

“A Olimpíada traz mais do que só a Olimpíada”

“The Olympics brings more than just the Olympics”. A visual proposal to analyze dignity and popular protest in Vila Autódromo, Rio de Janeiro.

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Abstract

Since the global financial crisis triggered in 2008, cities have experienced a series of revolts. Significantly, popular protest is being made visible very effectively by means of displaying -visualizing- mass outrage through urban space: not only from the streets to the neighborhoods, or the city as a whole, but also from its (spatial) margins to the (political) center.

In this paper, and based on the case study of Vila Autódromo, in Rio de Janeiro, we want to reflect on the “visuality” of popular protest, to examine the relationship between collective imaginaries and marginal spaces to reflect on the specific ways in which notions of dignity, justice and resistance are “visually” constructed from the margins. Vila Autódromo, is one of the most relevant experiences of popular protest against the massive scale urban transformations currently ongoing to host the 2016 Olympic Games in Brazil. The materializing of protest in the community/neighborhood landscape has been an effective means to contest the marginality of this urban space and repositioning it into the center of popular contestation against the 2016 Olympic Games mega-event.

The case study is framed within broader research we are doing as part of the international project *Contested Cities: Contested Spatialities of Urban neoliberalism (2012-2016)*, a project funded by the European Union. And it is based on visual methodologies and fieldwork conducted by the authors in Vila Autódromo in December 2015.