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The Brazilian Geographical Indication on Coffee Cultivation as a Promoter of Local Development

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ABSTRACT

The terroir concept is presented in geographic, socioeconomic and legal coherence in which composes the basis of the concept of origin designations. In Brazil, in the state of Minas Gerais specifically on the Cerrado Mineiro and Mantiqueira mountains region there is Geographic Indication pointed by the competent bodies. Therefore, the link with environmental and human conditions and the recognition of a product's unique characteristics and specific region may arouse interest in the role of certification of a Geographical Indication as an innovation to promote local development. It is in this perspective that the study aims to identify the potentialities of Geographic Identification in coffee culture as a promoter of local development and life quality.

Therefore, it is a research of a basic nature, with a qualitative and descriptive approach, that used as methodological procedure the accomplishment of a case study referring to a Geographical Indication in the south of the State of Minas Gerais. With the results achieved it was possible to perceive that just as the concept of terroir is applied to wine its appropriation in the context of coffee culture becomes plausible when observed the set of social elements related to local know-how.

This shows the promotion of local development by strengthening the characteristics of culture, territory and social elements that promote life quality of the community involved, whether it is through the rescue of local economic skills or by enhancing the promotion of a new economic activity, such as tourism.

Keywords: Brazilian Geographic Indication, Terroir, Coffee Culture, Local Development.

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Space as Place: Mapping Patterns of Social Life in Public Spaces

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ABSTRACT

One of the most fascinating aspects in the study of urban spaces is the interaction of people – with the physical environment as well as with other people. Urban spaces comprise not only the physical aspects, like the form of buildings, the streets, etc., but also the people who live in them.

This paper is about the understanding of the informal process which creates life in public spaces. How space configure people behavior? And how people behavior configure space? Is that space layout performative of life in public space and vice versa? Why some places work and others don't? What are the evidences of the relationships between spatial patterns, life patterns and social patterns? Can we measure it, simulate it and use it in design?

We will examine spatial and social patterns in small urban spaces in Lisbon. Through descriptive analyses and quantification, it would be discussed how space layout can contribute to the urban life. The research combines configurational analysis with findings from observation in order to understand how physical structures influence human behavior. Space Syntax techniques will be used to describe and analyze spatial configurations in relation to social patterns, (Hillier and Hanson, 1984). The model involves a nonmetric understanding of space and suggests that the presence of pedestrian in a network can be explained by topology. At the same time, direct observation of pedestrian behavior was attempted to quantifiably isolate what elements of the space made it effective or, conversely, ineffective (Whyte, 1980).

Keywords: Space Syntax, Spatial Patterns, Social Patterns, Small Urban Spaces.