TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:
Madureira after Transcarioca: what message is being transmitted to the future?

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• Presentation Method. I would like to:
  i. present in person (with/without a written paper)

• Abstract (300 words):
This study aims to discuss the impact to local community and social bonds generated by the implementation of Transcarioca, a BRT corridor that cuts through 18 districts of the West and North Zones of Rio de Janeiro – among them, Madureira - and was the city’s only urban mobility project in the World Cup Responsibility Matrix. Transcarioca BRT system connects the Barra da Tijuca district to the Tom Jobim International Airport and began operations on June 2014, just before 2014 World Cup. In order to widen a great part of the streets through which the express corridor passes, more than 1,000 expropriations took place, which lead to a significant transformation in the urban fabric: many houses and stores have been torn down or lost their frontal portion of land, changing drastically the face of those main roads. Besides, due to land value increase followed by an economic crisis, just a few property developments were initiated and
many plots remain empty – which means a lost opportunity by the city administration to improve some neighborhoods.

The district of Madureira is located in the city’s North Zone and surrounded by two favelas – Cajueiro and Serrinha. It is considered to be the cradle of samba and famous for being home of two of the most traditional Rio samba schools, Portela and Império Serrano, and also for its “Mercadão de Madureira”, a huge and very popular market. Madureira is an emblematic district that still attracts many visitors looking for authentic experiences, even though it is not part of the traditional tourist route. It represents therefore a good opportunity to explore of several definitions of heritage and socio-political legacy, as well as a chance to investigate how the intense rupture in the urban fabric and the changes concerning its built environment may have affected its population.

• Author(s) Biography (200 words each):

Renata Jardim is a Masters in Urban and Environmental Engineering graduate from PUC-Rio/TU Braunschweig with degree in Architecture and Urbanism from the Federal University of Rio de Janeiro. Additionally she has attended the Aalto University YTK/IFHP Summer School in 2012 (Helsinki / Rauma), three Urbego workshops in 2013 (The Hague, Paris and London), and LSE Cities “Urban Lightscapes / Social Nightscapes” workshop in 2014 (London). Architect and urban planner from the Rio de Janeiro City Hall’s permanent staff, currently she is working at the Superintendence of Real Estate Assets as part of the Assessments and Technical Analysis team.