of Lula, subsequently President Rousseff, and the respective changes in Brazil during the tenure of one to the other.

4E Amanda De Lisio, University of Toronto
“The Managed Buceta: (Un)Intended Entrepreneurialism in Rio de Janeiro, Brazil”

On May 15, 2013, the famous Brazilian ex-futebol (football) player, Romário de Souza Faria declared on national television that: “O Brasil abriu as pernas para a FIFA [Brazil has opened its legs to FIFA]” (https://youtu.be/E-o54JOaenk). With federal and municipal law rewritten to privatize profit and socialize debt, the Amazon Rainforest (the lungs of Latin America) ransacked for a now vacant 40,000-seat stadium and 20,000 families with notice of eviction, his comment is hard to refute. Brazil indeed opened for business with the new president/CEO named FIFA/the IOC. With little trepidation evident in his remark, the “opening” of the nation to two international sport conglomerates (and the violence both soon occasioned) was recognized as consensual, deliberate, even sophisticated. These were the entrepreneurial strategies of urban elites driven by visions of grandiose accumulation and capitalist expansion. In the collection of ethnographic data, I remained attentive to similarities shared between women, chastised for their (sexual) entrepreneurialism, and the entrepreneurial men that now work for FIFA/the IOC. In this paper I share a snapshot-analysis of relevant data to demonstrate the unintended impacts of event-led development on local entrepreneurialism and transnational economies of desire.

4E Leonardo T. Martins, UNASP - Centro Universitario Adventista de Sao Paulo & José Carlos Rodrigues Junior, UNASP - Centro Universitario Adventista de Sao Paulo
“Rio 2016 in the Media: What Story is Told?”

Rio 2016 is an event that draws the attention of Brazilians and brings several concerns. There are several issues associated with this event because of security issues, infrastructure, transport, pollution and other social problems that seems to have no solution, especially in the short term. The aim of this study is to analyze how the largest circulation newspaper in Brazil (Folha de Sao Paulo) presents the event and other issues associated with it, from planning, political, economic and sports performance. All the publications related to Olympic games were analyzed since January 2016. The sport performance does not appear as the main concern of this newspaper on the issues analyzed and the legacy of the event seems to be a mixture of positive and negative aspects but with a very high social cost.
Vila Autódromo was, when Rio de Janeiro was selected to host the 2016 Olympic Games, a favela community of around 600 families. Over the course of the preparations for the Games, the favela was decimated with evictions due to its location adjacent to the main Barra da Tijuca Olympic Park. Residents resisted these removals and were supported in their struggle by various activists, collectives and NGOs based in Rio and further afield. Through their campaign, residents secured a negotiated settlement with City Hall allowing a small number of residents to stay in newly built housing. This paper analyses the role of these supporters in the community’s fight for permanence. This is drawn from twelve months of ethnography conducted in Rio de Janeiro in the year leading up to the Games. The particular focus is on RioOnWatch, a media project of the NGO Catalytic Communities, and The Popular Committee for the World Cup and Olympics, but also draws in other groups such as the Humanicidade collective and Amnesty International. These organisations and activists are involved in an ongoing discursive battle to secure the “right to the city” for the people who live there, as opposed to international tourists and businesses.