

INTERNATIONAL SYMPOSIUM ON ECOLOGICAL URBANISM

Centro Cultural São Paulo – Rua Vergueiro, 1.000 – Paraíso, São Paulo, SP.

9:00 – 9:30 **Arrival and Registration**

9:30 – 9:45 **Welcome**

Jason Dyett, Harvard-DRCLAS Brazil Office

9:45 – 10:30 **Keynote: Why Ecological Urbanism? Why Now?**

Mohsen Mostafavi, Harvard Graduate School of Design

10:30 – 10:45 **Presentation: Ecological Urbanism in Action**

Gareth Doherty, Harvard Graduate School of Design

10:45 – 12:00 **Panel I: Anticipate**

Anticipation exists somewhere between making firm plans and making none at all. Ecological urbanism anticipates the life and form of cities of the present and the future. This panel will address strategies for city design that can adapt and respond to change over the long term. Issues of landscape architecture, urban planning and design, politics, economics, and aesthetics fall under the umbrella of this panel.

Moderator:

Charles Waldheim, Harvard Graduate School of Design

Speakers:

Alexandre Delijaicov, University of São Paulo

Angelo Bucci, University of São Paulo

Cecília Herzog, Pontifical Catholic University of Rio de Janeiro

Joana Carla Gonçalves, University of São Paulo

Nelton Miguel Friedrich, Itaipú

12:00 – 1:30

Lunch break

1:30 – 2:45

Panel II: Mobilize

This panel asks whether it is possible to accommodate citizens' "rights to the city" while also guaranteeing that urban resources will be effectively utilized for the collective improvement and sustainability of the city as a whole. Panelists will consider the role that governing authorities, professionals, and citizens can play in achieving a more socially and environmentally just city, and reflect on how various constituencies can be "mobilized" to guarantee the production of an environmentally sound, equitable, and prosperous urbanism.

Moderator:

Diane Davis, Harvard Graduate School of Design

Speakers:

Carlos Vainer, Federal University of Rio de Janeiro

Ciro Biderman, Fundação Getúlio Vargas, SPTrans

Maria Lucia Martins, University of São Paulo

Milton Braga, University of São Paulo

Pedro Rivera, Studio-X

2:45 – 3:00

Break

3:00 – 4:45

Roundtable: Urban Fringes

In the “Urban Fringes” of São Paulo, there are no frontiers, but permeable borders that integrate inherent qualities and challenges in various forms of occupation. At the city limits, potential conflicts include the need for environmental protection, the increasing encroachment of urbanization, and the mighty investments in metropolitan infrastructure. The moderator, Professor Guilherme Wisnik, will guide the discussion around issues of infrastructure, productive landscapes, social vulnerability, local development, preservation versus sprawl, and resilience.

Moderator:

Guilherme Wisnik, University of São Paulo

Speakers:

Christian Werthmann, Leibniz University Hannover

Ermínia Maricato, University of São Paulo

Fernando de Mello Franco, Municipal Secretary for Urban Development, São Paulo

Nelson Brissac, Pontifical Catholic University of São Paulo

José Armênio de Brito Cruz, Escola da Cidade

Oded Grajew, Rede Nossa São Paulo

Paulo Saldiva, University of São Paulo

4:45 – 5:00

Closing Remarks

Mohsen Mostafavi, Harvard University Graduate School of Design

5:00 – 7:00

Urbanismo Ecológico Book Launch and Exhibition Opening.

Speakers

in alphabetical order by first name.



Alexandre Delijaicov

Professor, University of São Paulo

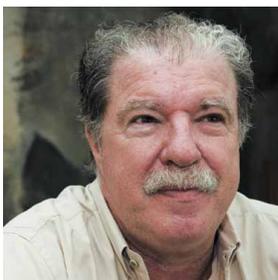
Alexandre Delijaicov is a Professor in the Department of Design at the School of Architecture and Urban Planning of the University of São Paulo and, since 1992, the São Paulo City Hall acting architect. He has experience in architecture and urbanism, with an emphasis in planning and building projects, and a main focus in the architectural design of public buildings, parks and recreation facilities, urban structuring centers, Centers for Unified Arts and Sports (CEUs), design of river cities, waterways, parks and urban river ports, and bike paths in urban river shores. Delijaicov received a B.A. in Architecture and Urban Planning from the Belas Artes University, and earned his master's degree and Ph.D. in Architecture and Urban Planning from the University of São Paulo.



Angelo Bucci

Professor, University of São Paulo

Angelo Bucci, an award-winning Brazilian architect, has been a Professor in the Department of Design at the School of Architecture and Urban Planning of the University of São Paulo since 2001. Between 1987 and 1989, he collaborated in architecture firms, until he founded his own firm in 1989. In 2008, Bucci was a visiting professor at Harvard University and at the Massachusetts Institute of Technology. He has led the SPBR Arquitetos firm for more than a decade now. Bucci received his B.A., master's and Ph.D. in Architecture and Urbanism at the University of São Paulo.



Carlos Bernardo Vainer

Professor, Federal University of Rio de Janeiro

An economist and sociologist, Carlos Vainer is a Full Professor at the Institute for Research and Urban and Regional Planning at the Federal University of Rio de Janeiro. He has been the Executive Secretary and President of the National Association of Studies and Research on Urban

and Regional Planning. Vainer chairs the State, Labor, Territory and Nature Laboratory, where he has developed and advised research on regional and urban development, urban policies, models and methodologies in planning, migration policies, social and environmental impacts of large dams, social conflicts resulting from large urban projects, urban social conflicts, urban social movements, and globalization and compared social mobilization. Vainer earned his Ph.D. in Social and Economic Development from the Paris-Sorbonne University.



Cecilia Polacow Herzog

Professor, Pontifical Catholic University of Rio de Janeiro

Cecilia Polacow Herzog is a Professor in the Department of Architecture and Urbanism at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio), and president of the Institute for Research on Green Infrastructure and Urban Ecology (Inverde). She is an urban landscape designer and a specialist in the environmental preservation of cities. Her main research focus is on how cities can learn from nature to become sustainable and resilient. Herzog is the author of "Cities for All: (re) Learning to Live With Nature". She earned her master's in Urbanism from the Federal University of Rio de Janeiro.



Charles Waldheim

Professor and Chair of the Department of Landscape Architecture, Harvard Graduate School of Design

Charles Waldheim is Professor of Landscape Architecture and Chair of the Department of Landscape Architecture at the Harvard Graduate School of Design. His research focuses on landscape architecture in relation to contemporary urbanism. He coined the term "landscape urbanism" to describe emerging landscape design practices in the context of North American urbanism, and has written extensively on the topic. Previously, Waldheim was Associate Professor and Director of the Landscape Architecture program at the University of Toronto. He has lectured on landscape and contemporary urbanism across North America, Europe, and Australasia. He has taught as a visiting faculty member at the University of Michigan, the University of Pennsylvania, and Rice University. Waldheim is an honorary member of the Ontario Association of Landscape Architects, and in 2006 was recipient of the Rome Prize Fellowship in Landscape Architecture at the American Academy in Rome.



Christian Werthmann

Professor of Landscape Architecture and Design,
Leibniz University Hannover

Christian Werthmann is Professor of Landscape Architecture and Design at the Leibniz University Hannover. As a practitioner, Werthmann has completed major projects in world-renowned design firms in Germany and the United States. As an academic, he has written numerous books and articles, exhibited globally and has been a speaker at international conferences on landscape and urbanism. His research concentrates on the potentials of landscape architecture and infrastructure in heavily urbanized and socially conflicted terrain. His research activities make him part of a small but growing group of landscape architects engaged in non-formal cities and disaster zones, where he overlays technical innovation with social and natural systems to foster productive and engaging public spaces. Until 2012, Werthmann was an Associate Professor and the former Director of the Master in Landscape Architecture Degree Programs at the Harvard Graduate School of Design.



Ciro Biderman

Professor, Fundação Getúlio Vargas

Ciro Biderman is a Professor of Public Administration and Economics at Fundação Getulio Vargas (FGV) and an Affiliated Researcher in the Department of Urban Studies and Planning at the Massachusetts Institute of Technology (MIT). Biderman is the current CEO of SPTrans, the city company that manages buses in the public transport system of São Paulo. His research interests include urban and regional economics focused on public policies at the sub-national level, with particular emphasis on transportation economics and land policies. He received his Ph.D. in Economics from the Fundação Getúlio Vargas and completed his post-doctoral studies in Urban Economics at the MIT.



Diane Davis

Professor of Urbanism and Development,
Harvard Graduate School of Design

Diane E. Davis is Professor of Urbanism and Development at the Harvard Graduate School of Design. Her published works examine the relations between urbanization and national development, comparative international development, the politics of urban development policy, and conflict cities. She has explored topics ranging from historic preservation, urban social movements,

and identity politics to urban governance, fragmented sovereignty, and state formation to planning theory. Her current research focuses on the transformation of cities of the global south, particularly the urban social, spatial, and political conflicts that have emerged in response to globalization, informality, and political or economic violence. A prior recipient of research fellowships from multiple renowned institutions, Davis now coordinates a large-scale project titled Urban Resilience in Conditions of Chronic Violence, funded by USAID. An elected member of the Urban and Regional Development Section of the International Sociological Association and a member of Panel SH3 (Environment and society: environmental studies, demography, social geography, urban and regional studies) of European Research Council, she also serves on the Editorial Boards of City and Community, Political Power and Social Theory, and the Journal of Latin American Studies.



Ermínia Maricato
Professor, University of São Paulo

Ermínia Maricato is a Full Professor at the School of Architecture and Urbanism of the University of São Paulo and a Visiting Professor at the State University of Campinas's Institute for Economics (IE-UNICAMP). Between 2002 and 2005, Maricato was the Executive Secretary of the Brazilian Ministry of Cities and served as the technical coordinator of Brazil's National Urban Development Policy. Previously, she was the Secretary of Housing and Urban Development for the City of São Paulo and, between 1989 and 2002, she was the author of many of the urban area proposals during Luís Inácio Lula da Silva's first presidential campaign. Maricato received her B.A., master's and Ph.D. degrees in Architecture and Urbanism from the University of São Paulo.



Fernando de Mello Franco
Municipal Secretary of Urban Development,
City of São Paulo

Fernando de Mello Franco is the Municipal Secretary of Urban Development for the City of São Paulo. Previously, he was Managing Partner at the architectural firm MMBB Arquitetos, and curator of the Institute for Urbanism and Studies for the Metropolis (URBEM). Franco was also a Professor of Architecture and Urbanism at the University of São Paulo (São Carlos campus), Mackenzie University, and SJT University, and a Visiting Professor at the Harvard Graduate School of Design. He has extensive experience in architecture and urban planning projects, with a particular focus in equipment projects and urban infrastructure, social housing, and redevelopment of slums. Franco has a Ph.D. from the School of Architecture and Urbanism of the University of São Paulo.



Gareth Doherty

Lecturer in Landscape Architecture,
Harvard Graduate School of Design

Gareth Doherty's research and teaching focus on the intersections between landscape, ecology, urbanism, and anthropology. His publications include *Urbanismo Ecológico* edited with Mohsen Mostafavi (Gustavo Gili, 2014), which challenges urban practice to engage more fully with the arts, environment, government, public health, society, and technology—ecology in a broad sense. Doherty is currently working on the effective integration of anthropological methods with design and planning. Other recent projects include research on the notion of informal urbanism in favelas in Rio de Janeiro, and his doctoral dissertation on concepts of the color green in Bahrain. He has previously taught at the Architectural Association in London, Aarhus School of Architecture, Aalborg University, Berlage Institute in Rotterdam, Kingston University in London, Queensland University of Technology, RMIT University in Melbourne, and the University of Sheffield. In addition to the Doctor of Design from Harvard, Doherty received his Master of Landscape Architecture and Certificate in Urban Design from the University of Pennsylvania and masters and undergraduate degrees from University College Dublin.



Guilherme Wisnik

Professor, University of São Paulo

Guilherme Wisnik is an architect, essayist, author, and professor at the School of Architecture and Urbanism of the University of São Paulo. Wisnik curated the 10th Architecture Biennale in São Paulo, whose theme was intended to expand the focus on the city in its multiple dimensions and scales, both for productions of construction and design, as well as for the city's varied uses and appropriations of its inhabitants. He was a columnist for *Folha de São Paulo* between 2006 and 2007. Wisnik graduated in Architecture and Urbanism, earned a master's in Social History and completed his Ph.D. in Architecture and Urbanism at the University of São Paulo.



Joana Carla Soares Gonçalves

Professor, University of São Paulo

Joana Carla Gonçalves is a Professor at the School of Architecture and Urbanism of the University of São Paulo. In 2011 Joana was a visiting professor at the Harvard Graduate School of Design.

She has extensive experience in architecture and urbanism, with an emphasis on environmental compliance, working mainly on bioclimatic architecture, environmental comfort, and energy efficiency. Between 2009 and 2013 Gonçalves was faculty member in the Department of Sustainable Environmental Design at the Architectural Association School of Architecture, where she is a current visiting professor. She is also the author of *The Environmental Performance of Tall Buildings* (Earthscan, 2010). Gonçalves received a B.A. in Architecture and Urbanism from the Federal University of Rio de Janeiro, a master's in Environment and Energy from the Architectural Association Graduate School of London, and a Ph.D. in Architecture and Urbanism from the University of São Paulo.



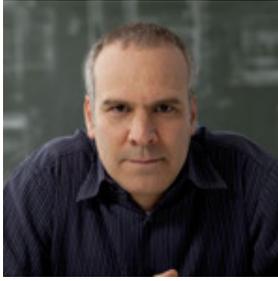
José Armênio de Brito Cruz
Professor, Escola da Cidade

José Armênio de Brito Cruz is Professor of Design at the Escola da Cidade and president of the São Paulo Department of the Institute of Brazil Architects. In 1984, Brito Cruz co-founded the Piratininga Associate Architects. His firm's work in the area of architecture and urbanism has been the object of conferences and publications since the founding of the firm. Brito Cruz graduated with a B.A. in Architecture and Urbanism from the University of São Paulo.



Maria Lucia Refinetti Rodrigues Martins
Professor, University of São Paulo

Maria Lucia Rodrigues Martins is Professor of Design at the University of São Paulo, where she coordinates the Laboratory for Housing and Human Settlements (LABHAB). At the LABHAB, Maria Lucia develops research in the areas of environment and human settlements, urban and environmental legislation, and housing policies in Brazil and in Latin America, among other topics. She is a current member of the Iberoamerican Network of Researchers on Globalization and Territory, and a former counselor in housing for the City of São Paulo. Martins graduated with a B.A. in Architecture and Urbanism from the University of de São Paulo, where she also received her master's and Ph.D. degrees.



Milton Liebentritt de Almeida Braga
Professor, University of São Paulo

Milton Braga is a Professor in the Design Department of the University of São Paulo. Braga is a founding partner of MMBB, an award-winning architecture firm. He has extensive experience in architecture and urbanism, working mainly on buildings and urban projects. He is the current curator of the Institute for Urbanism and Studies for the Metropolis (URBEM), which seeks to promote and structure projects that contribute to the urban development of the São Paulo metropolis. Braga graduated with a B.A in Architecture and Urbanism from the University of São Paulo, where he also earned a master's and a Ph.D. in Architecture and Urbanism.



Mohsen Mostafavi
Dean and Professor of Architecture,
Harvard Graduate School of Design

Mohsen Mostafavi, an accomplished academic leader and international figure in the fields of architecture and urbanism, is the dean of the Faculty of Design and Professor of Architecture at the Harvard Graduate School of Design (GSD). Mostafavi was formerly the dean of the Cornell University College of Architecture, Art and Planning, where he was the Arthur L. and Isabel B. Wiesenberger Professor in Architecture. He also served for nine years as chairman of the Architectural Association School of Architecture in London. Dean Mostafavi serves on the Harvard University Task Force on the Arts, the steering committee of the Aga Khan Award for Architecture, and the jury of the Holcim Foundation for Sustainable Construction. He has served on the design committee of the London Development Agency (LDA) and the RIBA Gold Medal selection committee, and is currently involved as a consultant on a number of international architectural and urban projects. He studied architecture at the Architectural Association and undertook research on counter-reformation urban history at the Universities of Essex. He has also taught at the University of Pennsylvania, Cambridge University, and the Frankfurt Academy of Fine Arts (Staedelschule).



Nelson Brissac Peixoto
Professor, Pontifical Catholic University of São Paulo

Nelson Brissac is a philosopher and Assistant Professor of Intelligence Technologies and Digital Design at the Pontifical Catholic University of São Paulo (PUC-SP). He coordinates Arte/Cidade

(Art/City), which pursues interventions that relate to the vast territory of megacities and the global reconfigurations of economy, power and art. Previously, Nelson was a visiting researcher at Columbia University and assistant professor at the State University of Campinas (UNICAMP). He organized the book *Urban Interventions: Art/City* (Senac, 2002). He holds a degree in Sociology from the School of Sociology and Politics of São Paulo (FESP), a master's degree in Philosophy from the Pontifical Catholic University of São Paulo (PUC-SP) and a Ph.D. in Philosophy from the Université Paris-Sorbonne.



Nelton Friedrich

Director for Coordination and Environment,
Itaipú Binacional

Nelton Friedrich is the Director for Coordination and Environment at Itaipú Binacional. Prior to that, he served as State Representative and was twice elected Federal Deputy for the State of Paraná, Brazil. As a member of Brazil's National Constituent Assembly, Friedrich presented 535 proposals, 141 of which were partially or fully approved. He also served as State Secretary for the Government of Paraná in the areas of Energy, Environment, Erosion Control, Sanitation and Public Housing. Currently, at Itaipu Binacional, Friedrich coordinates the "Cultivating Good Water" program (Cultivando Boa Água) which operates through environmental responsibility actions and projects that aim to correct environmental liabilities and develop preventive actions in the Paraná River Basin. Friedrich graduated with a degree in law and has specialty in sustainable development.



Oded Grajew

General Coordinator, Rede Nossa São Paulo

Oded Grajew is the founder and general coordinator of the executive board of Rede Nossa São Paulo, an organization that focuses on engaging society and institutions in the public and private sectors to follow an agenda aimed at making the city more just and sustainable. In addition, he is president emeritus of the Ethos Institute for Business and Social Responsibility, a pioneer of the World Social Forum, and General Coordinator of the Sustainable Cities Program. He is a former member of the Council of Economic and Social Development (CDES) of the Presidency of the Republic and was also a Special Advisor to the former President of Brazil, Luiz Inácio Lula da Silva. In 2013, Grajew was a Fellow at the Harvard Kennedy School's Ash Center, where he focused on studying public policies and civil society influence on social, economic, and environmentally sustainable development. He holds a Bachelor's degree in electrical engineering from the Polytechnic School at the University of São Paulo and a Master's in Business Administration from the Getúlio Vargas Foundation.



Paulo Saldiva
Professor, University of São Paulo

Paulo Saldiva is Professor of Pulmonary Pathology and Chair of the Department of Pathology at the University of São Paulo Medical School (FMUSP). He is a Member of the Science Advisory Committee of the EPA Center for Ambient Particle Health Effects at the Harvard School of Public Health. Saldiva's research interests include pulmonary pathology and air pollution related diseases. The main objective of Saldiva's work in air pollution and human health at the USP is to demonstrate the evidence that relates air pollution to human health, considering two main types of pollutants: particulate matter and ozone. All the inhabitants of large urban centers inhale particles of pollutants present in the atmosphere. Several groups from different countries have found associations between particulate matter contents and hospital admissions, mainly from events related to respiratory and cardiovascular diseases. Saldiva's group of the FMUSP in São Paulo has been dedicated to this kind of study, accumulating experience in demonstrating adverse health effects due to environmental exposure to particulate matter. His scientific production includes approximately 250 papers, over 40 of which were completed in the past three years. Professor Saldiva earned his Ph.D. in Pathology and his M.D. from the University of São Paulo (USP).



Pedro Rivera
Director, Studio-X Rio; Rua Arquitetos

Pedro Rivera is Professor of Design at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio), and Director of Studio-X Rio at the Columbia University Graduate School of Architecture, Planning and Preservation (GSAPP). In recent years, GSAPP has used the label "Studio-X" to refer to its most advanced laboratories for exploring the future of cities. The title conveys the need for an entirely new platform for research and debate to address the array of urgent questions that the next generation of designers will face. Rivera is also a Partner at the architectural firm Rua Arquitetos. He received his B.A. in Architecture and Urbanism and master's in Urbanism from the Federal University of Rio de Janeiro.