



AALBORG UNIVERSITY
DENMARK

Aalborg Universitet

SMART Cities: Social Design. Visiting Professor, Pontifical Catholic University of Rio de Janeiro, the CAPES program

Dirckinck-Holmfeld, Lone

Publication date:
2023

[Link to publication from Aalborg University](#)

Citation for published version (APA):
Dirckinck-Holmfeld, L. (2023). *SMART Cities: Social Design. Visiting Professor, Pontifical Catholic University of Rio de Janeiro, the CAPES program*. Aalborg University.

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal -

Take down policy

If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.

SMART Cities: Social Design
Visiting Professor, Pontifical Catholic University of Rio de Janeiro, the
CAPES program



Photo LDH, Design lab PUC-Rio

Lone Dirckinck-Holmfeld
Visiting Professor, the CAPES program
Visiting Research Fellowship
Pontifical Catholic University of Rio de Janeiro
Marts 1st – April 10th, 2023
June 2023

To learn is to bend.
about life itself
and fill mind and eye
with the firmament of thought,
to wonder and be captivated,
when life comes near
to meet when the time comes
a greater truth there.

(Halfdan Rasmussen, 1949, 2nd stanza)

Thanks to my hosts, Claudio Magalhaes and Karl Erik Schöllhammer, PUC Rio and to CAPES for a memorable time as visiting professor.

CAPES is a Foundation within the Ministry of Education in Brazil whose central purpose is to coordinate efforts to improve the quality of Brazil's faculty and staff in higher education through grant programs. CAPES is particularly concerned with the training of Doctoral candidates, Pre-doctoral short-term researchers, and Post-doctoral Scholars

LIST OF CONTENT

- PROGRAM
- REFLECTION



Photo LDH, The Inhotim Institute

PROGRAM

Visiting professor, Lone Dirckinck-Holmfeld, Department of Communication and Psychology, Aalborg University
to Pontifical Catholic University of Rio de Janeiro, The CAPES program
Visiting Research Fellowship
Marts 1st – Marts 31st, 2023

Wednesday 1st of March

Arrival

Thursday 2nd of March

Instalment

Friday 3rd of March

Presentation of the Project for the new **Parque do Pão de Açúcar**, Hotel Janeiro, at Av. Delfim Moreira 696, Leblon. <http://indiodacosta.com/en/>

Saturday 4th of March

Behring Factory.

<https://www.instagram.com/marciustristao/>

https://riotur.rio/en/que_fazer/fabrica-bhering-2/

The Bhering Factory (Fábrica Behring), located since the 1930s in the Gamboa neighbourhood, in the Rio port area, saw its heyday and decline over the decades, until, as of 2010, it became an important centre of art and culture production.

Occupation of the space took place organically, through word of mouth by the artists themselves who, discontent with the high real estate rental prices in the city, found a way to lower costs and create an artistic network where collaboration is the soul of business.

With a constructed area of more than 15,000 square meters there are around 80 art studios operating at full steam. Sharing this space with century-old machinery in a factory that occupies an entire block, there are potters, designers, producers, plastic artists, booksellers, gourmets, artisans, photographers, shopkeepers, furniture makers and even a small craft beer brewery.

Sunday 5th of March

Claudio Megalhaes, Karl Erik Schollhammer and Arne Remmen, Working dinner: SMART Cities – the Gávea neighbourhood/Rocinha

<https://en.wikipedia.org/wiki/G%C3%A1vea>

***Gávea** is an affluent residential neighborhood located in the South Zone of the city of Rio de Janeiro, Brazil. It borders São Conrado, Leblon, Lagoa and Jardim Botânico neighborhoods and is famous for its high concentration of artists. PUC-Rio, as well as several schools, are located in the neighborhood. Gávea is well known because of the "Baixo Gávea" area, which is considered a Bohemian quarter. The first Europeans to have lived in what would become the neighborhood were the French, who came to extract Brazilwood. On July 16, 1565, the neighbourhood was named Gávea for the first time, by Estácio de Sá.*

***Rocinha** is the largest favela in Brazil, located in Rio de Janeiro's South Zone between the districts of São Conrado and Gávea. Rocinha is built on a steep hillside overlooking Rio de Janeiro and is located about one kilometre from a nearby beach.*

Monday 6th of March

Recepção com Prof. Gamba, Diretor do Depto de Artes e Design / DAD e Profa. Luiza Novaes, Coord. Pós-Graduação DAD.

The Department of Artes and design

<http://www.puc-rio.br/english/departamentos/ccpg/design.html>

Since its creation, the Graduate Program in Design at PUC-Rio has been responsible for the consolidation of research in Design in the country. Its Master's course was established in 1994 and has had over 130 defended dissertations. It is a pioneer of its kind in Brazil, along with the Doctoral course in Design, which started in 2003.

The Graduate Program in Design aims to provide academic training for research-professors, contributing to the formation of human resources in the design, with views to Brazilian technological, scientific and cultural development. It also aims to qualify researchers and professionals interested in increasing their potential for generation, diffusion and optimization of aesthetic and technological knowledge related to the productive process of goods and services.

Its Concentration Area, "Design and Society" encompasses studies on the multiple aspects and the various interfaces of Design with Technology, Art, Human and Social Sciences, highlighting the received influences and the consequences of the designer's practice for the culture, the society, and the environment, having as a guiding thread the investigation of its relations with users and the production process.

The investment in the preparation of graduates, researchers, and professionals of high capacity, besides being of great importance to the field of Design, is essential for the constitution of competent and qualified critical mass. Thus, it becomes possible to base, systematize and discuss, among others, the body of knowledge, the methodology, the mode of action, the application, and the results of Design.

Tuesday 7th of March

Visit to Centro de Operações Rio (COR): <https://cor.rio/>

Vice rector, Fabienne Schiavo, Claudio Megalhaes, Arne Remmen

*The **Rio Operations Center (COR)** was the first Olympic equipment delivered by the City of Rio to the city. Inaugurated in December 2010, its legacy remains 24 hours a day, seven days a week. COR monitors and integrates Rio de Janeiro in essential areas: urban mobility and time. Municipal departments, concessionaires, City Hall companies and partners are at COR working to minimize events that impact the citizen's routine. It is technology combined with knowledge of the needs of Rio de Janeiro and its population.*

Wednesday 8th of March

Palestra de Nina Basoli, Embaixadora do Design Day, curadora da Triennale para arquitetura, regeneração urbana e cidade, com o tema "A qualidade que ilumina. A energia do design para as as pessoas e o ambiente";

Triennale para Arquitetura, Milano

<https://triennale.org/en/about/history-and-mission>

Ever since 1923, **Triennale Milano** has been one of world's leading cultural institutions, conveying the complexities of the contemporary world in a host of artistic forms: design, architecture, and the visual, scenic, and performing arts.

Its aim is to find broader, more innovative ways of thinking, bringing the experiences of different cultures and languages together in a single place and time.

PUC Campus tour, by Claudio Megalhaes

<http://www.puc-rio.br/english/#aboutpuc>

Vernissage da Exposição “Triennale di Milano: Uma História em Cartazes”, no Solar Grandjean de Montigny

Envolvidos: Monica Herz

Monday 13th of March

Luiza Lobato, visit to Digital Humanities Lab (DH-Lab)

<https://laboratoriodehumanidadesdigitais.usuarios.rdc.puc-rio.br/en/home-english/about-puc-rios-digital-humanities-lab-dhlab/>

*The **Digital Humanities Lab** was born out of a partnership between PUC-Rio's Center for Social Sciences and the Center for Theology and Humanities. DHLab offers a platform to support transdisciplinary research involving digital technologies in the social sciences and humanities. It aims to stimulate creative approaches to the development of technological innovation that considers social, environmental, cultural, and economic issues, developing pedagogical and academic activities with PUC-Rio's faculty and students, as well as with its collaborators. Its mission is to foster research and education at the intersection between digital technologies and the different disciplines of the social sciences and humanities.*

Tuesday 14th of March

Meeting with RALPH INGS BANNELL <ralph@puc-rio.br>, Department of Education

*Associate Professor in **the Department of Education of PUC-Rio**. He works in graduate and undergraduate courses teaching the Philosophy of Education disciplines. His research articulates two main axes: 1) Rationality and cognition, especially theories of the sociability of reason and theories of the embodied, situated, extended and enactive mind and their implications for learning theories. 2) Political philosophy and its implications for education, especially the limits of liberalism, education for citizenship, educational justice and the political economy of educational policies. Personal site.*

Wednesday 15th

Mario Seixas, The Bamboo Structure Company (Bamboo Tec) & Bamboo labs at PUC Rio

<https://bambutec.com.br/en/empresa/>

***Bambutec** is a Brazilian company specialized in architectural design and structural engineering of bamboo structures. We develop lightweight buildings using bio-based materials with sustainable processes. Our working method combines research, technological development, innovation, forestry production and specialized services. The company is headed by the designers João Bina, Mario Seixas and Patrick Stoffel, and has its origin at the Pontifical Catholic University of Rio de Janeiro, PUC-Rio.*

Saturday 18th

Visit to Museu do Amanhã

*A new icon of the modernization of Rio de Janeiro's harbor, **the Museum of Tomorrow** was born in the Praça Mauá as a science museum meant to explore, imagine, and conceive all the possibilities for constructing the future. An experimental museum, where the content is presented through a narrative that combines the*

accuracy of science with the expressiveness of art, using technology as a support in interactive environments and audiovisual and gaming facilities created from scientific studies conducted by experts and data released all over the world.

Tuesday 21st of March

Visit to Coopa-roca and meeting with Maria Teresa Romeiro Leal <https://coopa-roca.com.br/>

*Maria Teresa Romeiro Leal, **Coopa-roca**, who works with seamstresses in a Brazilian slum, reveals two realities about business and poverty: first, workshops owned by poor women can compete in the world of haute couture; and second, making quality goods is the best way for poor women to find business partners, open markets, and earn a living.*

Wednesday 22nd of March

Virtual visits to the favelas: Melo, P (2000): *Inferno*, Bloomsbery Publishing, London

Thursday 23rd of March

Visit to the **historical Museum** <http://mhn.museus.gov.br/>

Originally a fortress and an ammunition depot dated of Colonial Brazil, the National Historical Museum created in 1922 became one of the most important museums of history in the country, housing a collection of circa 300,000 items. It holds 9,000 square meters galleries of long term and temporary exhibitions, besides a Library and Historical and Institutional Archives.

Saturday 25th of March

Niterói Contemporary Art Museum / Oscar Niemeyer

*The **Niterói Contemporary Art Museum**, also known as the MAC, was designed by the famed Brazilian architect Oscar Niemeyer and completed in 1996. This iconic saucer-shaped structure, situated on a cliffside above Guanabara bay in the city of Niterói, brilliantly frames the panoramic views of the city of Rio De Janeiro and encapsulates the simple, yet brilliant signature aesthetic of Niemeyer.*

Tuesday 28th of March

Seminário com os professores visitantes da Aalborg University: Lone Dirckinck-Holmfeld & Arne Remmen

A professora apresentará o projeto de pesquisa colaborativa “Unlocking the potencial of Green Charcoal Innovation and Climate Change Mitigation in Northern Uganda” – UPCHAIN e convida para uma discussão sobre como fazer projetos de pesquisa multidisciplinares, participativos e orientados ao design. O professor fará uma apresentação sobre os princípios da economia circular com casos de um ambiente dinamarquês. Arne convidará para uma discussão sobre como os princípios da economia circular se encaixam em seus projetos de design na PUC Rio. O Seminário faz parte das atividades do Projeto Smart Cities, apoiado pelo Programa Capes PrInt, e foi organizado pelo Laboratório de Gestão em Design – LGD.

Presentation

https://docs.google.com/presentation/d/1dGmuRsuhoqo_suFvdMVr_z8iHBgy4JB_WNSO4_26T-rU/edit#slide=id.g126e795039c_0_72

Invitation

<https://drive.google.com/drive/folders/1DrzrYVkr-BpOllHb4I-Op6cQyBxt3OJI>

Thursday 30th of March

Podcast production with **Claudio Magalhaes on social design**. The podcast is for MIL open Academy, Aalborg University: <https://www.moa.aau.dk/>

Friday 31st of March

Coffee meeting with **Sidnei Paciornik, Dean**, Faculty of Science & Technology Decano | Dean Centro Técnico Científico - Science and Technology Center (CTC), Titular Professor at Pontifícia Universidade Católica do Rio de Janeiro

<https://www.ctc.puc-rio.br/en/message-from-the-dean>

Combining Science and Engineering in an interdisciplinary environment, CTC/PUC-Rio is comprised of a body of approximately 200 faculty on a continuous appointment, with doctorates obtained in the best institutions in the country and abroad. These professors work in Graduate and Undergraduate, playing the role of professors and researchers of recognized excellence, permanently associated with the national and international scientific community, as well as with the productive sector through cooperation accords and agreements with companies. By transferring innovative results, Faculty members also help the creation of emerging technology-based companies, in partnership with the Genesis Institute for Innovation and Entrepreneurial Action at PUC-Rio.

Saturday 1st of April

Breakfast with **Maria Teresa Leal** and family

Fort Copacabana (Portuguese: Forte de Copacabana, IPA: [ˈfɔʁtʃi dʒi ˌkɔpaka ˈbɐnɐ]) is a military base at the south end of the beach that defines the district of Copacabana, Rio de Janeiro. The base is open to the public and contains the Museu Histórico do Exército (Army Historical Museum) and a coastal defence fort that is the actual Fort Copacabana.^[1]

Visit to the Exhibition: Studio Drift

<https://mailings.artlogic.net/readonline/aa649e55181a4053b88a138438e7cbc9>

Centro Cultural Banco do Brasil in Rio de Janeiro (CCBB RJ) presents "Studio Drift - Vida em coisas" (from March 29 to May 22), the first exhibition in Brazil by Dutch duo Lonneke Gordijn and Ralph Nauta. The artist duo DRIFT, formed in 2007, develops experiential sculptures, installations, and performances to bring people, space and nature on to the same frequency, uniting audiences with experiences that inspire a reconnection to our planet. They explore the relationship between humans, nature, and technology. In this exhibition, light is used as a medium to create the works. According to Marcello Dantas, one of the exhibition's curators with Alfons Hug, "there is a rationality behind their work, which is that there exists the possibility of nature and technology living together in harmony. Be it through the bionic world or be it through the concept of animism, in which everything - animals, natural phenomena and inanimate objects - has a spirit that connects them with everything else". Exhibited in the CCBB RJ rotunda, the sculpture Shylight, created from different layers of silk, opens and closes elegantly, with a specific mechanism, reflecting the behaviour of certain types of flowers that close at night as a means of self-defence and conservation of their resources. The Fragile Future piece, meanwhile, aims to fuse nature and technology in a multidisciplinary light sculpture. Also forming part of the exhibition are the pieces Ego, Amplitude, Franchise Materialism, Coded Nature, Dandelight, among others.

Tuesday 4th of April

Ouro Preto

https://en.wikipedia.org/wiki/Ouro_Preto

Ouro Preto (Black gold) is a city in and former capital of the state of Minas Gerais, Brazil, a former colonial mining town located in the Serra do Espinhaço mountains and designated a World

Heritage Site by UNESCO because of its outstanding Baroque Portuguese colonial architecture. Ouro Preto is located in one of the main areas of the Brazilian Gold Rush. Officially, 800 tons of gold were sent to Portugal in the eighteenth century, not to mention what was circulated in an illegal manner, nor what remained in the colony, such as gold used in the ornamentation of the churches. The municipality became the most populous city of Latin America, counting on about 40,000 people in 1730 and, decades after, 80,000. Ouro Preto was the capital of Minas Gerais from 1720 until 1897.

Visit to the **Museum of the Inconfidência**

https://en.wikipedia.org/wiki/Museu_da_Inconfid%C3%A2ncia

***Museu da Inconfidência** is a history museum dedicated to those who died in a failed rebellion movement Inconfidência Mineira for Brazilian independence from Portugal. It was established in 1938. It is located in Tiradentes Square in Ouro Preto in Minas Gerais in a former Jail. It was declared as a National Museum of Brazil in 1990.*

Wednesday 5th of April

The **Inhotim Institute**, <https://en.wikipedia.org/wiki/Inhotim>

*The **Inhotim Institute** is home to one of the largest foundations of contemporary art in Brazil and one of the largest outdoor art centres in Latin America. It was founded by the former mining magnate Bernardo Paz in 2004 to house his personal art collection, but opened to the public a couple of years later. The institute has a total area of 1,942.25 acres, mostly located in the biome of the Atlantic Forest including a preservation areas, of which 359 acres are part of the Reserva Particular do Patrimônio Natural RPPN, which makes it a natural heritage site. These geographic features made it possible for Inhotim to house a botanical garden, which has been developing since it was opened. The project began when Brazilian contemporary artist Tunga persuaded Paz to start collecting contemporary art. Eventually, he allowed artists all the space and resources they needed to create larger-than-life works. The garden, which boasts two dozen art “pavilions”, opened to the public in 2006. The pavilions include more than 500 works by noted Brazilian and international artists, such as Hélio Oiticica, Yayoi Kusama, Anish Kapoor, Thomas Hirschhorn, Dominique Gonzalez-Foerster, Steve McQueen, Cildo Meireles and Vik Muniz. One pavilion is devoted to one of Paz's ex-wives, the Brazilian artist Adriana Varejão.*

Thursday 6th of April

Tiradentes, Minas Gerais

https://en.wikipedia.org/wiki/Tiradentes,_Minas_Gerais

***Tiradentes** is a municipality in the Brazilian state of Minas Gerais. Tiradentes has an estimated population of 10,960, as of 2020. The original village was established in 1702 and became a city on 19 January 1718. In 1889 the city was renamed from Vila de São José do Rio das Mortes in honour of the national hero, Joaquim José da Silva Xavier who was born nearby. It has been acclaimed as an unspoiled example of Portuguese colonial architecture.*

<https://en.wikipedia.org/wiki/Tiradentes>

***Joaquim José da Silva Xavier** (12 November 1746 – 21 April 1792), known as **Tiradentes** was a leading member of the colonial Brazilian revolutionary movement known as Inconfidência Mineira, whose aim was full independence from Portuguese colonial rule and creation of a republic. When the separatists' plot was*

*uncovered by authorities, Tiradentes was arrested, trialled, and publicly hanged. Since the advent of the **Brazilian Republic**, Tiradentes has been considered a national hero of Brazil.*

Saturday 8th of April

Petrópolis (Portuguese: [pe'tɾɔpɔlis, -pu-]), also known as **The Imperial City**, is a municipality in the Southeast Region of Brazil. Visit to Principal do Museu Imperial em Petrópolis.

Until the 18th century, the region was inhabited by the índios coroados (crowned Indians), which earned it the Portuguese name of "Sertão dos Índios Coroados". It was only with the discovery of gold in Minas Gerais and the consequent opening of the new way of the mines that passed through Petrópolis in that century that the region began to be occupied by non-Indians.^[5] The town's origins can be traced to Bernardo Soares de Proença, who between 1722 and 1725 opened an alternative route between Rio de Janeiro and Minas Gerais, across the Serra da Estrela called "Caminho Novo das Minas" (New Road to Mines).



Photo LDH, Coopa-roca

REFLECTION

It has been a privilege to visit Pontifical Catholic University of Rio de Janeiro (PUC-Rio). It has been a great learning opportunity, laid the ground for research collaboration, and provided insights into Brazilian art and culture.

The focus has been on arts and design – on how to use design and design approaches in knowledge construction, teaching, and learning, and to develop SMART cities. A working concept for the acronym of SMART cities are under development. For the moment, we use the concept developed in the workshop on SMART cities, Copenhagen Business School, DK in 2017. SMART= Sustainable, Mobile, Arts and human Resources, and Technology. SMART also has a pragmatic connotation, to use the resources and the technology SMART, and to provide sustainable and livable cities together *with* people. The project area is as a starting point Gávea and Rochina.

The visit provided deeper insights into design and the institute of Arts and Design. Some concepts stand out to explore more: Social design as a driver for inclusive innovation; materiality; collaboration and participation in innovation processes, and finally the interplay of art and design.

In relation to my own research interests, especially UPCHAIN (Unlocking the potentials of Green Charcoal Innovation in Northern Uganda), the concept of social design is especially interesting as e.g., realized in the Bamboo project and in the favela project and it's follower, Coopa-roca. Both cases illustrate how research and business development works hand in hand and contribute to social and sustainable innovation and development as well as provide insights into how universities may support these initiatives through flexible business models and on-going research. Both cases are important to explore more closely in developing concepts of sustainable inclusive innovation.

PUC-Rio has been a top base for this visiting professorship. The green campus with all the trees and flowers, the engaged students and staff, and the concentrated campus where you meet people has provided an optimal learning and research environment.

Further Rio is an amazing context for the collaboration: Its nature, culture, art, diversity, the beaches, the mountains, the museums and not least the people.

Conclusion

The visit has laid the ground for further collaboration. Fabienne Schiavo, PhD student from PUC-Rio, Arts & Design is in Copenhagen at Copenhagen Business School researching SMART cities. In the end of June (19 – 25th of June) Claudio Magalhaes, supervisor of Fabienne will visit Copenhagen. Besides giving a lecture in ILD-lab, Aalborg University on “Acting with Design”, we will work on a network application under the program: **Global Innovation Network Programme** supported by the Danish Ministry of Education and Science. Karl Erik Schöllhammer, PUC Rio will join the work online.

In this way, the Visiting Research Fellowship fulfilled the objective of promoting the construction of strategic plans for the internationalization of institutions in Smart and Sustainable Cities. Based on this support instrument, we formed an international research network with a view to improving the quality of academic production linked to postgraduate studies. Based on new projects submitted to new public research calls, we intend to promote the mobility of professors and students abroad and from abroad to Brazil, linked to international collaboration.