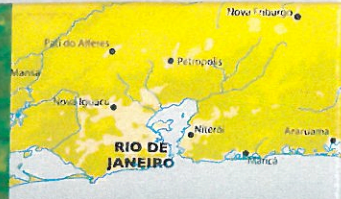
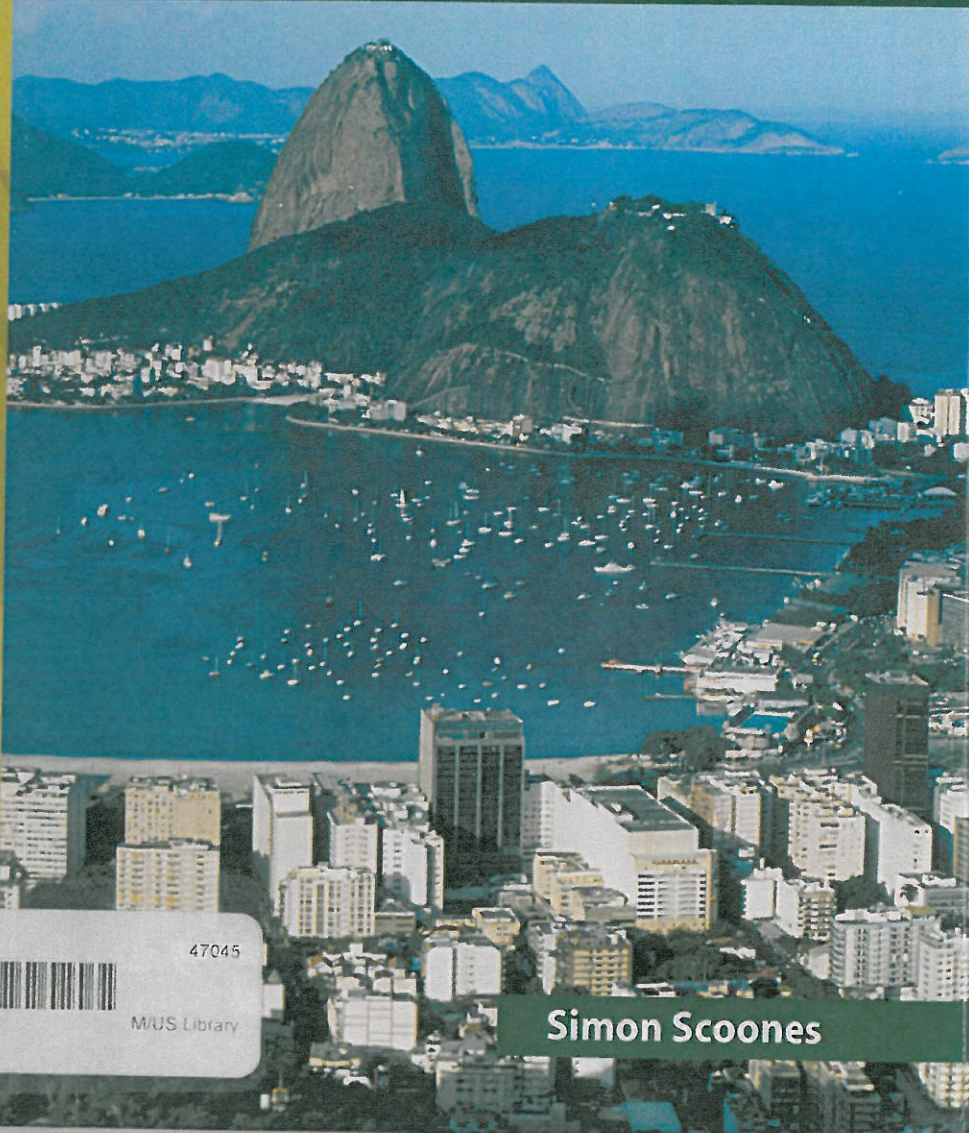


Global Cities



Global Cities RIO DE JANEIRO

RIO DE JANEIRO



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Global Cities

RIO DE JANEIRO

As of 2007 the world's population will be more urban than rural for the first time in history. Most humans from now on will live in tightly packed cities—teeming with millions of people—that place intense pressures on resources, the environment, services, and the fabric of their societies. These cities are larger and far more powerful than many countries, with huge economies and gigantic disparities of wealth. This exciting series explores the great cities of the world and looks at how they are meeting the challenges of urbanization, globalization, citizenship, and sustainability.

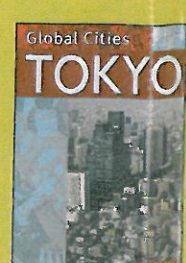
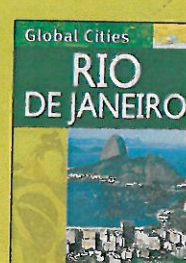
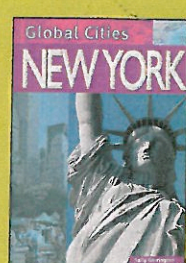
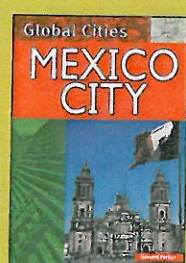
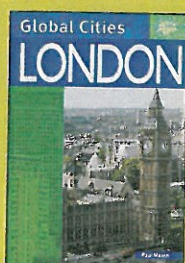
Each book in the Global Cities series provides


- Specially commissioned maps, charts, and photographs
- Descriptions of city planning by experts on each city
- Firsthand personal accounts of life in the city

Violent drug gangs rule the vast slums, or favelas, that are home to nearly a fifth of Rio de Janeiro's population. Away from the slums, the city's beaches, annual Carnival, and stunning scenery attract tourists from around the world. Foreign businesses are drawn here because of abundant energy supplies and large commercial and financial

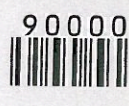
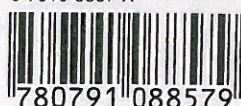
sectors. Pollution is severe, creating enormous environmental challenges, but investment in fuel based on locally grown sugarcane is lowering emissions. A comprehensive profile of the city's incredible growth and considerable future prospects, *Rio de Janeiro* will help readers explore this multifaceted city of 7 million people.

SIMON SCOONES trains teachers at the Institute of Education, a graduate college of the University of London. He is the author of several books and the educational Web site www.globaleye.org.uk.



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Global Cities

RIO DE JANEIRO

Simon Scoones
Photographs by Edward Parker



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Living in an urban world

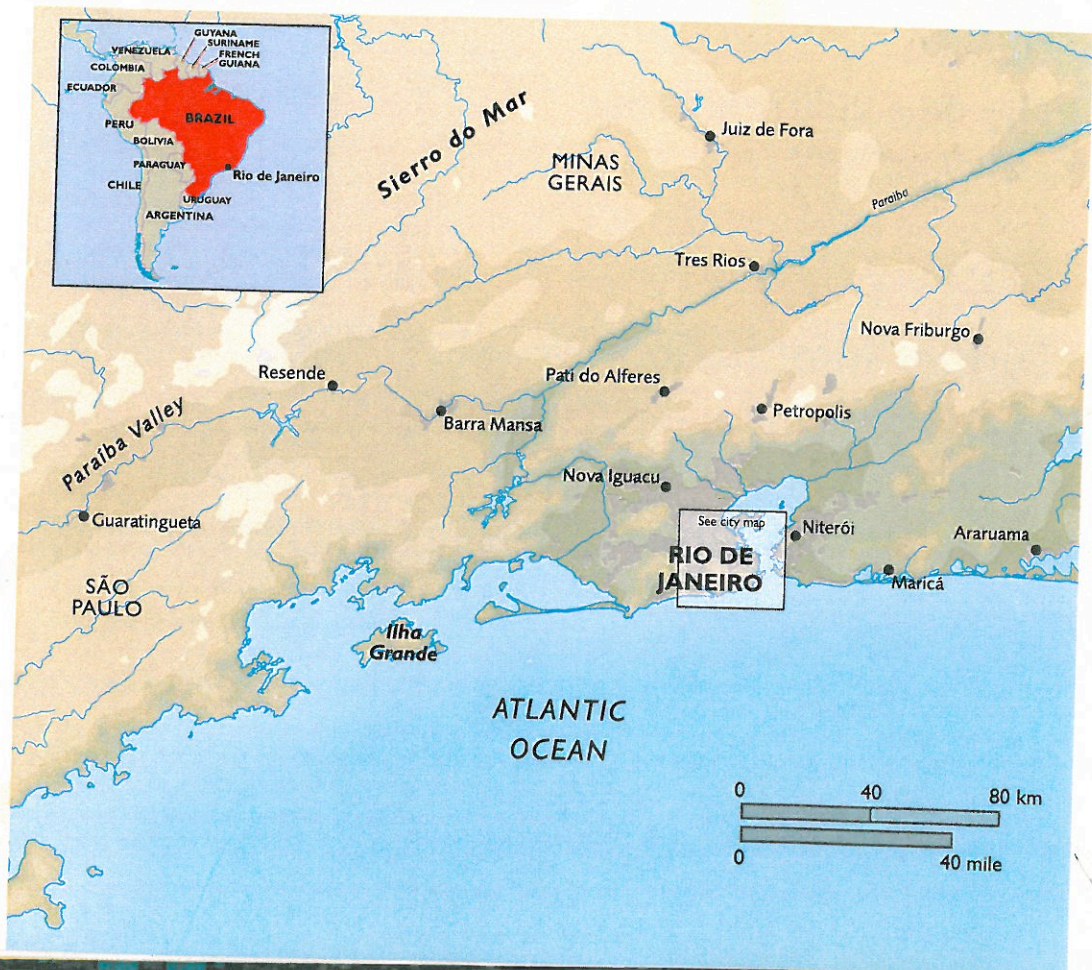
As of 2007 the world's population will, for the first time, be more urban than rural. An estimated 3.3 billion people will find themselves living in towns and cities such as Rio, and for many, the experience of urban living will be relatively new. In China, the world's most populous country, the number of people living in urban areas increased from 196 million in 1980 to more than 536 million in 2005.

The urban challenge...

This staggering rate of urbanization (the process by which a country's population becomes concentrated into towns and cities) is being repeated around much of the world and presents the world with a complex set of challenges for the 21st century. Many of these challenges are local, like the provision of clean water for expanding urban populations, but others

are global in scale. In 2003 an outbreak of the highly contagious disease SARS demonstrated this as it spread rapidly among the populations of well-connected cities around the globe. The pollution generated by urban areas is also a global concern, particularly because urban residents tend to generate more than their rural counterparts.

▼ Rio de Janeiro in relation to the rest of Brazil and its neighboring countries (inset) and its immediate surrounding area.



... and opportunity!

Urban centers, and particularly major cities such as Rio de Janeiro, also provide great opportunities for improving life at both a local and global scale. Cities concentrate people and allow for efficient forms of mass transportation like subway or light rail networks. Services too, such as waste collection, recycling, education, and health care can all function more efficiently in

a city. Cities are centers of learning and often the birthplace of new ideas, from innovations in science and technology to new ways of day-to-day living. Cities also provide a platform for the celebration of arts and culture, and as their populations become more multicultural such celebrations are increasingly global in their origins and reach.



▲ The most exclusive parts of Rio are clustered around Guanabara Bay, with its views of Sugarloaf Mountain.

A global city

Although all urban centers share certain things in common, there are a number of cities in which the challenges and opportunities facing an urban world are particularly concentrated. These can be thought of as global cities, cities that in themselves provide a window on the wider world and reflect the challenges of urbanization, of globalization, of citizenship, and of sustainable development that face us all.

Rio de Janeiro is one such global city. With more than 11 million inhabitants (locally known as Cariocas), Rio is the 14th most populated city in the world. Yet many

argue that Rio has an even greater influence and presence on the world stage. During Brazil's 300 years as Portugal's biggest and most important colony, Rio was the capital city of the country. In 1960 Brasilia replaced Rio as Brazil's capital, but many Brazilians still regard Rio as the center of Brazilian life. What's more, people around the world marvel at Rio's spectacular setting, overlooking Guanabara Bay and hemmed in by steep mountains. This book introduces the city and its people and investigates just what makes Rio de Janeiro a truly global city.

Rio de Janeiro

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▲ Cable cars take tourists to the top of Sugarloaf Mountain for a view across the city.

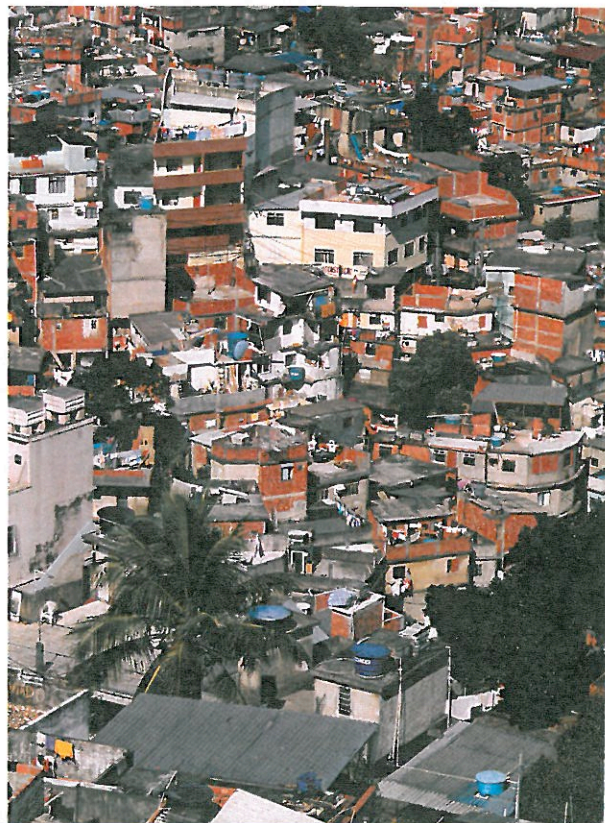
the debris was used to fill in swampy lowland to make room for more buildings. Gradually the city grew, and some of Guanabara Bay was also filled in and turned into new land. Neighborhoods sprang up between the hills and mountains, and the *serra* effectively divided the city into two halves. North of the *serra* the area known as Zona Norte was flatter and easier to build on. Farther south, the narrow strip of land squeezed between the mountains and the sea called Zona Sul developed into one of the world's most densely populated areas.

Two cities

The Zona Norte is a polluted industrial region, home to poorer residents who work in the factories and in other low-paid jobs. People live in housing projects or in neighborhoods built illegally on hillsides or in ravines. These shantytowns, or favelas, are scattered across the city. An underworld of competing drug gangs has turned some favelas into extremely dangerous places to live. Meanwhile, most of the richer residents

live in the Zona Sul. Along the beachfront in the Zona Sul, residents enjoy one of the most luxurious lifestyles in the world.

▼ A favela clinging to one of the steep hillsides.



The marvelous city

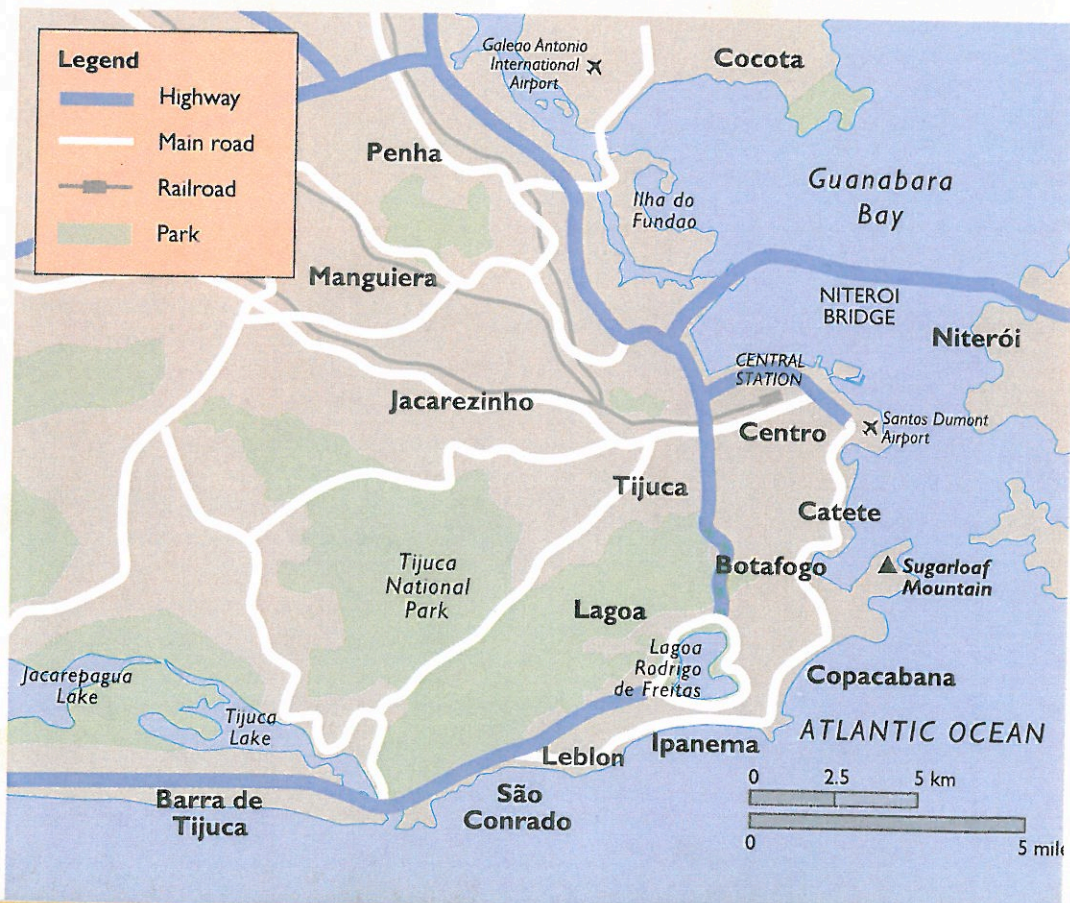
The people of Rio de Janeiro call their city the *cidade maravilhosa*, "the marvelous city." Rio boasts stunning scenery, and each February the city hosts one of the world's biggest parties, known as Carnival. For five days and nights, Cariocas join visitors from all over the world to take part in colorful parades and dance to the sounds of samba and bossa nova, whose rhythms were born in Rio. The city's beaches, such as Copacabana and Ipanema, are the destinations for millions of tourists. Rio is also the birthplace of some of the greatest soccer stars and boasts the world's largest soccer stadium, the Maracanã, named after the local river running through the district. Away from the beaches and nightclubs, the city can present a very different face in the favelas (shantytowns) that cling to the hillsides. These deprived areas are home to millions of residents.

▼ The center of Rio de Janeiro.

A view from Sugarloaf

One of the most striking aspects of Rio is its setting amid mountains, or *serra*, which are part of the Sierra do Mar mountain range. The steep slopes of the *serra* are made of granite that have withstood millions of years of erosion by wind and water. Soaring 1,296 feet above the heart of the city is Sugarloaf Mountain. The Portuguese christened it "Sugarloaf" because they thought it looked like the hard, rounded cones of sugar that were sold in those days. Today, both residents and tourists can take a cable car to the summit to look at the breathtaking views across the city.

Rio began as a Portuguese settlement situated on one of the *serra* called Morro de Castelo. Like many other hills in the city, Morro de Castelo was later flattened and



The history of Rio

In 1494 Portugal annexed Brazil as a colony. Seven years later, three Portuguese ships under the command of Amerigo Vespucci were sent to explore Brazil's coastline. On New Year's Day 1502, they reached a narrow opening. Beyond it lay a body of water that Vespucci wrongly guessed was the mouth of a river. In fact it was a beautiful bay named Guanabara ("arm of the sea") by the Amerindians who lived there. Vespucci called this stretch of water "the January river" (Rio de Janeiro), and the name has stuck ever since.

The city is born

Although Portugal colonized Brazil, merchants from France were the first European settlers. They built a fort on Seregipe Island, now part of the mainland, but in 1567 Estácio de Sá, the nephew of Brazil's third governor, drove out the French. At the foot of Sugarloaf Mountain the victorious Estácio de Sá declared that this would be the site of a great city.

A trading hub

Rio quickly grew in the years that followed. Portuguese ships docked here to unload slaves brought over from West Africa to harvest the plantations inland. Plantation crops such as sugarcane were shipped back to Europe. Gold was traded here too, thanks to a road that linked Rio to the gold mines in neighboring Minas Gerais state. Other links inland followed age-old

▼ This farmer is planting a new crop of sugarcane. Sugarcane was one of Rio's first exports to Europe.



Amerindian routes, and shipborne traders made more connections with other trading outposts up and down the coast. Meanwhile, ships arrived at the port loaded with cargo from Europe and elsewhere.

In 1763 the Portuguese made Rio the colonial capital of Brazil. By then, 30,000 people lived in the city, and for the next two centuries Rio went unchallenged as Brazil's most important city. But it also became the center for growing resentment against the Portuguese. In 1789 a dentist called Joaquim José da Silva Xavier (nicknamed Tiradentes, or "tooth puller") became leader of a Brazilian protest movement against Portuguese rule. Less than three years later, on April 21, 1792, he was captured and executed. His head and body parts were displayed in Rio for all to see as a warning to others against future uprisings.

In 1820 Napoleon Bonaparte's army invaded Portugal, and afterward the royal family fled to the safety of Rio. Although the king moved back to Portugal in 1820, his son Dom Pedro stayed behind. Two years later, Dom Pedro declared Brazil's independence from Portugal and became Emperor Pedro I. Yet this did not stop a growing wave of discontent among the population. In 1831 rioting broke out in protest at the rising cost of living. Dom Pedro could not keep the peace, and that year he left the emperor's throne to his five-year-old son, Pedro II. Although largely a figurehead, Pedro II remained emperor of Brazil for more than half a century.

From gold to coffee

During the 1800s, the mines of Minas Gerais were running out of gold, and coffee became the new trade. Coffee plantations covered the Paraíba Valley, not far from the city. Coffee barons grew rich on this new crop, living in palatial mansions at the city's edge. At the same time,

railroads were built that linked Rio to other places, marking the beginning of a new industrial era.

▼ As well as trade, the Portuguese introduced Catholicism, now the religion of most Rio residents.





▲ Throughout the 19th century the construction of railroad and trolley lines increased the economic capacity of Rio de Janeiro as materials and goods passed through the city.

A new republic

When imperial rule finally ended in 1889, the first government of the new Republic of Brazil was based in Rio. In the republic's early years, coffee barons and other wealthy merchants remained powerful. Many people accused them of rigging the 1930 presidential elections. A military coup followed and the runner-up in the

election, a cattle rancher called Getúlio Vargas, became the new president. Vargas remained in office for the next 15 years. In an attempt to break the stranglehold of power held by the rich, Vargas became a dictator by making more decisions himself. Although he was thrown out of office by the military in 1945, Vargas was reelected

in 1950. His second term as president was dogged by corruption scandals and an economy in chaos. Hours after he was forced to resign in 1954, again by the military, Vargas shot himself in Rio's Palácio de Catete.

Despite Brazil's turbulent early years as a republic, Rio entered a golden age in the early 1900s. Fashionable casinos and nightclubs opened up, and the city became a highly sought-after location to make movies. Scandals became commonplace at the luxurious Copacabana Palace hotel, where wealthy guests from Hollywood and the international jet set gathered to behave badly. The hotel still stands today, now restored to its former glory with its own art gallery and theater.

Culture and trade

In 1960 the Brazilian government moved out of Rio to the new capital city of Brasilia, a newly built settlement in the center of the country. Nevertheless, Rio remained the capital of culture and trade.

A hotel building boom took place along the city's palm-fringed beachfront, and the city developed a reputation as a center for liberal thinkers who sought an end to the succession of military governments that ruled Brazil from 1964. With inflation

spiraling out of control, citizens protested in the city's streets against the rising cost of living and the brutal violence and torture carried out by the military police.

Vast foreign debts and growing unrest finally persuaded the military generals to step aside in 1985. Despite the corruption scandals that have rocked Brazilian governments since then, the return to democracy gave people the right to replace unpopular governments. Although the cost of living continues to rise, and many live in poverty, people in modern Rio are confident the days of oppression are gone.

Soccer fever

By the 1940s soccer had become the most popular sport in Brazil, and work began in August 1948 to build a brand-new stadium in Rio's suburb. On July 16, 1950, a record-breaking 174,000 people crammed into the Maracanã Stadium to watch Brazil play Uruguay in the World Cup final. With the score at 1-1, the Uruguayan team broke the hearts of home supporters by scoring the winning goal 11 minutes from time. For two hours after the match, spectators sat in stunned silence. Brazil has since gone on to win the World Cup five times, a record unmatched by any other country, and a source of pride to its citizens.

▼ Despite an uncertain economic climate, Rio, helped by its status as a major port, continued to expand throughout the second half of the 20th century.



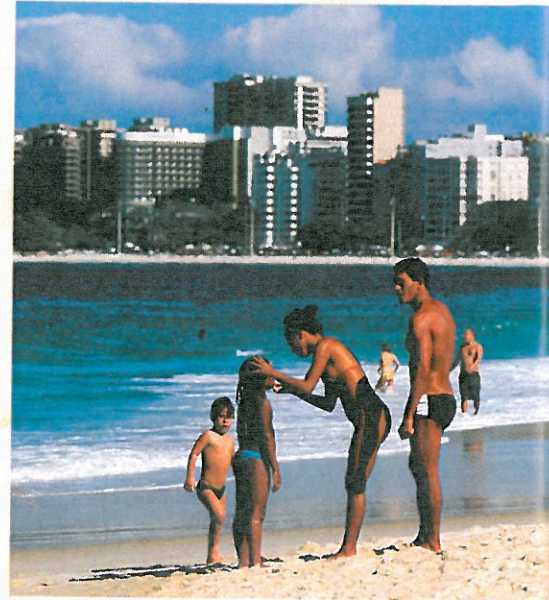
The people of Rio

The term *Carioca*, which today refers to a resident of Rio, was originally the Tupi-Guaraní word for a white person's house. At the time, Amerindians such as the Tupi-Guaraní lived separately from the European invaders.

A multicultural city

Today, most city dwellers are mixed race. Regardless of their background, Cariocas proudly celebrate the many aspects of Rio's culture that originate from their variety of ancestors. Some have ancestors who were slaves shipped over from West Africa during colonial times. Many others can trace their family roots back to Portugal, while some are descendants of other European migrants from Britain, France, Germany, and Italy. Other people moved to Rio from Lebanon, and there are some residents with Japanese ancestry.

► Few city dwellers are descended from a single ethnic background.



CASE STUDY

Sigrid, Botanical Gardens resident



Sigrid moved to Rio from South Africa with her husband, Gustav, 25 years ago. Gustav is a mining engineer and supplies equipment to mines across Brazil. At first they lived in Ipanema, close to the beach. In those days Ipanema was a relaxed place, and they swam in the sea every day. In 2000 Sigrid and Gustav moved out because the area had become too crowded and crime levels were increasing. Also, the beach and sea had become polluted. They now live close to the Botanical Gardens. For them, this neighborhood feels much safer. It is only possible to enter their housing complex by showing identification to a guard at one of the gated entrances.

A multifaith city

During colonial times, the Portuguese insisted that Catholicism was the only acceptable religion. Although residents can practice any religion they like today, most are still Catholic. But many actively practicing Catholics in modern Rio take a more liberal view of their faith than Rome prescribes. For example, contraceptives such as condoms are widely used, even though the Vatican opposes the use of birth control.

Evangelical Protestants are the fastest-growing religious group. Many young people from poor backgrounds have joined evangelical groups, seeking answers to their economic and personal problems. Worshippers lead a very strict lifestyle and go to church regularly. Church services are lively events, full of singing and chanting. In

some services, followers speak in tongues (when they believe the Holy Spirit speaks through them) and priests perform faith healing ceremonies.

Another influential religious movement is Candômbé. This religion combines African rituals with Catholicism and Amerindian customs. According to believers, all people have one or two spirits known as Orixás that influence their personalities and protect them through life. Only a Candômbé priest or priestess can identify a person's Orixá, and during a Candômbé ceremony, many devotees offer gifts such as special foods to their Orixás. Priests and priestesses chant and dance for many hours before they enter a trance. For believers, this marks the moment when they are possessed by an Orixá.

▼ The statue of Christ the Redeemer on the Corcovado, one of the steep hills in the heart of Rio.

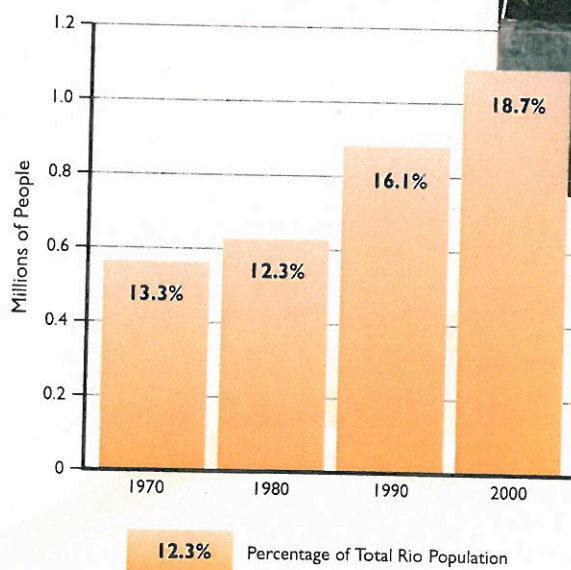


The city as a magnet

In the last 40 years, most of Rio's immigrants have come from other parts of Brazil rather than overseas. The city is a magnet for thousands of families in the poorer regions of Brazil, especially the northeast. Many have poured into the city in search of a better job, health care, or a decent school for their children, but there is not enough land in Rio to adequately meet their housing needs.

Poorer families often have to find a place to live in one of the city's favelas. Today, there are more than 600 favelas scattered across the city, with populations varying from a few dozen to hundreds of thousands of people. Rocinha is one of the oldest and biggest. It began in the 1940s when a group of squatters took over a hillside next to the rich downtown district of São Conrado. Since Rocinha's early

▼ The number of favela dwellers as a percentage of the total population.



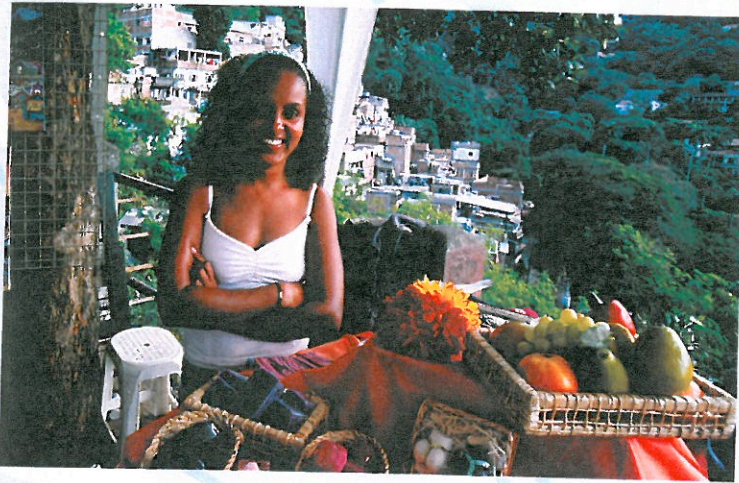
▲ Living in the favela means having to make the most of limited space and, often, having little privacy.

days its residents have been proactive citizens, working together to make it a decent environment in which to live. With up to 250,000 residents, Rocinha is now a city within a city. It has its own schools, doctors' offices, and fast-food outlets.

CASE STUDY

Maria Coetano, favela resident

Maria Coetano lives in Rocinha favela. She used to work as a dental receptionist in the city center, but the pay wasn't good and she had to travel a long way to work by



bus. Now Maria has started her own business in Rocinha making special soaps. She has many kinds of soap for sale, using different fruits and spices to give each one a pleasant scent. Maria sells these to shops or directly to tourists who visit Rocinha on organized tours. Maria's life is much better now. She can walk to work, and she is making much more money than she did at the dentist's. Maria is now earning enough to pay for some of the fees of her husband's law course at night school.

Drug wars

Violence is commonplace in many favelas. On average, seven civilians and two police officers are murdered every week. Rio is now the second most violent city in the world (after Johannesburg, South Africa). Most violence is linked to the illegal drug trade. For young favela dwellers, drug-dealing is seen as a way to escape poverty—about 11,000 young men are now members of Rio's drug gangs, and half of them are under 18 years old. Since the introduction of crack cocaine, Rio's drug gangs have become armed and even more dangerous.

► The high death rate among police officers makes body armor essential.

They are powerful too—competing gangs control almost all the favelas. Battles between gangs have led to many deaths, and Rio's police operate a "shoot to kill" policy when they raid a favela. As a result, the average life expectancy of a Rio gang member is only 29 years.



Dangerous favelas

On March 31, 2005, the city's worst massacre took place in Nova Iguaçu, a poor neighborhood in northwest Rio. Thirty people were killed by a death squad, many of whom were off-duty police officers. Some people believe that it was a revenge killing for the arrest of other police officers accused of murder. The massacre met with little reaction from people living in the Zona Sul. Many of them were preoccupied with mourning the death of Pope John Paul II at the time, and many regard violence in outlying districts as a distant problem that they would rather forget.

In the Zona Sul, Copacabana shares its name with the beach in front of this famous city neighborhood. In the past, wealthy Portuguese plantation owners brought their families here for a weekend outing. Today, Copacabana has a huge mixture of people with different backgrounds and incomes. At 64,750

people per square mile, it also has one of the highest population densities in the world. With space at a premium, rich residents live in high-rise apartment buildings that line the beachfront. Many of these apartments are now vacation homes for the very rich of São Paulo.

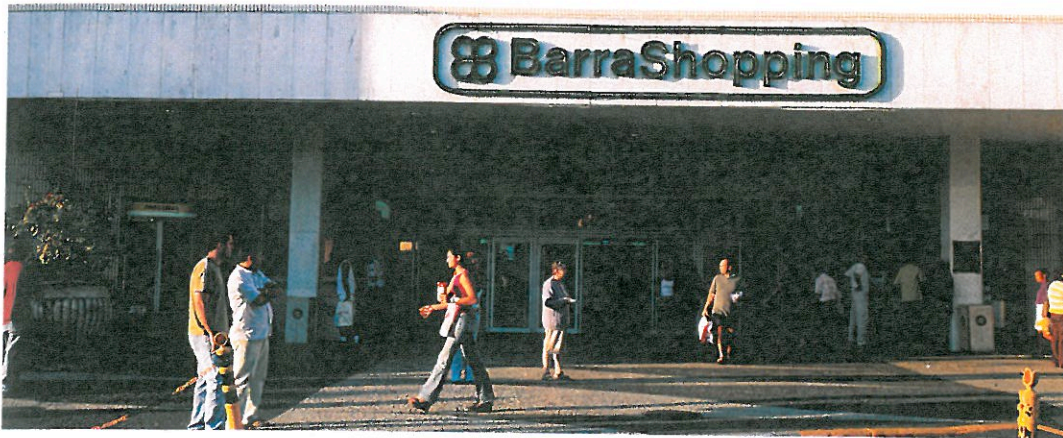
Safe suburbs

Other Cariocas have chosen to move to the outlying suburbs. Today, more than 130,000 people live in Barra da Tijuca along the coast to the west, nicknamed the "Brazilian California." Families living here can bring up their children away from the noise, pollution, and higher crime levels of downtown Rio. Barra da Tijuca has also become Rio's newest hub for Brazilian and overseas companies, which are attracted by the safer, cleaner, and less crowded environment.

Barra da Tijuca is Rio's youngest neighborhood. Building only began 40 years

▼ Desirable high-rise housing in Copacabana apartment towers on Avenida Atlantica, overlooking the bay.



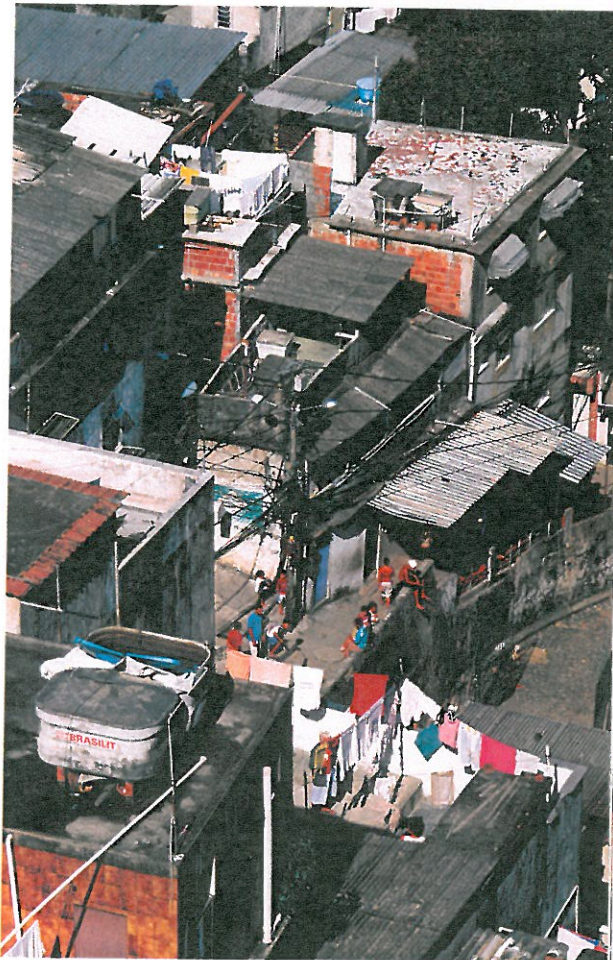


▲ The shopping mall in Barra da Tijuca.

ago, and planners learned from the mistakes of other areas. Like an American city, Barra da Tijuca has wide avenues and roads, and large, spacious condominium complexes. The town also has South America's largest convention center, called Riocentro. Residents have plenty to do thanks to a three-mile strip of shops and entertainment facilities. BarraShopping is the largest shopping mall—with more than 650 stores and apartments, offices, restaurants, movie theaters, and even its own monorail. Barra da Tijuca also boasts five theme parks and 21 nightclubs, and the beach is Rio's longest and cleanest stretch of sand. What's more, residents can still easily reach downtown Rio.

Living on the edge

Not everybody in Barra da Tijuca enjoys a luxurious lifestyle. New favelas such as Jacarezinho ("little alligator") are springing up, home to the construction workers, maids, nannies, and porters that work in Barra da Tijuca. Jacarezinho residents cannot afford the rents and house prices of the gated condominiums and have to make a home where they can. Unlike the favelas downtown that cling to the city hillsides, the flatter terrain keeps Jacarezinho out of sight. Most homes are without even basic services like piped



▲ Cramped housing in Jacarezinho—homes for the domestic help of Barra residents.

water, electricity, and sewage disposal, making conditions here some of the very worst in Rio.

Home on the streets

The poorest residents have no house at all and live on the streets. Many of them are children for whom the street is a workplace to earn money supporting the rest of the family. These children work long days, and home may be too far away, especially if they don't have the money for bus fare. Many return home only on weekends and spend the other nights sleeping on the street. For others, the streets are their home, day and night. Some children have run away from home because of a family breakdown, domestic violence, or abuse. Others have no family at all. Street children have to make a living and fend for themselves, but life can be difficult and dangerous. Many are forced into

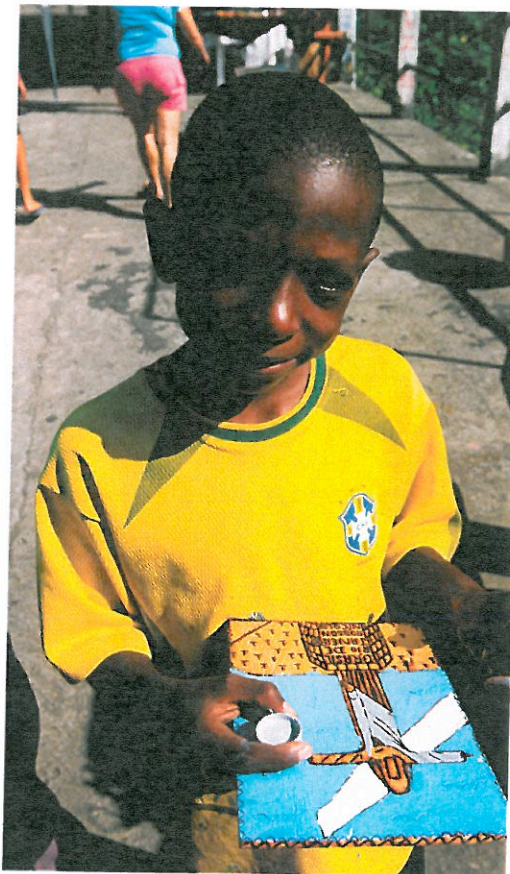
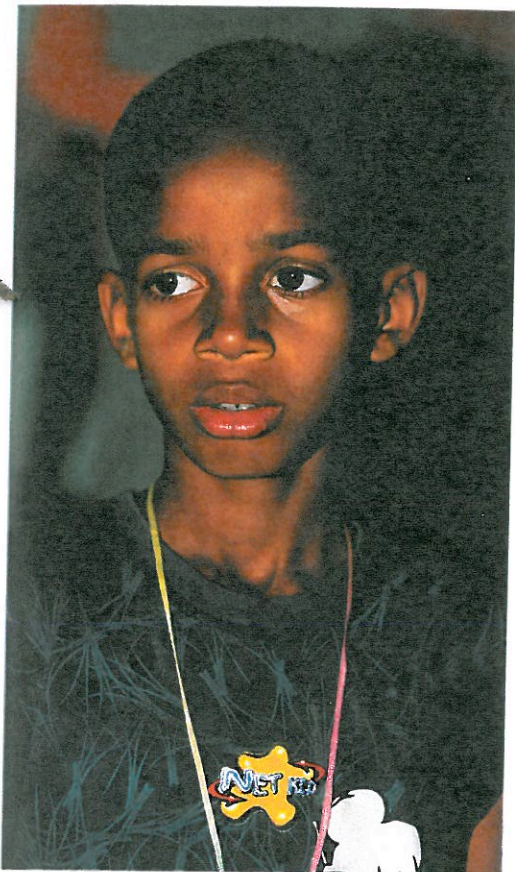
prostitution to make money, and they are at great risk of catching sexually transmitted diseases. Up to a quarter of street boys in Rio are encouraged to become "soldiers" for a drug gang. Young recruits are nicknamed "little planes" because they act as messengers between drug dealers and users, and some children as young as four years old carry weapons.

Children in danger

Caught up in the drug wars, Rio street children live in a more dangerous environment than many of the world's worst war-torn areas. Vigilante death squads have murdered some children. They see street children as a menace to be removed from the city's streets.

▼ Children sleeping on the streets of Rio, where they have to look after each other.





▲ Children may be made to work in many ways, including helping to sell tourist trinkets.

Corrupt police officers sometimes join these death squads to supplement their low salaries. When military police gunned down eight children sleeping on the steps of Candelária Cathedral in 1993, it made the headlines around the world. Although there have been no mass killings since the international outcry that followed, individual murders of children have continued. Amnesty International estimates that 90 percent of these murders go unpunished.

Crusade for Minors

A number of organizations, supported by city residents, are giving Rio's street children a chance of a better life. The nongovernmental organization Cruzada do

Menor (Crusade for Minors) has set up a special shelter in the Cidade de Deus housing project that supports 70 young children. Here, children can get food and medical care, and Cruzada workers provide help for their families. Some of the support from Cruzada do Menor takes place right on the streets, where workers offer medical and dental treatment to children who have no family to return to. Once a child builds trust with a Cruzada worker, he or she is taken to one of the organization's shelters, where children can learn to read and write or gain other skills in workshops to improve their chances of getting a decent, legal job in the city. One of the city soccer teams is even training some of them to become professional soccer players.