

# Olympic Legacy: Social and Cultural Regeneration

Rio: 2nd May 2008

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# Dialogue and debate: taking sport seriously

- ...a democratic carnival of play. The world of sport is one in which most of us at different times and in different ways are participants, spectators or commentators; it is a world in which we can delight in contradiction, a social space that is dependent on the state and the market but knows how to hold them both at arm's length. This space, after all, is not merely where we play—it is where the good life must be lived (Goldblatt 2007)

## A Lasting Legacy for London?

Assessing the legacy of the Olympic Games and Paralympic Games

May 2007

Barcelona · Atlanta · Sydney · Athens



## BELGIAN RULERS WELCOMED

### Rio Janeiro Gives Ovation to King Albert and Queen Elizabeth.

RIO JANEIRO, Brazil, Sept. 20.—Crowds of merry-makers marched through the streets last night in honor of King Albert and Queen Elizabeth of Belgium, who landed here in the afternoon. All the thoroughfares were brilliantly illuminated, and conspicuous among the decorations were the colors of the Allies. An elaborate program of entertainment for the royal visitors, who are the first King and Queen ever to visit South America, began soon after their arrival.

The Uruguayan cruiser Uruguay met the battleship Sao Paulo with the King and Queen aboard off Cape Frio and fired a salute. She also sent a wireless dispatch welcoming King Albert, in the name of Uruguay, to South American waters. The King sent a fitting reply.

Unaccompanied by a guard of honor or other evidence of their royalty, King Albert and Queen Elizabeth, with President Pessoa and Senhora Pessoa, deviated from the official program at night by riding through the handsomely decorated and brilliantly illuminated Avenida Rio Branco, which was crowded with people. The throng quickly recognized the visitors and they received an ovation.

This morning King Albert motored to the suburbs and entered the ocean for a half hour's swim.

Returning to Guanabara Palace, he received the Cabinet members, Congressmen and other Brazilian officials. This afternoon, accompanied by President Pessoa and the Ministers of Justice and the Interior, he attended a joint session of Congress in Monroe Palace, after which he visited the Supreme Court.



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# The king and queen represented:

- ‘Models of *sporty* and elegant modern youth, [who] sped about the city, each in their own automobiles, demonstrating their appreciation of the salubrious environment’ (Caufield 2000:6 my emphasis)

# Regeneration aimed to show Brazil as:

- ‘a country of the future, a nation whose youth and vigour could sustain the progress of its transplanted European civilisation, even as Europe itself entered into decline’ (Caufield 2000:61).

# Regenerating the 'marvellous city' for the Royal visit

- Public fountains painted across Rio;
- Electric lighting replaced gas along the Rio Branco Avenue and Pinheiro Machado street;
- Black and white stone sidewalks laid at Copacabana, Ipanema and Leblon;
- Renewed efforts to complete construction of Niemeyer Avenue – to allow King Albert to drive his car between Leblon and Tijuca.

- These cosmetic changes could not, in the longer term, define the city and generate a narrative of development.
- The superficially 'regenerated' image projected in the city through this event and through the idealised couple were insufficiently inclusive of the diversity and contradictions of the city and the nation to credibly capture hearts and minds -

# Mega events matter

- The contemporary mega-event has become the measure, index and pattern of a particular kind of modernity ( – not European as such, but rather global – and rooted in the extensive and competitive networks of global cities – a club where mega event hosting has become a both badge of honour and passport to membership – a great prize greatly sought after.

# Megaevents help to...

- Punctuate and plan future narrative for city and national states.

Mega events: Punctuating future thinking – London, Glasgow, Wales and the UK



FIFA 2018?

2014



2012



2010

Mega events: – LINKING PAST  
PRESENT AND FUTURE



2007



2014



2016

# Legacy is now widely understood as a key ingredient in bidding and delivering mega events

- Legacy depends upon developing a credible and sustainable story of regeneration, renewal and urban transformation for the various stakeholders – communities, business, politicians and sporting institutions.

# London 2012 and the 5 “legacy promises”



- Making the UK a world-leading sporting nation.
- Transforming the heart of east London.
- Inspiring a new generation of young people to take part in volunteering, cultural and physical activity.
- Making the Olympic Park a blueprint for sustainable living.
- Demonstrating the UK is a creative, inclusive and welcoming place to live in, visit and for business.

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**THESE 5 PROMISES ARE INTENDED TO STRUCTURE AND FOCUS THE PLANNING, PRIORITISING, RESOURCING, DELIVERY AND EVALUATION OF THE GAMES AND THEIR LEGACIES.**

# Creative industries

- To return to Rio: The insistence upon an inclusive and diversely cosmopolitan conception of Rio's modernity as a key ingredient to any legacy and image making is relevant to the development of further creative industries.

- The creative and cultural life of the city must be tuned in to the development of any mega event – through its communities. If this can be managed flexibly and effectively then as yet untapped potentials in the creative industries will gain a unique global reach in the mega event arena and in trans-national media

# “Created in Brazil”

- More often, and alongside the widely respected labels, made in Brazil, or grown in Brazil, we will see global goods **created** in Brazil. This is a significant legacy outcome affirming and developing a distinctive place for Rio in the expansive global network of contemporary metropolitan cultures.

# “Legacy momentum”

- To develop a positive “Legacy momentum” from mega events requires planning, stewardship and continuity of vision. Legacy is not (only) a state achieved – a set of predicted outcomes – then to be capitalised upon. Instead it is a narrative of unfolding and continuing multiform achievement – generative and driven by a momentum born of economic stimuli, infrastructure development and the elaboration of “soft” factors and affirmed values, of communities and other stakeholders in the life of the city.

- Thank you, Iain MacRury, London East Research institute.
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