

## How to invent a beach in a square

Milene Migliano Gonzaga

PhD Candidate at PPGAU-UFBA, Brazil

At Rua Presidente Kennedy, 104, apto 403, Salvador, Bahia, Brasil, CEP 40130-200

Phone: +55 71 99234-2585

milenemigliano2@gmail.com

We have been noticing, in Brazil, a recent update on artistic practices and the creation of innovative ways of reclaiming public spaces, as well as in demanding for social rights, the reduction of police violence or the improvement of urban mobility, amongst other urban reivindications. In our research, we propose a montage (BERENSTEIN, 2014), aiming to compose a critical view from the fragments of the contesting narratives, in situations (MITCHELL, 1956) that access and enact the creativity of people in Belo Horizonte, through the invention of Praia da Estação (Station's Beach). The montage of the fragments will seek these counter-narratives weaved between the streets and the internet, that become a space of organization and visibility which are essential in the plot of overcoming restraints of the political imaginary (RIBEIRO, 2011). Through this research, we seek to comprehend how the use of new technologies of communication and information related to the Internet result in a procedural revolution (BENJAMIN, 1929) that transforms the condition of possibilities and the experiences of insurgent urban movements. Such processes take us to the encounter between several dissents – following Rancière, who understands them as conflicts of sensoriality regimes – sometimes revealed as flashes (DIDI-HUBERMANN, 2009) that erupt the police order organizing the social reality.

Praia da Estação is invented after a city ordinance that banned any event in the Praça da Estação (Station's Square), in the downtown area of Belo Horizonte, after an eight year renovation followed by one year of intense activities promoted by private and public organizations. Outraged by the ordinance, someone created an anonymous blog that called for a meeting in this public space. The meeting, held by several different actors, resulted in a mailing list through which invitations to organize Praia da Estação circulated. It is important to note that Belo Horizonte is an inland Brazilian city, and the only prerequisite to take part on the Praia da Estação was the beachwear dresscode, a form of disobeying cultural norms of decency of the traditional families of Belo Horizonte, based upon a traditional Catholic morality in tandem with its fraternities and oligarchies. The counter-narrative started to take shape through the bodies that encountered the heat of the cement.

After the first event in January 2010, that gathered 300 people, Praia da Estação was held every week during that summer, with calls in the collective blog – that even today shows the login and password for the edit session, subverting the personhood logic of such platforms – as well as in blogs of other activists. The city hall simply discredited the protesters at first. However, with the increase of the imaginary of the puissance of bodies in public space of “beachgoers” contaminated affectively (GUATTARI, 1992) by the idea and the weekly events, the city changed its posture, creating a commission that would review and suspend the ordinance. My proposal is to present five image-fragments that seek such counter-narratives, as well as the creation of other environments and imaginaries situated between urban spaces and the internet.

## References

- BENJAMIN, Walter. **Capitalismo como religião**. São Paulo: Boitempo Editorial, 2013.
- CASTELLS, Manuel. **Redes de indignación e de esperanza**. Madrid: Allianza Editorial; 2015.
- CASTRO, Edgardo. **Vocabulário de Foucault – Um percurso pelos seus temas, conceitos e autores**. Trad. Ingrid Müller Xavier. Belo Horizonte: Autêntica Editora, 2009.
- CERTEAU, Michel de. **A invenção do cotidiano**. Petrópolis: Vozes, 2004.
- GUATTARI, Félix. [1992] **Caosmose: um novo paradigma estético**. Rio de Janeiro: Ed. 34, 2012.
- JACQUES, Paola Berenstein. **Montagem Urbana: uma forma de conhecimento das cidades e urbanismo**. In BRITTO, Fabiana; JACQUES, Paola Berenstein. Experiências metodológicas para compreensão da complexidade da cidade contemporânea, vol. 4 Memória Narração História. Salvador: Edufba, 2015.
- MITCHELL, J. Clyde. [1956] **The Kalela Dance / La danse du kalela**. *Enquête* [En ligne], 4 | 1996, mis en ligne le 12 juillet 2013, consulté le 26 février 2015. URL : <http://enquete.revues.org/933> ; DOI : 10.4000/enquete.933
- MITCHELL, William J. **E-topia: vida urbana**, Jim, pero no la que nosotros conocemos”. Barcelona: Editora Gustavo Gili; 2001.
- MELO, Thálita Motta. **Praia da Estação: carnavalização e performatividade**. Dissertação defendida no Programa de Pós- Graduação de Belas Artes, UFMG. Orientação Maurílio Rocha. Belo Horizonte, 2014.
- OLIVEIRA, Igor Thiago Moreira. **Uma “Praia” nas Alterosas, uma “antena parabólica” ativista: configurações contemporâneas da contestação social de jovens em Belo Horizonte**. Dissertação defendida no Programa de Pós-Graduação de Educação, UFMG. Orientação Juarez Tarcísio Dayrell. Belo Horizonte, 2012.
- RANCIÈRE, Jacques. **O desentendimento: Política e Filosofia**. Trad. Ângela Leite Lopes. São Paulo: Ed. 34, 1996.
- \_\_\_\_\_. **O espectador emancipado**. São Paulo: Editora Martins Fontes, 2012.
- \_\_\_\_\_. **La Nuit Debout es la transformación de una juventud de luto en una juventud en lucha**. Interview in Diagonal Magazine, 2016, translator Juan Domingo Sánchez Estop, available in <https://www.diagonalperiodico.net/blogs/europa-constituyente/entrevista-jacques-ranciere-la-nuit-debout-es-la-transformacion-juventud>, accessed in 14<sup>th</sup> June 2016.
- RIBEIRO, Ana Clara Torres. **Nós temos hoje uma espécie de contenção do imaginário político**. Entrevista in Revista Marimbondo, v.01, 2011. Disponível em [www.revistamarimbondo.com.br](http://www.revistamarimbondo.com.br).

© by Milene Migliano

Paper presented at the RC21 International Conference on “The transgressive city: Comparative perspectives on governance and the possibilities of everyday life in the emerging global city” Mexico City, 21-23 July 2016. <http://rc21-mexico16.colmex.mx/index.php>