

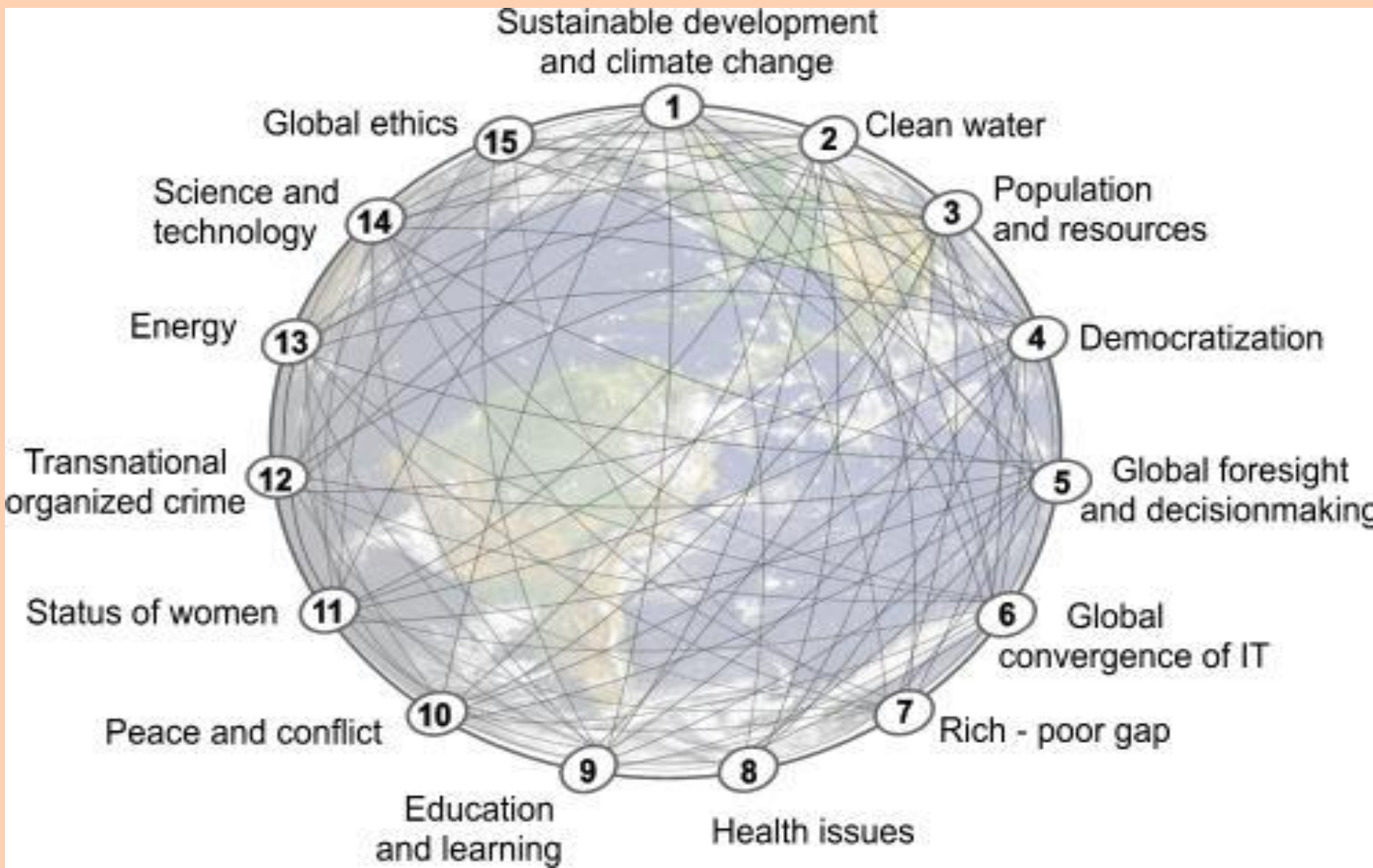
Simpósio Internacional em Ciências do Meio Ambiente

Collaborative work in the construction of sustainability in destinations:

Turismo de Resistência

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Cultural Quilombaque.

The world is facing major challenges



How are we addressing our VUCA world in education?

Volatility



Speed, magnitude, turbulence and dynamics of change

Uncertainty



Unfamiliar territory and unpredictable outcomes

Complexity



Multiple interdependencies amidst global interconnectivity

Ambiguity



Multiple perspectives and interpretations of scenarios

From where I depart

1. Macro Context

The importance to incorporate multiple perspectives, realities and angles in education

Social
Constructionism
And
Design Thinking

2. Disciplines

Tourism & Leisure as a tool

The fields of tourism and leisure serve as tools for community building by engaging citizens with possible visitors, as well as to surrounding natural resources

3. PlaceMaking

Sense of Place;
participatory creation

Symbolic places/sites of belonging
Creating meaning and purpose of life as a generator of more affirming identities

1. How do we understand education?

1. Macro Context

The importance
to incorporate
multiple
perspectives,
realities and
angles in
education

Social
Constructionism
And
Design Thinking

- Beyond content
- Beyond classroom
- Creating learning communities

A relational theory: Social Constructionism

The social construction of reality

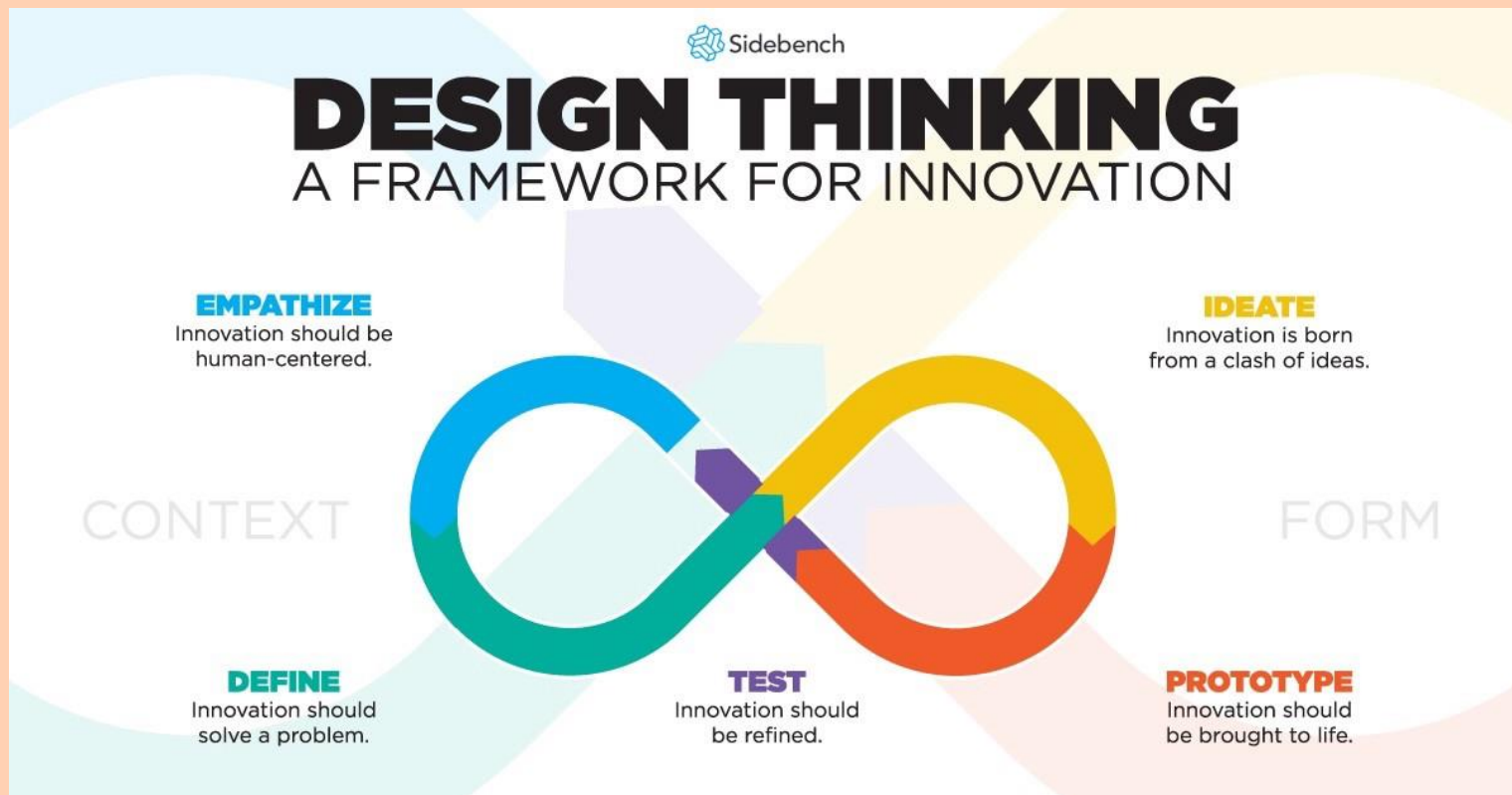
Diversity of knowledge

Participatory processes and meaning making

Collaboration

Methodology: Design thinking

It comes from technological fields but has been expanded to different fields such as OD, education, research, Placemaking, etc.



2. Tourism & leisure as a tool

2. Disciplines

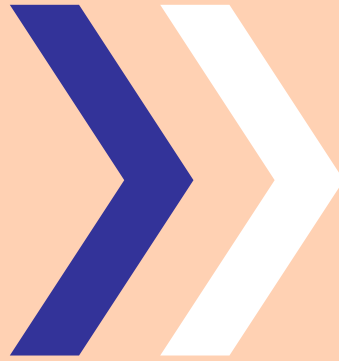
Tourism & Leisure as a tool

The fields of tourism and leisure serve as tools for community building by engaging citizens with possible visitors, as well as to surrounding natural resources

Tourism and leisure increasing the livability of a region/destination. It can create a sustainable territory for those who live and attractive for visitors.



Tourism as a Tool



local and sustainable tourism as a way to pursue social good and social impact on the cultural, socio-political and economic dimensions that enacts the development of a fair society - locally and globally.

3. Placemaking

3. PlaceMaking

Sense of Place;
participatory
creation

Symbolic places/sites of
belonging

Creating meaning and
purpose of life as a
generator of more
affirming identities

“Placemaking is the process of creating quality places that people want to live, work, play, shop, learn and visit” Wyckoff (2015) .

WHAT MAKES A GREAT PLACE?

It's surprisingly simple.

Most great places, whether a grand downtown plaza or humble neighborhood park, share four key attributes:

1. They are accessible and well connected to other important places in the area.
2. They are comfortable and project a good image.
3. They attract people to participate in activities there.
4. They are sociable environments in which people want to gather and visit again and again.



Minor Placemaking

THE PROCESS

1 Understanding

Module 1:
Urban Design
People and Places
System thinking

2 Creating

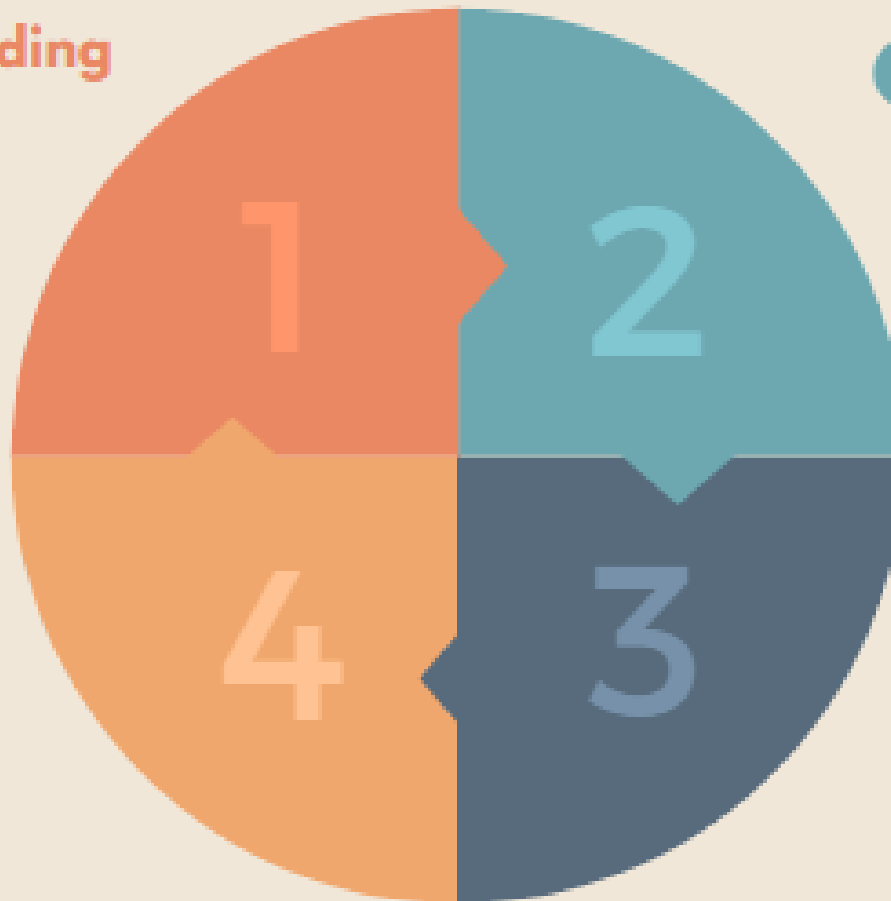
Module 2:
Co-creative research
Designing Interventions
and prototype

4 Fieldwork

Advise a
commissioner on
a real case

3 Realising

Module 3:
Zooming out Impacts
and Implications of
realising the
intervention



From Consultant to a Placemaker

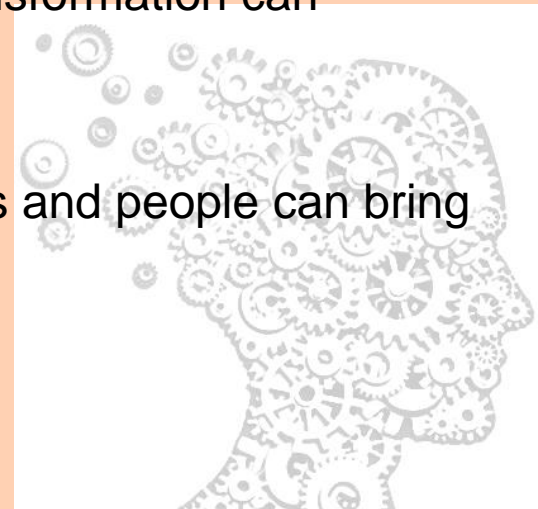
Consultants are trained to be experts on a topic, offering technics to fix a place, to bring a solution to problems

Placemakers are facilitators of change: they design for people to come together and tap into their collective intelligence;

they look at locals as experts of their own place

They engage participants where new ideas are born and transformation can happen.

It is not about fixing people and places but enable that places and people can bring their best and new business can flourish.



Placemaking in Perus



MUSEU TEKOa JOPO'Í

Traditional Steam Locomotive

Perus - Pirapora Trail - This trail will show the Traditional Steam Locomotive (called Maria Fumaça in Portuguese) that was built in the beginning of 20th century and that still exists in the neighbourhood of the Perus. Inaugurated in 1914, this kind of train has only 60cm and used to be used to transport some materials from Cajamar to Perus. It calls "Perus-Pirapora" because there was a promise to arrive at the Pirapora's City, a religious place in Sao Paulo, however it never happened.



Queixada Memorial Trail - It rescues the memory of resistance and struggle of the Queixadas, name given to those that worked in the Brazilian Cement Factory Perus, which was the first cement factory in Brazil and place where happened the longest strike in the country that lasted 7 years using the concept of Non-violence, also used by Gandhi in India, and Martin Luther King in the USA.



Cemitério Dom Bosco

Dictatorship Never Again Trail - Perus was part of the final fase of Dictatorship in Brazil, once that killed bodies in the period was buried in a clandestine common grave in the neighbourhood. The purpose of this trail is to keep the memory about this period alive enough for it never happen again and also supporting the work of identifying the bones discovered in the clandestine common grave in the Cemitério Dom

1 Parque Estadual da Serra da Cantareira



Agroecology Traie MST - In order not to allow a new landfill to be built in Perus, hundreds of families occupied the same place and turned it into the settlement called Comuna Irmã Alberta (Sister Alberta Commune), that is part of the Landless Workers Movement (MST) in Brazil, que exists over 30 years in the country. There, people use agroecology to think a different way of life.



Jaraguá is Guarani People, Trail - The main goal of this trail is to understand the secular presence of the indigenous Guarani in our region. The tribe is located next to the Jaraguá Peak, the highest point in the city of São Paulo, rising to an altitude of 1,135 meters, always serving as a point of reference for travelers.



Fábrica Cimento Perus

Estrada de Ferro Perus-Pirapora

Parque Municipal Anhanguera

Biblioteca Pd José Anchieta



Ocupação Canhoba
Cine teatro Pandora

Casa Hip Hop Perus

Estação São Antonio

Estação Jaraguá

Galeria Henrique Manzo

Aldeia Guarani

Pico do Jaraguá

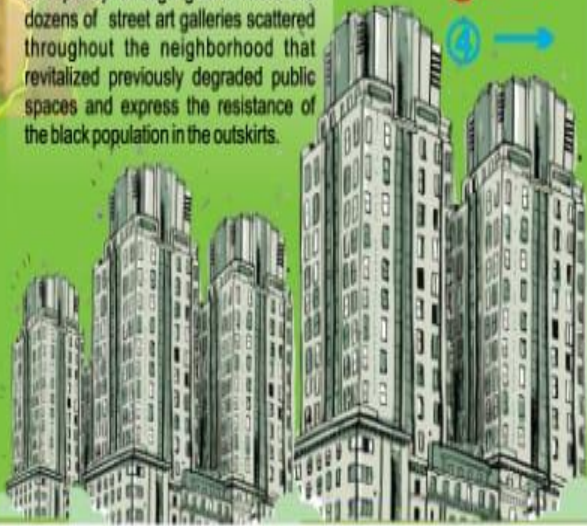
Casa Afonso Sardinha

São Paulo

Reappropriation and Resignification of Public Spaces Trail - Immersed formation that allows to understand the process and strategies of reappropriation - occupation and revitalization of public spaces creating dynamic poles

PerusFeria Graffiti' Trail Street Art Gallery - The trail traverses the history of Hip Hop through graffiti. There are dozens of street art galleries scattered throughout the neighborhood that revitalized previously degraded public spaces and express the resistance of the black population in the outskirts.

Jaraguá
Perus
Anhanguera
trilhas



Agency Queixada-

The Plan for Local Sustainable Development is a Social Technology based on a methodological concept of "permanent and collective construction" (for us, it means the capacity to create new things by ourselves and with our own tools) inspired by the Paulos' Freire concepts, patron of Brazilian Education, who always saw the Education as one continuous process involving communities and popular knowledge. Because of it, in our work we consider the specific e positive characteristics of our region, as the nature, social movement history and the people power to confront the violent conditions of life.

We adopt as strategies the concept of reappropriation: to occupy, to resignify and to revitalize services and public spaces, squares, streets, degraded places and pockets of high vulnerability; The construction and strengthening of dynamic poles sociocultural dynamizers integrated in systemic networks, connecting inductive circuits of development.

In 2014, after a long process of mobilization of the Perus's population and our partners we could create the "Territory of Culture and Landscape Interest", which was approved in the City's Strategic Plan, an instrument of urban planning in Sao Paulo. It allowed us to design and put in practice a old idea of starting to create a open air territorial museum.

To turn into real the idea of the Territorial Museum of Culture and TEKOA JOPO'i Landscape we use tools as the Learning Trails, that allow us to create a real educational territory.

We understand that to put these ideas into practice it is important to boost the local economy, which requires professional training and the creation of local social businesses. In this context, we have founded the QUEIXADAS Eco-Cultural and Tourist Development Agency to articulate and develop basic conditions and structures, such as a community-based shared hosting network with initial capacity for 50 guests. The agency is also responsible for the management of Learning Trails and other packages and tourist and cultural activities carried out in the territory.

Apart from to lodging and meals, students will participate in a local training program developed by our local educators through educational trails and various other activities such as poetry recital , dances and parties focusing on Afro-Brazilian culture.

"Permanent Firmness!"

About Comunidade Cultural Quilombaue

Comunidade Cultural Quilombaue (Cultural Community Quilombaue) was created in 2005 by young artists, agents and cultural activists from Perus, a neighbourhood located in outskirts of Sao Paulo. Our purposes are to face problems that affect directly the youth people, especially poverty and violence. For a long time, places located in outskirts of the city were seen as territories without capacity to realize the social transformation. However, all of us know it is not true. We have been showing the opposite with creativity, resgating our history and memory to build a new future.

Art, Culture and Local Knowledge are some of the possibilities we have been using to create new other imaginary, empower peripheral identity, and, thus, generating work, income and perspectives for youth and for local social and economic development.

*"Breaking chain
and planting seeds..."*

Realização:



Parceiros:



QUEIXADA

Eco Tourism and Cultural Development Agency

- MUSEUM TEKOA JOPO'i



The field trip: two weeks in Brasil

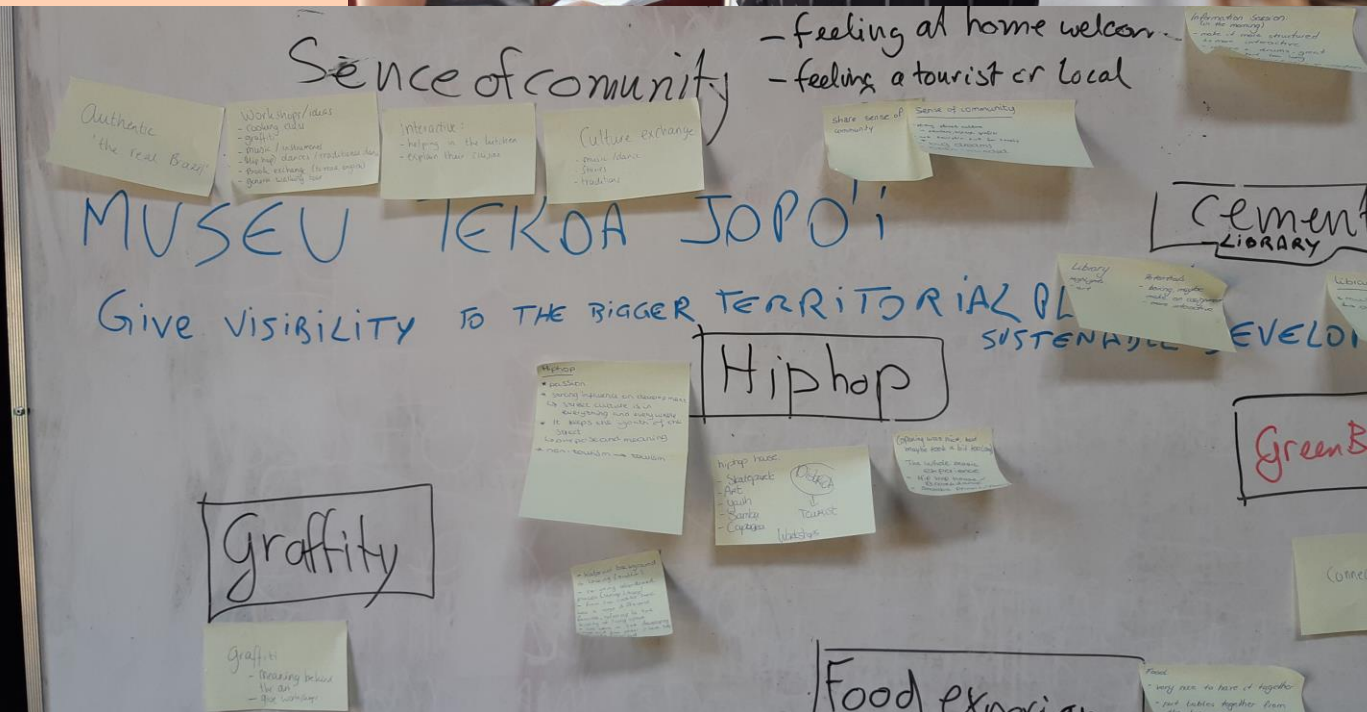
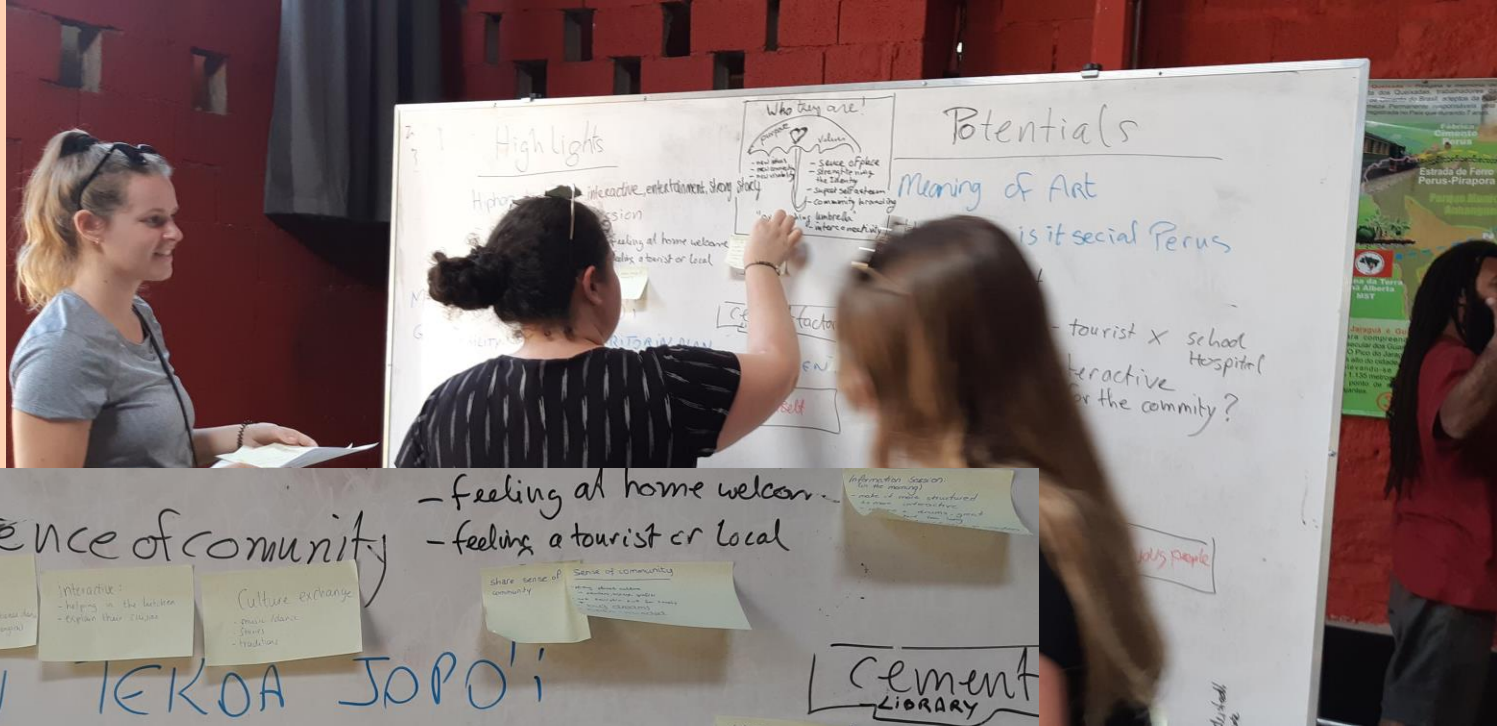
- Getting to know the local culture; Getting immersed in the challenge given



Staying with the locals



Placemaking in action – Understanding what is and what might be



Placemaking in action: Creating new possibilities

How can we make the experience (food / Graffiti) more interactive and what can we do to make it more intimate?

General

- * What is the target group?
 - What are the group sizes?
- * What is your vision?
- * What are the short/long term goals?
- * Do you make use of feedback/surveys from previous visitors?

Connection

- * What is the relation between the different experiences?
- * How can the "in between parts" be more included in the experience?
- * With which experience do you connect the most?

Placemaking identifying some concepts to be incorporated back to education

- 1) *Build from what is available*
- 2) *Learning by doing; Creating by experimenting*
- 3) *Collaborative practices to strengthen the community*

Placemaking, Social Construction, and the Global South

Celiane Camargo-Borges and Cesar A. Ferragi

The SAGE Handbook of
Social Constructionist
Practice



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How can we interweave placemaking, social construction, and local knowledge as a valuable combination for new understandings and practices of community building and education?

<https://www.vakinha.com.br/vaquinha/fica-quilombaquete>



#FICA QUILOMBAQUE

Campanha de arrecadação pela
permanência da sede da Quilombaquete