

The Dangerous Festival: Evaluating Rio Olympics' Legacy of Urban Regeneration

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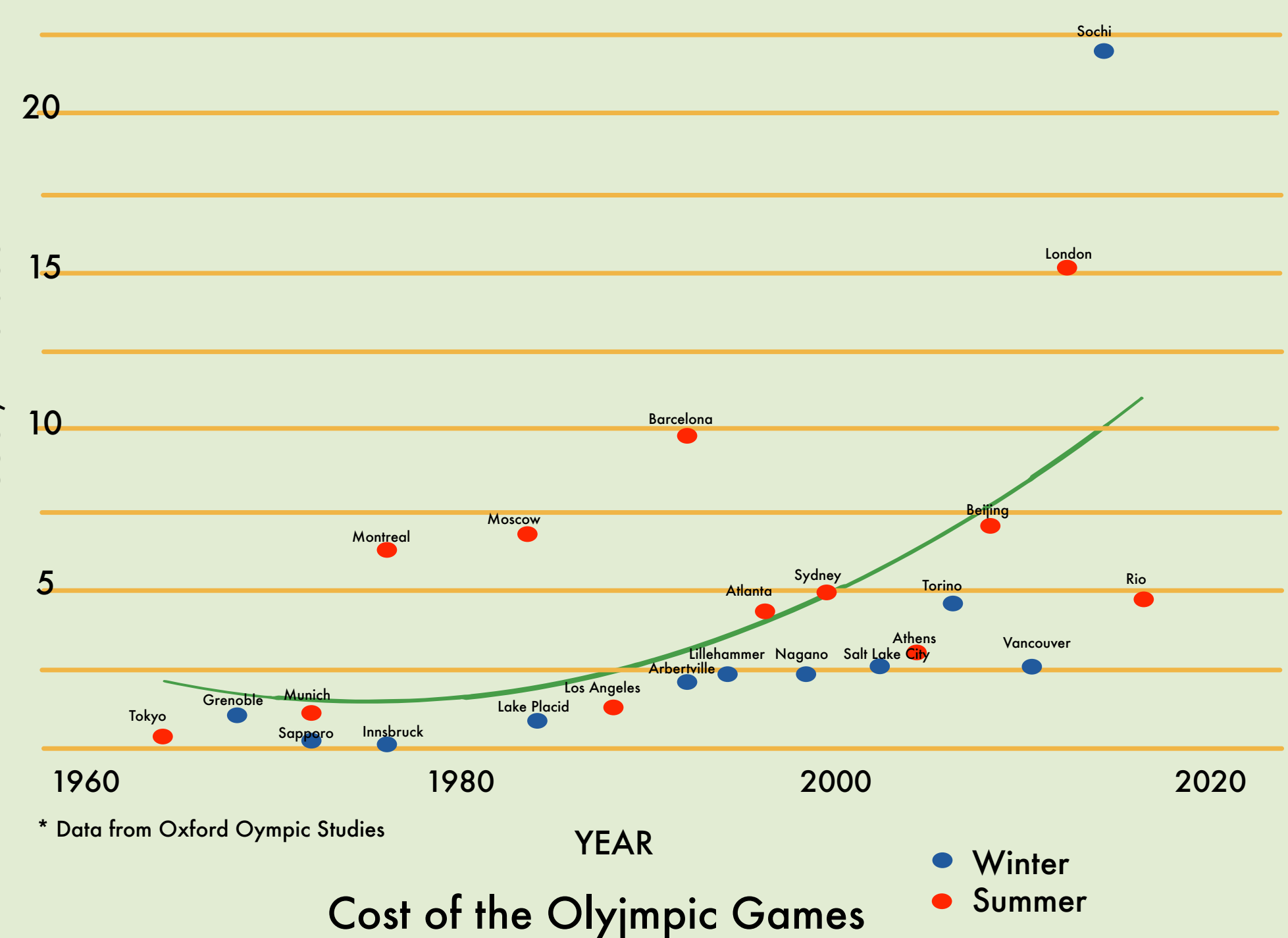
INTRODUCTION

Cities and local elites saw mega-sport events as a vehicle, or a solution set to legitimize large-scale neoliberal urban development projects in order to revitalize the city, compete against other cities, and make economic profits.

URBAN REDEVELOPMENT

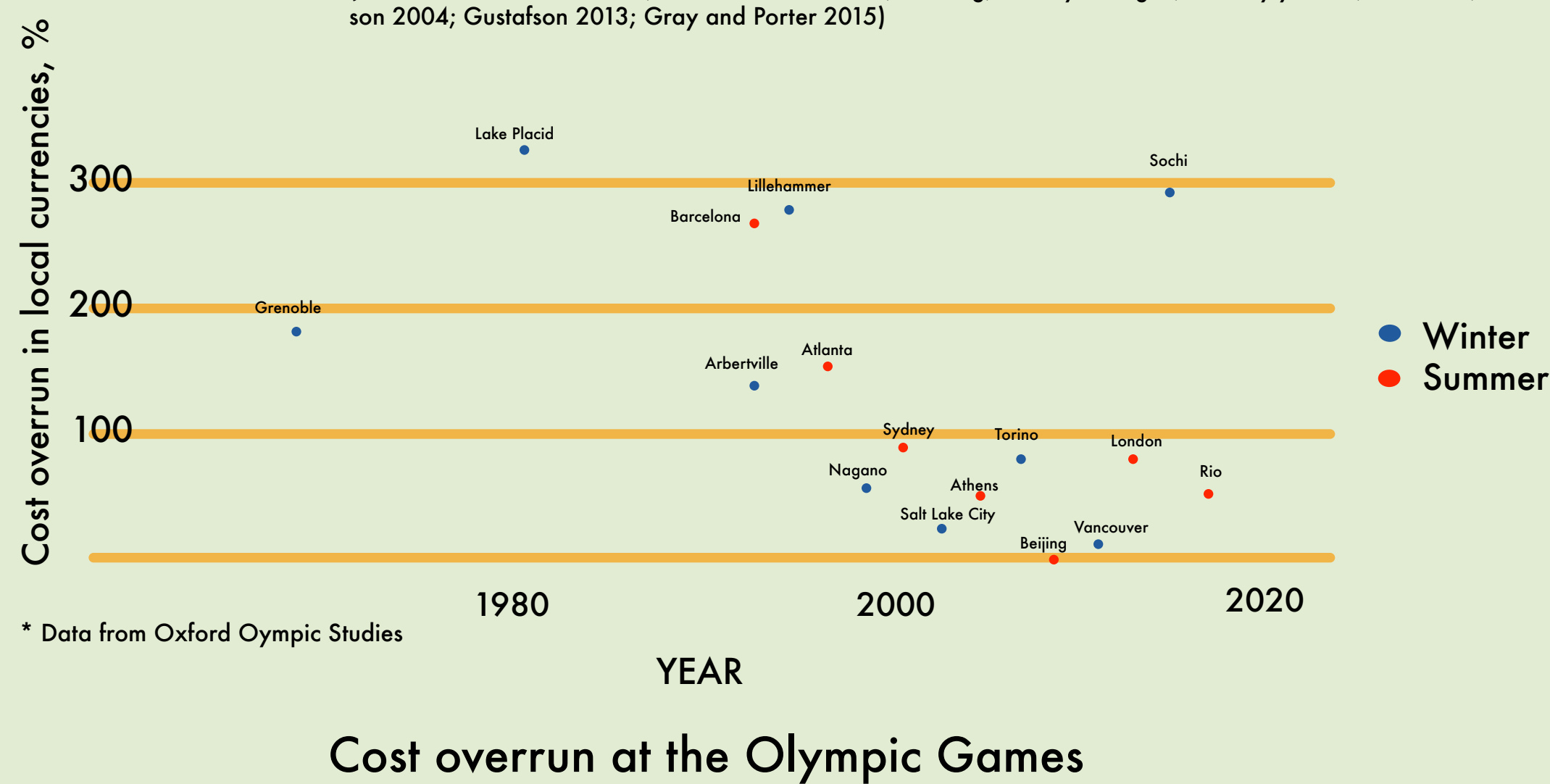
Accelerated Development

A slogan that uncritically puts public money in the service of private profit creating growth machine or neoliberal dreamworlds where democratic processes are suspended, public space either privatized or militarized, and urban space restructured in the image of global capital



Olympics development magic did not work for many cities, continuing the depressing economic record of hosting the Olympics.

(Baade and Matheson 2016; Gold and Gold 2008; Surborg, VanWynsberghe, and Wyly 2008; Ren 2017; Black and Bezanon 2004; Gustafson 2013; Gray and Porter 2015)



Using Evans' method of measuring culture-led regeneration, I examined the Olympic-led urban regeneration to see where Rio 2016 fit in the Olympic-led urban development/growth machine literature.

BRAZIL

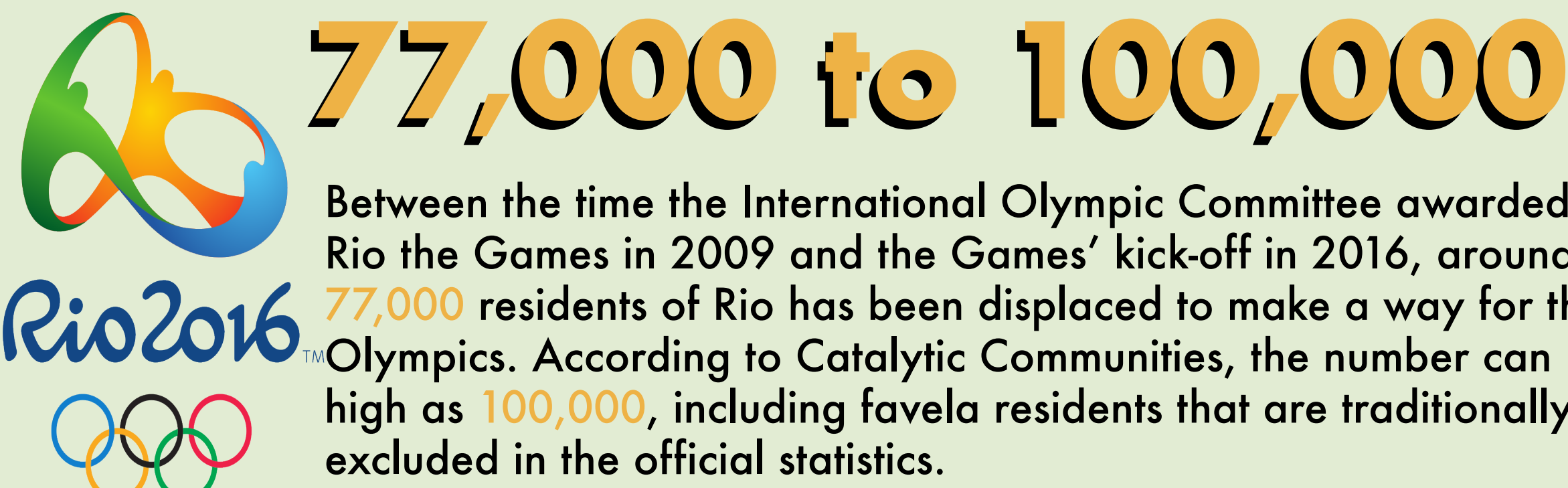
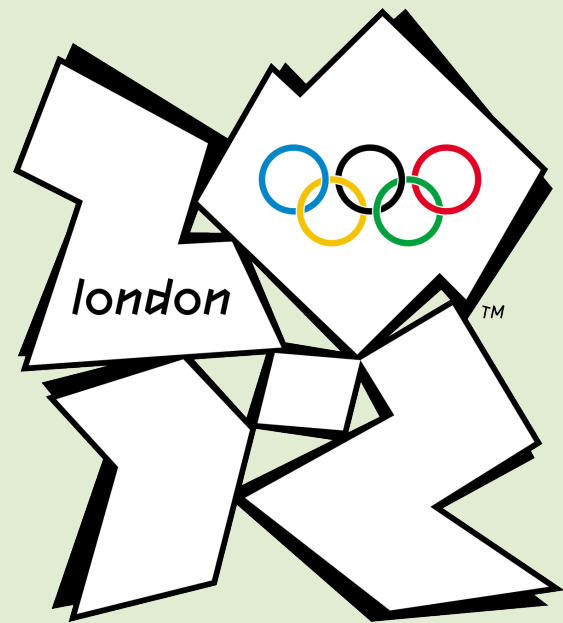
International Olympic Committee (IOC) awarding the 2016 Summer Games to the city of Rio de Janeiro continued the recent trend of mega-sport events being awarded to host cities and countries in developing countries and BRICS.



Distributed benefit or concentrated benefit? Who governs and who benefits from the Olympics?

SOCIAL REGENERATION?

Hosting the Olympic requires a significant geographical reorganization, leading to social dislocation into two forms: **GENTRIFICATION** and **DISPLACEMENT**.



Police brutality
Political exclusion
Gentrification
Failures inservices

Public Resources into Private Hands

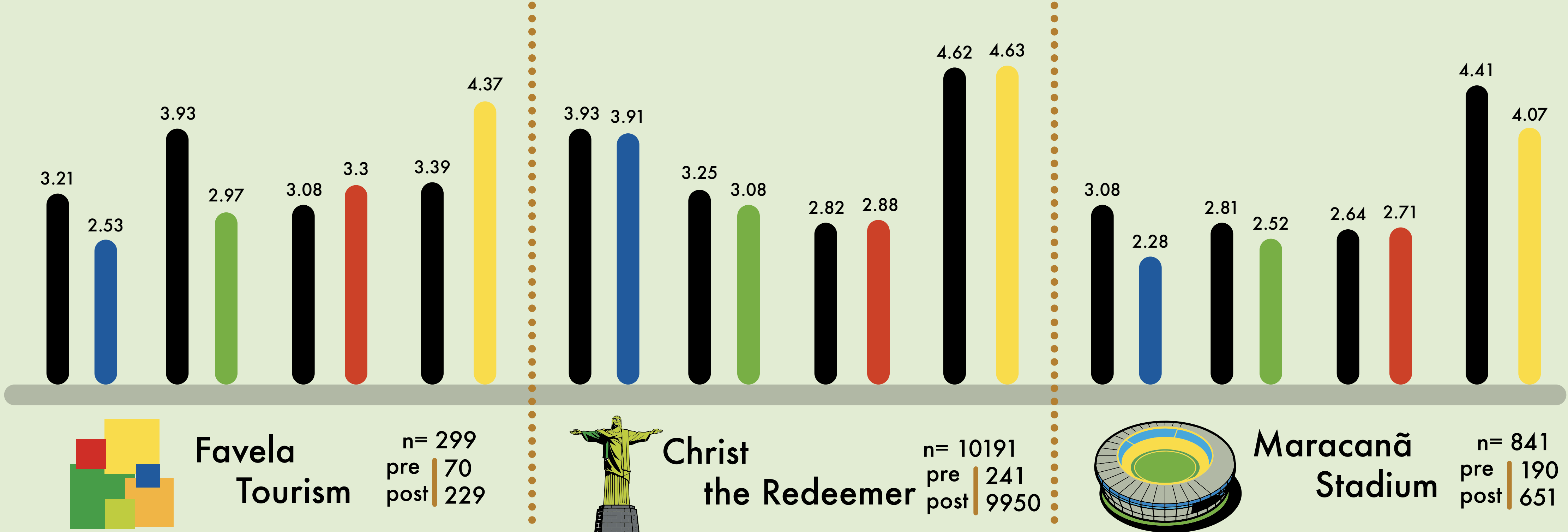
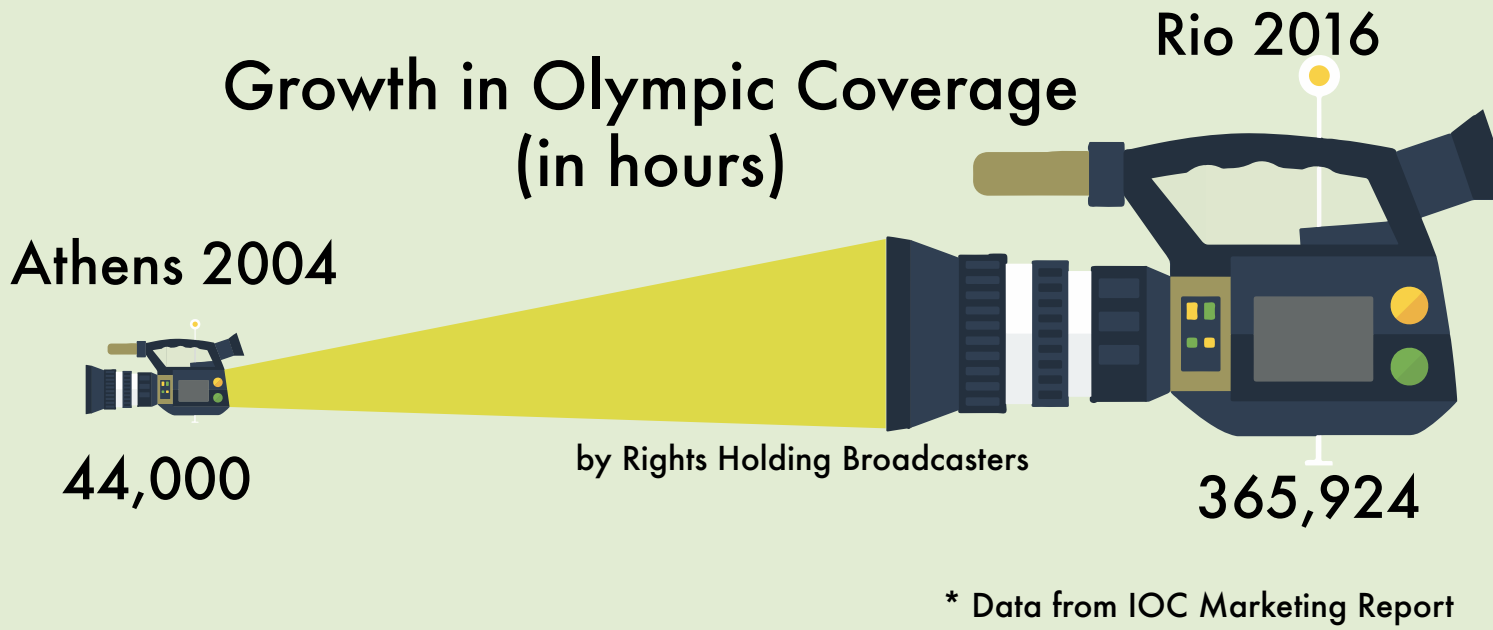
Construction of Olympic Village • **CARVALHO HOSKEN S/A**
• **ODEBRECHT**
Carvalho Hosken and Odebrecht (the scandal wracked contractor embroiled in the Car Wash scandal) took responsibility for building the Olympic Village. The companies later converted the Olympic Village into a high-priced condos in a gated community with a contribution of public land. The construction made Carlos Carvalho, the owner of Carvalho Hosken, the 13th richest man in Brazil.

ECONOMIC REGENERATION?

The growth coalition employ strategies of **place marketing** in the context of urban redevelopments, in efforts to establish **pre-conceived idea of space**

The imagery originating from place marketing evoked the idea that these places are already active. Such imagery serves many functions.

- ① Potential visitors will relate to Maracana stadium or favela neighborhoods based on the constructed image
- ② Business looking to invest will identify the space as attracting constant activity and thus returning a profit.



A consequence of these pre-conceived images is the potential that they are not accurate in depicting the reality of the space. Our sentiment analysis shows that people's attitudes and experiences associated with favela tourism slightly changed towards negativity.

CONCLUSION

Like many other mega-sport events, Rio Olympics continued the depressing record of hosting the Olympics.

Each lexicon has different methods of assessing and scoring sentiments of words and sentences.
*AFINN from Finn Årup Nielsen (<http://bit.ly/2z50F5w>) - The AFINN lexicon assigns words with a score that runs between -5 and 5, with negative scores indicating negative sentiment and positive scores indicating positive sentiment.
* Bing from Bing Liu and collaborators (<http://bit.ly/2z48254>) - The Bing lexicon categorizes words in a binary fashion into positive and negative categories.
* NRC from Saif Mohammad and Peter Turney (<http://bit.ly/2z488ts>) - The NRC lexicon categorizes words in a binary fashion into categories of positive, negative, anger, anticipation, disgust, fear, joy, sadness, surprise, and trust.