

Urban restructuring and creative economy: new perspectives of development for the city of Rio de Janeiro

Authors:

João Luiz de Figueiredo

Professor, Assistant Coordinator of professional master's degree in Management of the Creative Economy and Coordinator of the Creative Economy Lab and at Escola Superior de Propaganda e Marketing (ESPM-Rio).

Professor at the Department of Geography at Pontifícia Universidade Católica (PUC-Rio)

Address: Rua do Rosário, 111, sala 61 – Núcleo de Economia Criativa – CEP: 20.041-004

E-mail: joao.silva@espm.br

João Grand Junior

PhD student in Economic Geography at the Federal University of Rio de Janeiro.

Adress: Rua Dois de Dezembro, 22/ 807 - Flamengo – CEP: 22220-040

E-mail: joaograndjr@gmail.com

Abstract

Since the last years of the 2000s, the city of Rio de Janeiro has been under a huge process of urban space restructuring, whose impacts can be seen in many areas of the city. This process is more than a simple adequacy of Rio de Janeiro urban space to the requirements of international big events such as Olympic Games or FIFA World Cup, but it is related to a wider process of local production system restructuring that brings several questions about the limits and the possibilities about the development model that is under construction in Rio de Janeiro.

According to many cities in the World, Rio de Janeiro central area is one of the most impacted areas of the city by the urban restructuring projects. So the paper is about the relation between the urban restructuring of the Rio de Janeiro's central area and the local production system restructuring towards a new model of territorial development. The core argument of this paper focuses on how creativity and existing cultural assets can be the engine for the construction of territorial competitive advantages, accordingly to interdependencies between culture, economy and territory that are increasingly setting the development trajectory in the current phase of capitalism.

Thus the paper is organized in two parts besides introduction and conclusion. First we discuss how the current phase of capitalism opened new possibilities for Rio de Janeiro development that can reposition itself in global economy through its territorial specificities. Then we explore the transformations in central area with the support of maps and economic and social data in order to highlight the possibilities of using its cultural and creative assets towards a new perspective of development to Rio de Janeiro.