The 2014 World Cup and the 2016 Olympic Games have greatly transformed Brazil’s cities. But mega-events such as these are just one of many forms of spectacle that have shaped global urban landscapes. This conference will bring together social scientists and cultural critics from across the hemisphere to discuss the ways in which spectacle — from global galas and cultural events to politicized forms of poverty, violence, and demands for civil rights — has impacted the modern urban form. By considering modern mega-events in the context of other formative spectacles, historical and contemporary, this conference will demonstrate the broader importance of spectacle in shaping urban economies, cultures, landscapes, and forms of governance.
FRIDAY, MAY 8

2–2:30 p.m.
Opening Remarks

2:30–4:30 p.m.
Panel 1: Spectacular Cities for the Global Stage
Chair: Loren Kruger, Comparative and English Literature, UChicago Urban Network, University of Chicago
I. Branding the Marvelous City
   Beatriz Jaguaribe, Communication Studies, Universidade Federal do Rio de Janeiro
II. Protests and Parties: Making Sense of the 2014 World Cup in Urban Brazil
   Bruno Carvalho, Spanish and Portuguese, Princeton University
III. Informal Settlements, Urban Planning, and Land Markets in Brazil
   Edésio Fernandes, Law and Urban Planning, Lincoln Land Institute
IV. The Spectacular Materiality of the Touristic Favela: Sun, Shacks and Souvenirs
   Bianca Freire-Medeiros, Sociology, Universidade de São Paulo

4:30–5:30 p.m.
Reception

5:30–7:30 p.m.
Film Screening: A Place to Take Away (Em busca de um lugar comum)

SATURDAY, MAY 9

9–10:30 a.m.
Panel 2: The Social and Racial Politics of Urban Space
Chair: Kari Zimmerman, History, University of St. Thomas
I. The Tragic Fate of Public Festivals among Rio de Janeiro’s Black Catholic Brotherhoods
   Mariza Soares, History, Universidade Federal Fluminense
II. Spectacles of Racial and Political Identity in Recife’s Informal City
   Brodwyn Fischer, History, University of Chicago
III. The Urban Geography of Black Left Feminism in Brazilian Cities
   Keisha-Khan Perry, Africana Studies, Brown University

11 a.m.–12:30 p.m.
Panel 3: Spectacles of Violence
Chair: Ben Penglase, Anthropology, Loyola University Chicago
I. Owning Peace: The Shifting, Strategic Optics of Pacification
   Ben Lessing, Political Science, University of Chicago
II. Aesthetics, Violence, and the City: Rio, São Paulo and the “Expansion of the World of Crime” in Brazil’s Urban Peripheries
   Gabriel Feltran, Sociology, Universidade Federal de São Carlos
III. The Spectacular Favela
   Erika Robb Larkins, International Studies, University of Oklahoma
12:30—1:30 p.m.
Lunch

1:30–3 p.m.
**Panel 4: Culture and the Urban Fabric**
Chair: Dain Borges, History, University of Chicago

I. **Popular Culture, Carnival and Spectacle in Recife**
   Isabel Guillen, History, Universidade Federal de Pernambuco

II. **Picture Perfect: Staging Progress in Belle-Époque São Paulo, Brazil**
    Aiala Levy, History, University of Chicago

III. **36-23-38: The 1954 Miss Universe Pageant, the City of Salvador, and the Tale of the Famous Two Inches**
    Courtney Campbell, History, University of London

3:30–5:30 p.m.
**Panel 5: Mega-Spectacle and Spatial Inequality**
Chair: Mauricio Tenorio, History and Center for Latin American Studies, University of Chicago

I. **Parque Madureira: Exceptional or Merely Good in Comparison?**
   Bryan McCann, History, Georgetown University

II. **Mega-Sounds: Auditory Emplacement in São Paulo’s Built Environment**
    Daniel Gough, Music, University of Chicago

III. **The UPP Policing Project and the Attempt to Make the Most Beautiful City in the World Live Up to its Name**
    Ignacio Cano, Social Sciences, Universidade do Estado do Rio de Janeiro

IV. **The Spectacle of Urbanization: Citymaking and Real Estate Speculation in “Olympic Barra,” Rio de Janeiro**
    Mariana Cavalcanti, Anthropology, Fundação Getulio Vargas/ Universidade Federal do Rio de Janeiro

5:30 p.m.
**Closing Remarks**