

Urban Development Projects and Mega-events: The case of Rio de Janeiro



Mega-Events: Back to the future
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The Belle Epoque Carioca 1900s



Flamengo Park 1960s



Le Corbusier 1929



Alfred Agache 1930



Constantino Doxiadis 1965

Olympic Park



Rio Docklands



BRT corridors



Outline

1. The Urban Politics of Mega-Events
2. Rio de Janeiro's Olympic Project 1993-2016
 - The bid for the 2004 Games
 - The experience of the 2007 Pan-American Games
 - The preparation for the 2016 Games
3. Concluding remarks

Cities and the Mega-Event Strategy

Reasons for bidding for the Games from the perspective of urban policies:

“attract an event of sufficient magnitude that it can be a stimulus to, or justification for, local development projects”

(Burbank, Andranovich and Heying 2002)

Key elements:

Local Economic Growth

City Marketing

Physical Regeneration

Entrepreneurial Policies and the bid for the 2004 Games

Background:

- New conservative administration in charge from 1993
- *Plano Diretor* (masterplan) v Strategic Urban Plan
- Consulting services of Catalan policy-makers

Planning proposals of the Olympic bid:

- Interventions clustered around the city
- Trickle-down regeneration effects
- Planned legacies for the Federal University of Rio de Janeiro
- Cleaning of the Guanabara Bay
- Social Agenda





Barcelona teaches the strategy:
Spanish city shows the formula for
urban development

Jornal do Brasil 19th May 1993

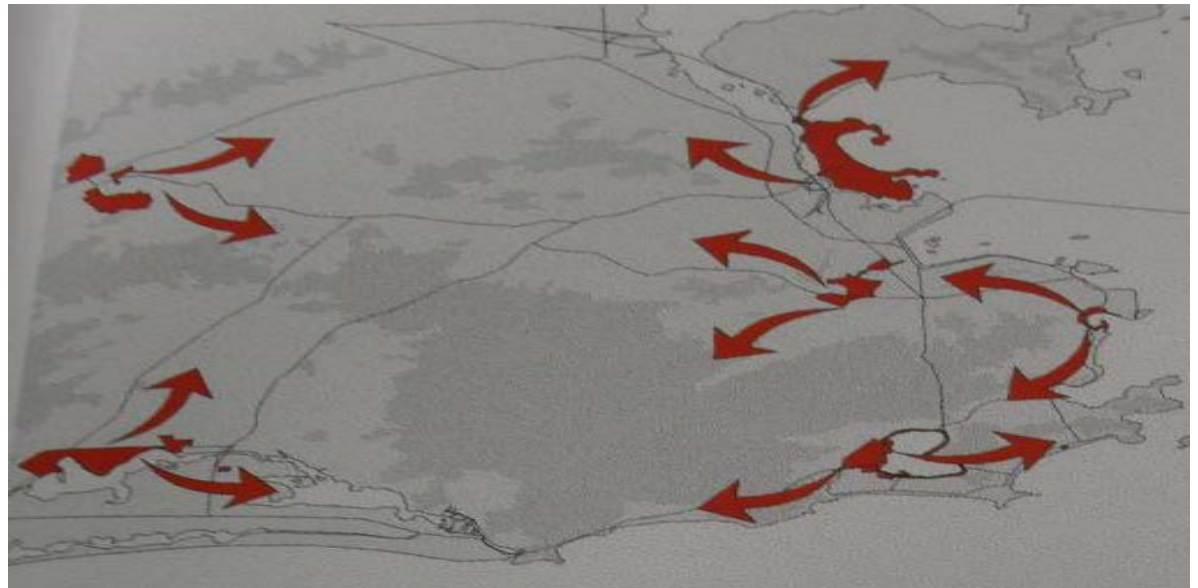


There and then



From Barcelona...

...to Rio



Fundão Island, Federal University of RJ



Retooling the strategy:

Pan-American Games 2007 as a springboard

Background:

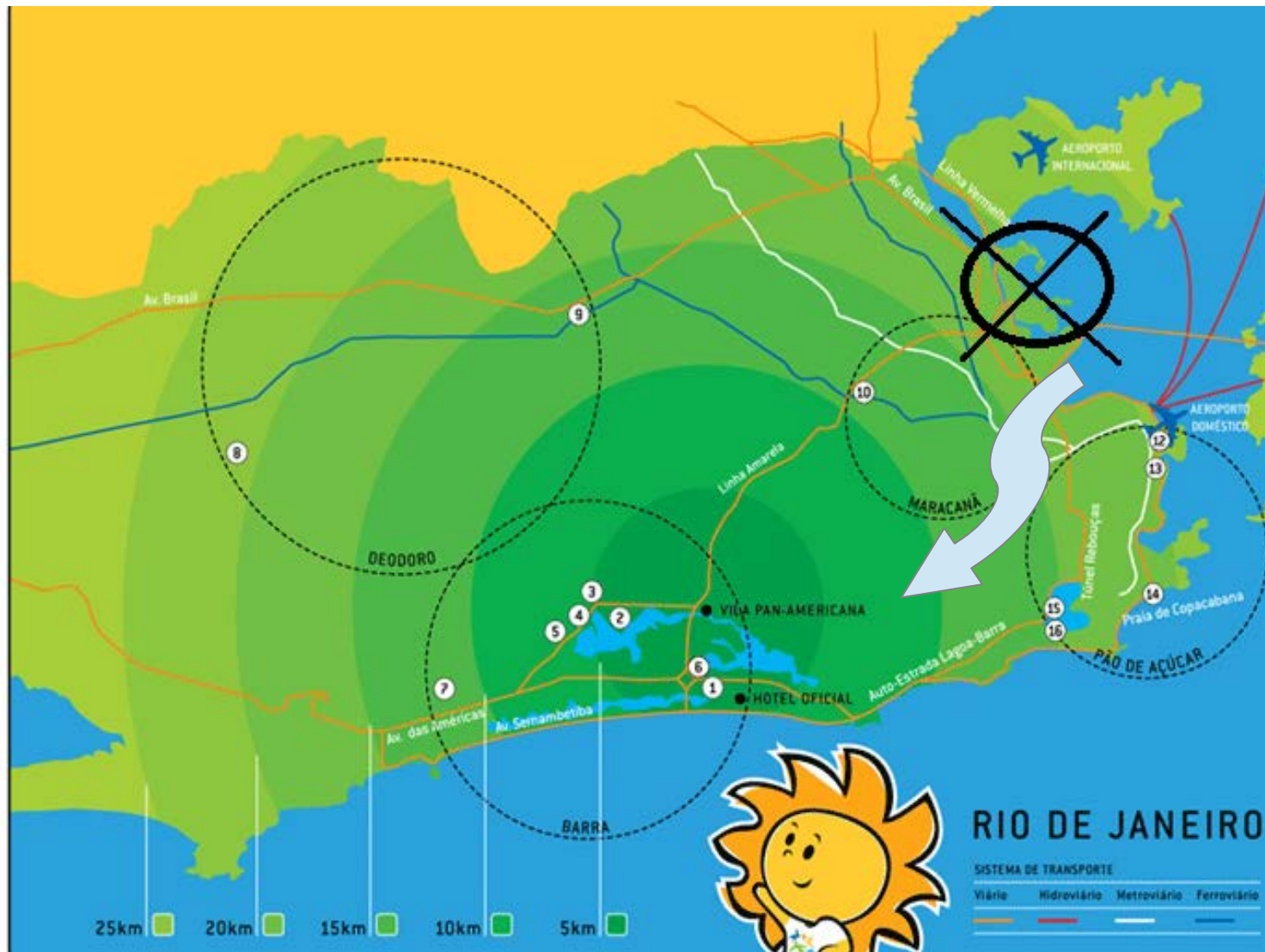
- Reorganisation of the project's governance (early 2000s)

Planning proposals of the Pan-Am Games:

- Venue-oriented
- New geographical focus in the West End
- Flexibilisation of planning controls
- Athlete's Village post-Games use as a gated community
- Bid for the 2012 Games



Rio 2007 PanAm Games – urban interventions



Athlete's Village



Olympic Stadium

Aquatic centre, sports
Arena and the velodrome



Building the Olympic City of the 2016 Games



Background:

- Economic growth
- Political coalition reproduced in the three levels of government

Planning proposals of the 2016 Games:

- Transport network: underground and BRT corridors
- Further development of the Olympic Park (West End)
- Regeneration of the Docklands (5 mi sq2)
- Public-private partnership

Porto Maravilha

Regeneration of Rio Docklands



Summary

- Mega-event strategy developed in the vacuum left by a weakened participatory masterplan
- From structural urban changes to venue-oriented and back
- Legitimation of large-scale development projects
- Flexibilisation of planning controls